

# NEWSLETTER

2023-24



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## MESSAGE FROM THE CENTRE HEAD

Dear Readers, As we close another eventful financial year, I am filled with immense pride and gratitude for the collective achievements and the remarkable progress we have made as an organization. This year has been a testament to our resilience, innovation, and unwavering commitment to excellence. Reflecting on our journey over the past year, we have navigated numerous challenges and seized many opportunities.

Our dedicated JMA team has demonstrated exceptional adaptability and creativity, allowing us to not only meet but often exceed our goals. One of our standout achievements this year has been the successful collaborations with various esteemed educational institutes. These initiatives have not only strengthened our internal processes but also expanded our capacity to serve the community better.

In addition to our operational accomplishments, we have also made significant strides in fostering a culture of inclusivity and professional growth.

The various training programs, workshops, and team-building activities conducted throughout the year have been instrumental in equipping our staff with the skills and knowledge needed to thrive in a rapidly evolving environment. Our commitment to learning and development remains a cornerstone of our organization.

As we look ahead to the coming year, I am excited about the possibilities that lie before us. We have set ambitious goals, and I am confident that with the same level of dedication and enthusiasm, we will continue to achieve great things. Let us embrace the new year with a renewed sense of purpose and a commitment to pushing the boundaries of what we can accomplish together.

I would like to extend my heartfelt thanks to our sponsor, collaborating organizations, institutes and every member of JMA for your unwavering support and contributions. Your hard work, passion, and perseverance are what make us successful.

**- Asmita Salunkhe, Centre Head**

# AIMA's Best LMA Award Winners



**FY 2021-22**



**FY 2020-21**



**FY 2019-20**



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## CERTIFICATION PROGRAM IN CHIEF SUSTAINABILITY OFFICER

**Virtual (Online) Classes on Saturdays and Sundays (3 hours per Day) (6 Hours per Weekend)  
For 4 Weekends (6 Hours X 4 Weekends) (24 Hours)**

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**Key Highlights:**

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- \* Case studies and exercise sessions on practical problem solving.
- \* Training and certification by The Energy & Resource Institute (TERI)
- \* Best in class faculty guidance from premier institute of India
- \* Campus immersion session for experiential learning at TERI, Delhi



To register scan the QR code

**Total Duration  
Approx. 30+ Hours**

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**Module - 1: Sustainability Imperatives for  
Businesses in India**



**Module - 2: Operationalizing Sustainability  
as a Business Value**



**Module - 3: Experiential Learning: Corporate  
Sustainability & Business Excellence**

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# Shaping Young Minds Programme



Lighting of the  
lamp at Shaping  
Young Minds  
Programme

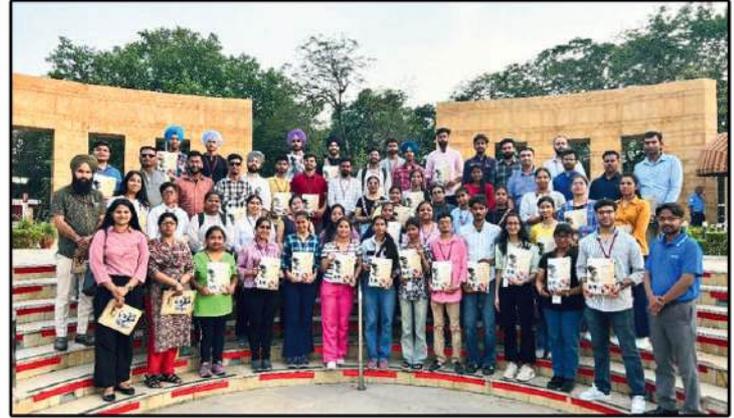
JMA in collaboration with AIMA (All India Management Association) organized the 81st Shaping Young Minds Programme (SYMP) at XLRI Auditorium in Jamshedpur on 6th February 2024. Mr T V Narendran, Vice President of AIMA and CEO & Managing Director of Tata Steel Ltd was the chief guest on the occasion. SYMP aims to inspire and empower management students and young professionals by connecting them with distinguished figures from various fields. The event marked the culmination of an extraordinary journey, offering a platform for insights, inspiration, and empowerment.

The eminent speakers who addressed the programme included Ambassador Gurjit Singh, Former Indian Ambassador Germany, Indonesia, Ethiopia, ASEAN, The African Union, Author & Honorary Professor, IIT Indore; Mr Sunil Alagh, Chairman, SKA Advisors, Former Managing Director and CEO Britannia Industries Limited & Past President, AIMA; Lt Gen (Dr) Subrata Saha PVSM, UYSM, YSM, VSM (Retd), Former Deputy Chief of Army Staff & Member, National Security Advisory Board (NSAB) and Dr Shikha Nehru Sharma, Founder, Nutriwel Health India Ltd. The sessions were moderated by Mr Sanjay Sabherwal, Managing Director, Metaldyne India; Dr Jitendra Singh, Former Dean & Senior Professor, Organizational Behaviour & Human Resource XLRI, Jamshedpur; Prof Sunil Kumar Sarangi, Professor of General Management & Leadership XLRI, Jamshedpur.

Dr Rajarshi Sarma, Senior Physician, Sarma Clinics and Mercy Hospital and Father S George, SJ, Director XLRI. The event witnessed an enthusiastic participation of over 1000 professionals, executives and students.



# YUVA Sangam Programme with IIM Ranchi



**Students Group from Punjab during Plant Visit and City Visit**

JMA facilitated the Yuva Sangam programme with IIM Ranchi, an initiative under Ek Bharat Shreshtha Bharat by the Government of India. This initiative aims to strengthen people-to-people connections, particularly among youth nationwide, through exposure tours, primarily for students from higher educational institutions in various states of India. Under these 55 students from Punjab visited the TATA Motors plant, Centre for Excellence and Jubilee park. During the visit, the participants received multidimensional exposure in five broad areas: Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Paraspar Sampark (People-to-people connect), and Prodyogik (Technology).

# TRAINING AND WORKSHOP

Professional Trainings are crucial for empowering growth, excellence, and success in today's competitive landscape.

## Training on Collaborations: Working Together

On April 12, 2023, JMA organized a training session in "Collaborations: Working Together" for Tata Bluescope Steel Ltd.(TBSL) employees at the TBSL Training Centre. The training emphasized the crucial importance of effective teamwork and cooperation in the workplace. Led by trainer Mr. Vinaya Nand Pandey, the session was well-received and contributed to cultivating a culture of collaboration and synergy within the organization.



TBSL Employees Attending the Training

## Design Thinking Workshop

JMA organized one-day Design Thinking workshop on May 30th, 2023, fostering innovation and problem-solving skills. Participants immersed themselves in the principles and methodologies of Design Thinking, emphasizing empathy, ideation, prototyping, and user-centric solutions. Led by renowned trainer Mr. Sunil Sangra, the session sparked creativity and equipped the 31 professionals from TATA Steel Long Products and Tinsplate Company of India with practical tools to approach challenges from a fresh perspective.



Mr. Sangra Guiding in the Workshop



Design Thinking Workshop Attendees

## Vendor Payroll Management & Statutory Labor Compliance Workshop/ Discussion in collaboration with ICICI Bank

In collaboration with ICICI Bank, an informative workshop/discussion on Vendor Payroll Management & Statutory Labor Compliance was conducted on 2nd June, 2023 at Centre for Excellence Auditorium. The event aimed to educate company HR's executives about efficient vendor payroll management techniques and ensure compliance with labor laws.

Experts from ICICI Bank shared valuable

insights, covering topics such as vendor onboarding, payroll processing, statutory deductions, and legal obligations.

The interactive session provided a platform for executives to discuss challenges, seek guidance, and gain a comprehensive understanding of best practices. The workshop fostered knowledge exchange and equipped attendees with the necessary tools to streamline vendor payroll management and adhere to statutory labor compliance requirements.

This workshop was attended by 20 HR representatives from TIMKEN India, TSDPL, TATA Steel, TATA Steel Long Products, ISWPL and TATA Motors.

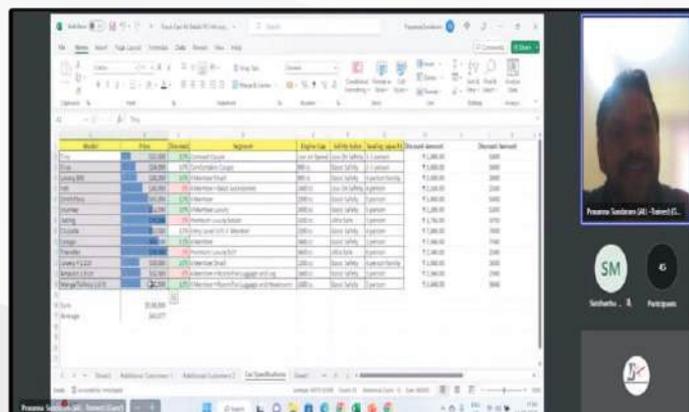


**TSLLP, ICICI Bank & JMA Team**

## MS- Excel Pilot Session for TATA Steel

JMA organized a MS- Excel pilot session for TATA Steel executives on 14th July 2023 virtually. The session emphasized on various topics and covered to introduce participants to the fundamentals and functionalities of Microsoft Excel. The discussed topics were Introduction to excel and its interface, data entry, cell formatting, basic formulas and functions, auto fill, filtering data and many more.

**Mr. Sundaram Conducting the Pilot Session**



## Effective Communication Skills at Workplace

On August 16th, 2023, JMA conducted a highly impactful soft skills training session on "Effective Communication Skills" at United Club. The training session was skillfully led by Ms. Mitali Chopra, representing Manners Matter. Ms. Chopra adeptly covered all the nuances of workplace etiquette, leaving no stone unturned. The session left a lasting impression on the 28 participants from Tinsplate Company of India, who actively engaged with the material and each other throughout the training.



Participants of  
Effective  
Communication  
Training

## Daily Management- A TQM Way

On August 28, 2023, Jamshedpur Management Association conducted a training on Daily Management at Tata Metaliks, Kharagpur. Led by trainer Mr. Dinesh S., it covered TQM fundamentals, daily work management, responsibility, authority, risk assessment, and management tools. 24 executives from TATA Metaliks and Tinsplate Company attended.



TQM Training  
Group Photograph

## Advanced Excel Training

JMA organized an Advanced Excel Training program for TATA Steel executives on 25th – 26th September 2023 at Dimna Management Training Centre, Jamshedpur. Prof. Anupam Ghosh from VGSOM IIT Kharagpur led a well-received training session covering Excel customization, basic functions, formatting, mathematical operations, protection, text manipulation, what-if analysis, logical operations, data validation, lookup functions etc.



**Prof. Anupam Ghosh Explaining the Excel Concepts to Executives**

## Finance for Non Finance

JMA organized a Finance for Non Finance Training for TATA Steel mid & senior level executives on 28th – 29th September, 2023. The training led by Mr. Anurag Singal was focused on the points like Introduction to financial concepts, understanding budgeting, financial ratios and analysis, costing, capital budgeting & investment decisions, cash flow management, risk management and many more.



**Mr. Anurag Singal with the Attendees**

## Finance for Non Finance for TATA Steel

JMA organized a Finance for Non Finance Training for TATA Steel executives on 18th – 19th October, 2023. The two days training encompassed on various key aspects, including an introduction to financial concepts, understanding of receipt & payments, balance sheet, shares & debentures, cash flow management, and a range of other relevant topics. The faculty of the training was Mr. Nitesh Maheshwari, CA & CS.



**Mr. Agarwal Explaining the Financial Concepts to Executives**

## Advanced Excel Training for TATA Steel

JMA conducted a three-day Advanced Excel Training for TATA Steel executives from October 25th to 27th, 2023, at SNTI, Jamshedpur. Led by Mr. Prateek Agarwal, the training covered a wide range of topics, including Excel customization, fundamental functions, formatting, mathematical operations, protection, data analysis, and more. It was well-received by all participants.



**Mr. Agarwal Explaining the Concepts to Executives**

## Virtual Excel Training for TSUISL Employees

Jamshedpur Management Association (JMA) conducted an online Excel training session on 25th, 26th & 27th October, 2023 for TATA Steel Utilities & Infrastructure Services Limited (TSUISL) employees. The session was led by Mr. Manoj Kumar, an expert in Excel and data analysis. Participants learned advanced Excel techniques, data visualization, and efficient data management practices, enhancing their skills for better productivity and decision-making. The training was highly interactive and well-received by the attendees.

## High Impact Presentation Skills

On October 27, 2023, JMA organized a High Impact Presentation Skills MDP at the United Club, Jamshedpur, aimed at mid-senior executives. Led by Mr. Sukrit Das, the program focused on equipping professionals with essential presentation skills for effective communication and relationship-building. Executives from ISWP, Cummins India, JCAPCPL, Tinsplate Company, TATA Steel Long Products, and TATA Power attended, and the training was well-received.



**Mr. Sukrit Explaining the Concepts to Executives**

## One Day Training in Advanced Excel

JMA organized an Advanced Excel Training for Timken India and Indian Steel & Wire Product Limited (ISWPL) executives on 28th October 2023 at ISWPL Training Centre, Jamshedpur. Mr. Prateek Agarwal conducted the session, receiving positive feedback from all participants.



**Trainers with the Attendees**

## One-Day Workshop in “AI for ALL”

JMA organized a one-day workshop in “AI for ALL” for executives from TATA Steel, Indian Steel & Wire Product Limited (ISWPL) & Enar group on 29th November 2023 at at ISWPL Training Centre, Jamshedpur. The objective of the program was to make participants gain a comprehensive understanding of artificial intelligence (AI) principles, applications, and ethical considerations. The curriculum covered introductory concepts such as machine learning, neural networks, and natural language processing. The workshop emphasized on real-world applications across industries, fostering a holistic appreciation for AI's transformative potential. Additionally, discussions happened on ethical AI practices and societal implications broaden participants' perspectives. As "AI for ALL" aims to make AI accessible and relevant to diverse audiences, irrespective of technical backgrounds.



**Mr. Agarwal with Executives**

## Training on "4M Change Management"

JMA organized a 4M Change Management MDP for executives of on TATA Metaliks, TSDPL & TCIL on 6th December, 2023 at Centre for Excellence. The training was aligned with the philosophy of Integrated Management System (IMS). This program covered linkage with ISO9001: 2015, ISO140001: 2015 and ISO45001: 2018, Management of Change & Its impact on HIRA, 4MChange Category, 4M Change action plan, 4M Change procedure, 4M Change reports, 4MChange tags, 4M Change visualization.

The faculty of the training was Mr. Anurag Choudhary. The training was attended by 31 participants.



**Training in 4M Change Management**

## Training on Stress Management & Emotional Intelligence

On January 29, 2024, JMA organized a one-day training on Stress Management & Emotional Intelligence at the United Club, Jamshedpur. Dr. Pramod Pathak, Former Professor at IIT (ISM) and a psychologist, was the trainer for the session. Ten participants from Manipal TATA Medical College (MTMC), The Indian Steel & Wire Products Limited (ISWPL), and Jamshedpur Continuous Annealing & Processing Company Private Limited (JCAPCPL) attended the training.



**Participants Group Photograph**

## Training on Procurement, Contract Management, Sustainable Procurement & ESG Integration

On February 26th & 27th, 2024, JMA organized a two-day training on Procurement, Contract Management, Sustainable Procurement & ESG Integration at the Management Training Centre of TATA Motors, Jamshedpur. Led by Mr. Mahesh Rana, a Former Indian Air Force Officer, participants from TATA Motors, TATA Power, TATA Steel Gamharia, and Indian Steel & Wire Products Limited attended the session.

Training Participants  
with the Trainer



## Training on Building High Impact PowerPoint Presentations

On March 12, 2024, JMA organized a one-day training on "Building High Impact PowerPoint Presentations" for 32 executives from TATA Steel Limited. Mr. Sukreet Shome was the expert for the session.



Training Session Picture

## Training on Power BI

Jamshedpur Management Association (JMA) organized a one-day training on “Power BI” on 20th March, 2024. 40 executives from TATA Cummins, ISWPL, TATA Power & TATA Steel Limited attended the training. Ms. Eeshani Agarwal was the expert for the session. Ms. Eeshani asked participants to analyse data, create interactive visualizations, and generate insights to make informed business decisions and also she taught master data modelling, report creation, and dashboard development, empowering them to leverage data effectively for strategic decision-making.



Training Session  
Picture

## Exclusive Power BI Training for TATA Power

Jamshedpur Management Association (JMA) organized a two days training on “Power BI” on 27th & 28th March, 2024 virtually. 116 executives from different departments of TATA Power attended the training. Ms. Eeshani Agarwal was the expert for the session. Ms. Eeshani covered different topics like Data sources and transformation, Data modeling, Data visualization, Advanced data modeling and DAX, Power BI service many more.

**JOIN**

# The AIMA Courses Starting from August - 2024 (AICTE Approved)

## LONG TERM PROGRAMMES

Sr. No.	Course Name	Duration	Fees in INR
1.	Post Graduate Certificate in Management (Retail, Human Resources, Finance, International Business, Marketing, Operations Systems)	1 Year	25,000
2.	Post Graduate Certificate in Management in Business Analytics (In Collaboration with SAS)	1 Year	One time: 75000 Instalment: 79000
3.	Post Graduate Certificate in Management in Digital Marketing & Strategy	1 Year	62000
4.	Post Graduate Diploma in Information Technology Management	2 Years	102000
5.	Post Graduate Diploma in Management (For Working Executives)	15 Months	One time: 65000 Instalment: 75000
6.	Post Graduate Diploma in Management (For Working Executives)	18 Months	One time: 80000 Instalment: 90000
7.	Post Graduate Diploma in Management	2 Years	31500 ( Per Semester)
8.	Post Graduate Diploma in Management in Supply Chain & Contract Management	18 Months	One time: 80000 Instalment: 90000
9.			
10.			

**One time registration fee of Rs.1,000 will be charged at the time of admission**

\*The fee above is inclusive of all academic charges, study material, online course content, digital library, amongst other facilities provided by AIMA. This does not include the examination fees.

\*Diploma holders kindly contact to check your eligibilty.

To register or for more information contact : **Vinay Kumar** | [jma.jsr@gmail.com](mailto:jma.jsr@gmail.com) | **7992219631**

[www.jmassociation.com](http://www.jmassociation.com)





# Revolutionizing Manufacturing: The Impact of Generative AI and ChatGPT

**Mr. Satish Agarwal**

Senior AI Scientist, Affine &  
Chief Operating Officer, JMA

Manufacturers today face a myriad of challenges, including fluctuating demand, intricate supply chains, and the imperative for rapid adaptation to market changes. Generative AI, with its ability to process vast amounts of data quickly and accurately, offers a solution to these challenges. By automating repetitive tasks and improving operational efficiency, generative AI enables manufacturers to respond more swiftly to market demands and reduce downtime. This agility is crucial in an era where consumer expectations for customization and delivery speed continue to rise.

## Enhancing Efficiency and Agility

The manufacturing sector, long known for its reliance on traditional methods and machinery, is undergoing a profound transformation driven by advancements in artificial intelligence (AI). Among these AI technologies, generative AI, exemplified by models like ChatGPT, is poised to revolutionize

the industry by enhancing efficiency, fostering innovation, and addressing critical challenges. This article explores how generative AI and ChatGPT are reshaping the manufacturing landscape.

## Driving Innovation Through Conversational AI

One of the standout features of generative AI, such as ChatGPT, is its conversational capabilities. Unlike traditional AI systems, ChatGPT can engage in natural, human-like conversations, opening up new avenues for interaction within the manufacturing process. This could range from assisting operators in troubleshooting equipment to facilitating communication between departments. Such conversational interfaces can significantly reduce errors and increase productivity by providing instant access to information and guidance.

## **Predictive Maintenance and Quality Control**

Another area where generative AI excels is predictive maintenance and quality control. By analyzing data from various sensors and machines, AI models can predict potential failures before they occur, allowing for proactive maintenance schedules. Similarly, in quality control, AI can analyze production data to detect anomalies early, ensuring that products meet stringent quality standards. This not only reduces waste but also minimizes the risk of recalls, leading to cost savings and improved brand reputation.

## **Addressing Potential Concerns and Limitations**

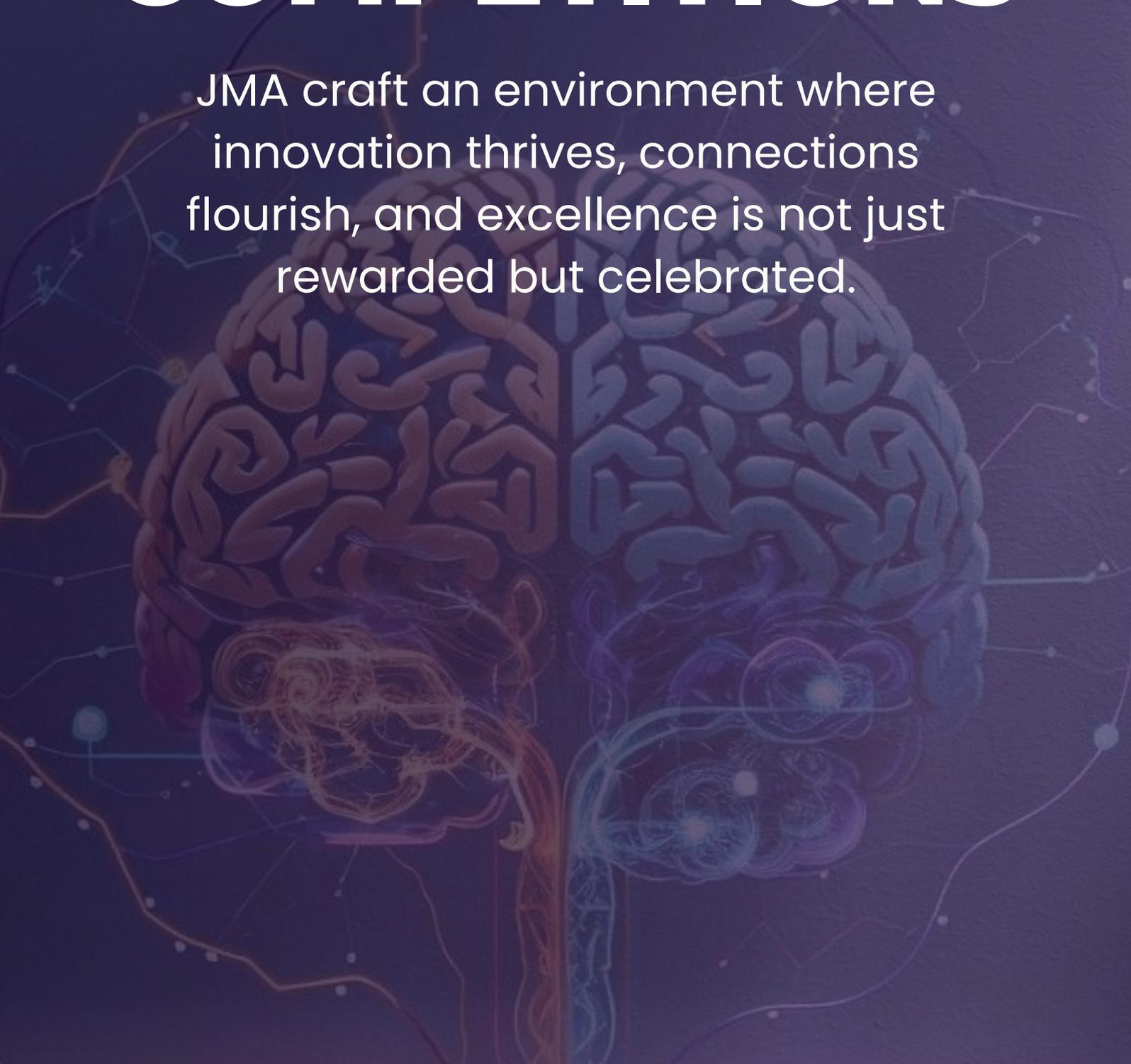
While the benefits of generative AI in manufacturing are substantial, it's important to acknowledge potential concerns and limitations. Privacy and security are paramount, especially given the sensitive nature of manufacturing data. Ensuring that AI systems are secure and that data privacy is maintained is crucial. Additionally, the complexity of AI models may pose challenges in terms of implementation and ongoing maintenance. Manufacturers must invest in skilled personnel capable of managing these systems effectively.

## **Conclusion**

The integration of generative AI and ChatGPT into the manufacturing industry represents a significant leap forward in operational efficiency and innovation. By leveraging the power of AI, manufacturers can navigate the complexities of modern production environments, adapt to changing market conditions, and drive sustainable growth. As the technology matures and becomes more accessible, we can expect to see even greater adoption of AI in manufacturing, further cementing its position as a cornerstone of industrial progress.

# COMPETITIONS

JMA craft an environment where innovation thrives, connections flourish, and excellence is not just rewarded but celebrated.



## Management Olympiad Prize Disitribution

The JMA flagship event, Management Olympiad prize distribution ceremony took place on April 13th, 2023. The event comprised various competitions in the categories of poster making, business model presentation, and report writing. Following winners were felicitated at the Russi Modi Centre for Excellence Jamshedpur.

Mr. Ranjan from TATA Bluescope was awarded the title of Mr. Young Leader. Ms. Shrishti Mundu from XITE College, Jamshedpur earned the title of Ms. Young Leader. XITE College being declared the overall champion.



**JMA Management Olympiad Champion:  
XITE College with the Trophy**

## Young Manager's Awards

Jamshedpur Management Association (JMA) organized its flagship competition "Young Manager's Awards" on 11th August, 2023 virtually.

The event with over 28 enthusiastic participants representing various organizations including Tata Steel, Tata Bluescope, JCAPCPL & Tata Motors. The judges of the competition were Saurabh bhatnagar, KPMG & Saurabh Gupta, Raython Technology. Mr. A Arun Kumar and Mr. Prashant Mishra from Tata Motors, Jamshedpur, emerged as the winners of the Young Managers competition. Following closely as the first runner-up were Mr. Koustav Roy and Mr. Vikash Gupta from TATA Motors, while Ms. Aditi Vidushi and Mr. Rohit Kumar Singh from Tata Steel, along with the team of Mr. Sumit Ghosh and Ms. Shraddha Khan from Tata Motors, clinched the well-deserved second runner-up positions. Mr. Amitabh Bhattcharjee, Hony. Secretary JMA declared the results & extended heartfelt gratitude to the esteemed judges and all the enthusiastic participants.

**Mr. Bhattcharjee  
Addressing the  
Winners**



## AIMA Business Responsibility Summit

AIMA hosted its 10th Business Responsibility Summit and Project Excellence Contest & Recognition event on August 24th, 2023. Distinguished speakers, including CEOs from various sectors, corporate entities, foundations, and implementing agencies associated with Corporate Social Responsibility (CSR) engaged in interactive sessions to exchange their insights with the attendees. The summit featured a Project Excellence Competition focusing on CSR activities in public and private sectors. Teams from Tata Motors and Tata Bluescope, represented by JMA, participated in the competition.



## Book Review Competition

JMA organized its second Book review Competition in collaboration with Srinath University's English Hons. Department on 8th January, 2024 at Srinath University campus, Jamshedpur. The competition featured students from Srinath University presenting their favourite books in their own words. Professor Sunil Kumar Sarangi, XLRI Jamshedpur served as the esteemed judge for the event. Ms. Sonal Singh won the competition.



**Participant Describing the Book to the Present Attendees**

## Energy Efficiency Awards

Jamshedpur Management Association organised its annual flagship program “Energy Efficiency Award” on 12th January, 2024. This competition gives a platform to recognize young and emerging leaders in the field of energy. This year 5 teams from Tata Steel Downstream Products Limited, Tata Steel, Tata Power, Tata Motors, Tata Bluescope Steel Limited participated in the event. Mr. Jiwesh Nandan, TERI, New Delhi was the judge for the competition. Team of Tata Bluescope Steel Limited won the Award.



**JMA President Facilitating the Energy Efficiency Awards Winner**

## AIMA 12th Innovation Practitioner Case Study Contest & Summit

AIMA organized the 12th edition of its Innovation Practitioner’s Case Study Contest and Summit on 12th January 2024, virtually, to recognize and encourage best practices in innovation. The Summit featured a Case Study Contest focused on Technological Innovation, Manufacturing and Services Innovation, and Business Model Innovation.

Winners in each category were selected by a neutral jury panel composed of industry experts. These winning organizations presented and showcased their case studies at the summit. The winners in the three Innovation categories were IOCL in Technological Innovation, Mahindra & Mahindra in Business Model Innovation, and Titan & Co. in Manufacturing & Services Innovation. The team from TATA Power, participated through JMA, showcased their innovative prowess in the Technological Innovation category at the event.



**AIMA 12th Innovation Practitioner Case Study Contest & Summit**

## Management Olympiad

The JMA flagship event, Management Olympiad, held on January 23rd, 2024, showcased a diverse range of competitions including Poster Making, Panel Discussion, and Case Study, focusing on contemporary topics. Winners were honored with gold, silver, and bronze certificates. Notably, Mr. Daniyal Nayeemi of NIT Jamshedpur and Ms. Simran Gambhir of Netaji Subhas University Jamshedpur earned the titles of Mr. and Ms. Young Leader respectively. Arka Jain University emerged as the overall champion. Esteemed judges included Col. Manas Kundu, Prof. Sunil Kumar Sarangi (XLRI Faculty), Mr. Gaurav Marwah (MD Valour Wires), Mr. Vinaya Nand Pandey, Mr. B. Shankar, and Mr. Krishna Sharan Mahato (Jamshedpur School of Arts).

### Olympiad Winners Photograph



## Management Day Celebration

JMA celebrated the 18th National Management Day on 27th February, 2024 at Tribal Culture Centre, Sonari. The topic for panel discussion was "Is an MBA Necessary for a Successful Career in Management?" JMA has invited entries from B- Schools and organizations. Best 10 entries were chosen for the final debate. The program was conducted. Ms. Asmita Salunkhe, Chief Strategic Programs, JMA was the moderator and Mr. Amitava Baksi, Former Chief Procurement of TATA Steel, Prof. Sunil Kumar Sarangi of XLRI and Mr. Ravi Radhakrishnan, Chief Aviation of TATA Steel were the jury for the competition. Mr. Shubham Singh, a student of XLRI was the winner and Mr. Bodhaditya Mukherjee from JCAPCPL was declared the runner up.



### JMA President Facilitating the Panel Discussion Winner

## Photography Contest themed "Fierce and Fearless: Women Breaking Boundaries"

Jamshedpur Management Association (JMA) marked Women's Day with an online photography contest themed "Fierce and Fearless: Women Breaking Boundaries". Over 30 entries flooded in from across the nation, showcasing the essence of the theme beautifully. Mr. Siddharth Lilani clinched the winning shot with its vibrant colours and beautifully captured candid moment of an old lady with fierce expression. The first runner-up was Suraj Thomas' entry, 'The Strong Women's Attitude,' which portrayed the strength and which portrayed the strength and determination of women working on crop field and the second runner-up was Rishav Narayan Singh's entry, 'Sunrise Whispers of Empowerment, which captures the essence of empowerment, as the girl intertwines her dreams and aspirations.

The results were announced on March 8th, 2024, with Mr. Devraj Singh, an experienced photographer and General Manager of Taj Amer Jaipur, serving as the judge.



**The Winning Shots**

## Business Simulation Games

JMA, along with AIMA conducted its flagship program "Business Simulation Games" virtually on March 26, 2024. The competition is more on critical thinking, capability mapping, situation exposure and decision-making. Teams from TSUISL, Tata Steel, Tata Pigments India, and Tata Power showcased their management skills.

After four rounds, team from TATA Steel was declared winner, first runner-up were from TATA Power and TSUISL emerged as second runner up. Dr. Chandrashekhar Rastogi from Assistant Director, Centre for Management Development, All India Management Association (AIMA) led the event, and the results were declared by Mr. Amitabh Bhattacharjee, Secretary Jamshedpur Management Association.



**Participants Giving their Feedback After the Event**

## Management Challenge Quiz

On March 27th, 2024, the Jamshedpur Management Association organized its prestigious Management Challenge Quiz, conducted virtually this year. A total of 21 teams participated, representing prominent organizations including Tata Bluescope Steel, Tata Power, ISWP, Fujitsu, Indian Oil, HDFC Life, IIM Ranchi, Bokaro Steel Plant, and TATA Motors. Mr. Somnath Chanda was the quiz master for the competition.

Following the preliminary round, six teams emerged as finalists. The finals comprised four intensive rounds, culminating in the declaration of the results.

Ms. Debahuti and Mr. Ritwij Maunas (Tata Power) won the quiz with a top score. Mr. Rajarshi Chanda (Fujitsu) and Mr. Francis Rodrigues (HDFC Life) were the first runner up and Mr. Mahendra Murmu and Mr Saroj Nag (TATA Power) were the second runner up.



**Management Challenge Quiz 23-24  
Winners**

## Corporate Sustainability Awards

Jamshedpur Management Association (JMA) first time hosted Corporate Sustainability Award on March 28, 2024, honored individuals and teams driving sustainability within their organizations.

Ms. Priya Ranjan, a Senior Sustainability Consultant and Founder-Director of Sunshine Wellness, chaired the event jury. Participants from Tata Power, Gujarat State Fertilizers and Chemicals Ltd (GSFC), and Tata Motors showcased innovative projects in two categories.

**A Category 1:** Innovation for Curtailing Greenhouse Gas Emissions.

**B Category 2:** Initiatives for sustainable impact on underprivileged communities in Health, Education and Livelihood.

The winners from each category were: Team from Tata Motors: Ramit Dutt, Sumit Raj, Randhir Prasad & Santu Hore in category 1 and Team from Tata Power: Nidhi Vartak & Savita Kumari in category 2.

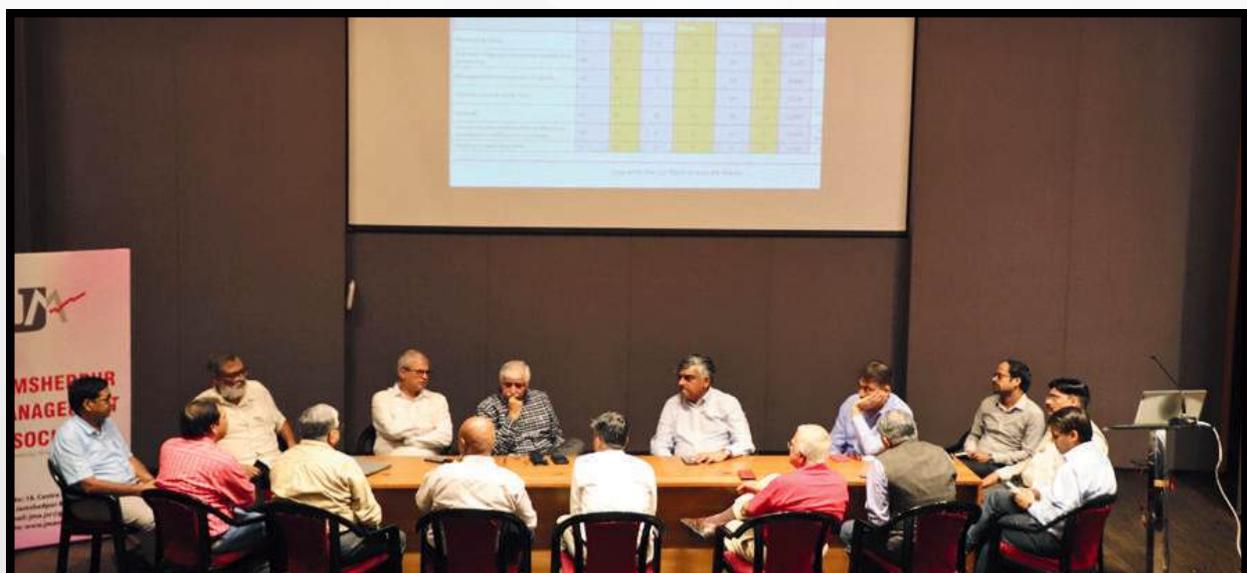
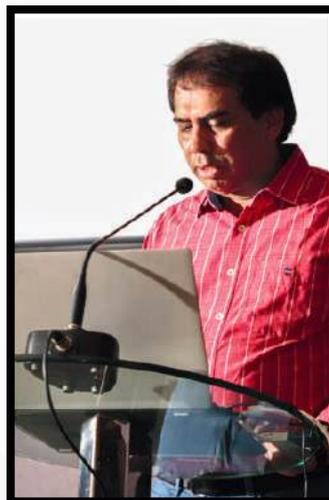


**Participants During the  
Competition**

# 24th Annual General Meeting

24th Annual General Meeting (AGM) of JMA was held on 7th October, 2023 at 2:30 PM at Russi Modi Centre for Excellence, Jamshedpur. The meeting was chaired by Mr. Chanakya Chaudhary (Hony. President, JMA).

Mr. Amitabh Bhattcharjee Hony. Secretary JMA, presented the performance report for the year FY 22-23 and Mr. Vivek Banka (Hony. Treasurer) presented the financial result & audited annual report for the year FY22-23. The executive board acknowledge the good work done by outgoing executive board members which include Mr. Tarun Daga, Mr. Neeraj Kant, Mr. Vishal Badshah, Mr. Manish K. Jha, Col. Avinash Mogal and passed the resolution to appoint new executive board members which include Mr. Ravindra Kulkani with Col. Manas Kundu and welcomed them virtually. President JMA asked the board and managing team to take JMA to greater heights with more collaborative efforts and collective wisdom.



JMA Annual General Meeting 2023

## Valedictory Ceremony of Business Analytics Course by Indian Statistical Institute

The graduating ceremony of a four-month certificate course in business analytics for working professionals was 7th October, 2023 at Russi Modi Centre for Excellence, Jamshedpur. The course was conceptualized jointly by ISI (Indian Statistical Institute) and JMA (Jamshedpur Management Association). The Graduating ceremony was attended by Mr. Biswabrata Pradhan & Mr. Amitava Bandyopadhyay from ISI and Mr. Chanakya Chowdhary (VP, Corporate Services, Tata Steel and President, JMA). They congratulated the graduating students in their address and called for more such programs in future keeping in view the emerging needs of corporates.



Glimpses of Valedictory Ceremony

# “TALK SERIES”

JMA talk sessions drive learning, development, and growth with insights, advice, and networking.

They empower exploration, inspiration, and leadership enhancement for success in careers and academics.



A group of people in a meeting, with a man in a white shirt speaking into a microphone. The image is overlaid with a dark purple semi-transparent filter.

**“T.E.A Talks:  
Transformation  
through Experience &  
Awareness”**

## Talk on “Sustainability of Planet Earth”

The session organized by the Jamshedpur Management Association (JMA) focused on the crucial theme of 'Sustainability of Planet Earth,' with Sanjiv Paul, the Former Vice President (Safety, Health & Sustainability) of Tata Steel, as the distinguished guest speaker. The event, held at the Centre for Excellence, saw a remarkable turnout, with more than 80 attendees representing various organizations, including Tata Steel, TSUISL, ICICI Bank, Tata Steel Long Products, Tata Pigments, Manipal Tata Medical College, XLRI, Jamshedpur-based SMEs, JMA board members, and management committee members. Mr. Chanakya Chaudhary, President of JMA and VP (Corporate Services) of Tata Steel, introduced Mr. Paul as the keynote speaker, initiating a fruitful discussion on environmental sustainability.

Mr. Paul emphasized human impact on Earth's sustainability, urging responsible behaviour. He highlighted the concept of 'World Overshoot Day,' stressing the need to push it closer to December 31st. The session fostered meaningful dialogue and a shared sense of responsibility for environmental preservation.



**Mr. Sanjiv Paul Addressing the Audience**

## Leadership Lessons from Ramayana

Jamshedpur Management Association and All India Management Association jointly hosted a virtual T.E.A (Transformation through Experience & Awareness) talk on "Leadership Lessons from Ramayana" on October 13, 2023. Mr. Saurav Sharma, an Automobile Professional and Avid Innovator, shared insights on how this ancient epic embodies principles of integrity, compassion, and strategic decision making. With over 70 participants, the session highlighted the enduring relevance of ethical leadership and teamwork inspired by the Ramayana.



**Ms. Asmita Salunkhe, CentreHead JMA Welcoming the Speaker Mr. Saurav Sharma**

**TALK**

A group of people in a meeting, with a man in a white shirt pointing at a screen. The image is overlaid with a dark purple semi-transparent rectangle containing white text.

**“I.L.S. Talks:  
Inspiring Leaders  
Series”**

## Managing Mid- Career Dilemmas

Jamshedpur Management Association (JMA) & All India Management Association (AIMA) jointly organized a webinar under Inspiring Leader Series on 17th August, 2023 on topic “Managing Mid- Career Dilemmas”. The speaker of the session was Mr. Vinayak Sastri a Global Shared Services Transformation Leader (GCCs) at IBM & Alumnus of IIM Kozhikode & The Harvard Business School and it was well received by the audience. The speaker talked about Career growth, specialization & diversification, work life balance, leadership & technical track, stability and many more. More than 80 participants joined the session.

**Mr. Vinayak  
Addressing the  
Attendees**



## “Women Transforming Brands”: International Women’s Day Celebration

Jamshedpur Management Association organized an Inspiring Leader Series (I.L.S) talk on “Women Transforming Brands” in collaboration with AIMA on 7th March, 2024 (virtually) with Ms. Sangeeta Talwar, Managing Partner at Flyvision LLP and Ms. Anupriya Agarwal, Entrepreneur at Maxworth Impact, Brand Strategist, and Digital Marketer. Ms. Sangeeta said Women are playing a pivotal role in transforming brands, bringing fresh perspectives and innovative strategies. Their creativity, vision, and leadership are reshaping industries and setting new standards for success. Nowadays women are not just driving business growth but also championing diversity and inclusivity. Through their efforts, they are not only

making a mark in the business world but also inspiring future generations of female leaders to make their mark. Total 55 participants joined the session.



**Ms. Sangita Talwar and Ms.  
Anupriya Agarwal during the Talk**

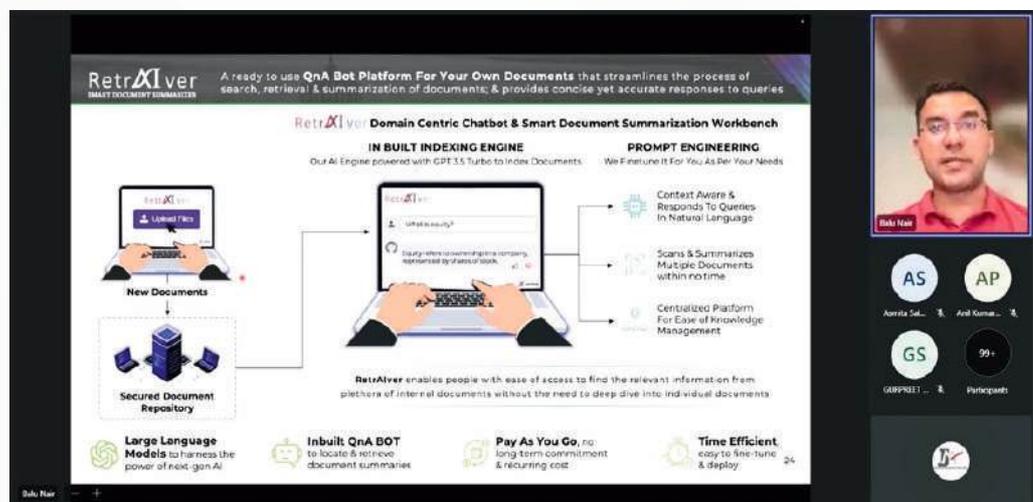


**“B.A.K.E Talks:  
Business Acumen  
and Knowledge  
by Experts”**

## ChatGPT & its Impact on Business Landscape

The Jamshedpur Management Association (JMA) hosted a virtual session titled 'ChatGPT & its Impact on Business Landscape' on July 5th, 2023. With over 250 attendees from organizations like Tata Steel, TSUISL, ICICI Bank, Tata Steel Long Products, Tata Pigments, Affine, XLRI, Jamshedpur-based SMEs, JMA board members, and management committee members, the event featured guest speaker Mr. Balu Nair, Principal Data Scientist, AI Centre for Excellence at Affine. Mr. Nair explored ChatGPT's business applications, focusing on enhancing customer experience through personalized real time interactions. The session's context was set by Mr. Manas Agrawal, CEO of Affine, and concluded with a vote of thanks from Mr. Satish Agarwal, Director of Corporate Relations at JMA.

**Mr. Nair During  
the Talk**



## Driving Digital Transformation at TATA Metaliks

On August 4, 2023, the Jamshedpur Management Association and Jharia Coalfields Management Association (JCMA) jointly organized a talk on "Driving Digital Transformation at TATA Metaliks" featuring Dr. Bharat Bhushan, Vice President & Chief Technology Officer at TATA Metaliks, as the expert speaker. Dr. Bhushan addressed over 150 participants from corporates and institutes, discussing topics such as technology adaptation, transformation processes, innovation, data-driven insights, security, and compliance.



**Dr. Bhushan  
Addressing the  
Participants**

## Moving from Good to Great

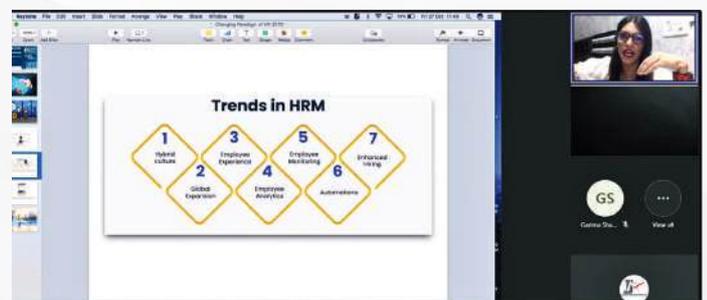
Young Indians and Jamshedpur Management Association collaborated to host a talk titled "Moving from Good to Great: Expanding Horizons Achieving Growth" on October 13, 2023, at Srinath University, Auditorium. The speaker for the event was Mr. Vijay Batra, a Motivational Speaker. Aimed at university students, Mr. Batra discussed the transition from good to great in one's career, emphasizing the importance of setting high standards, continuous learning, embracing challenges, and fostering resilience. He highlighted the significance of pursuing excellence and consistently pushing one's boundaries for sustained growth.



**Mr. Batra Delivering the Talk to Students**

## Changing HR Paradigm

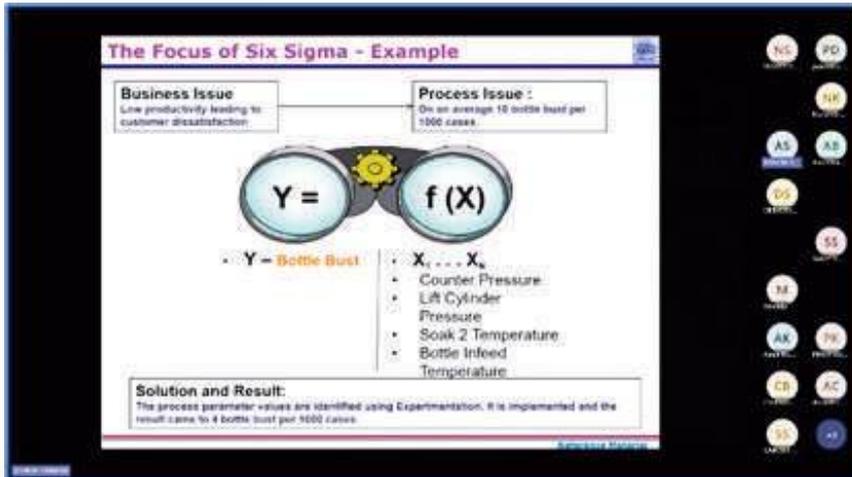
Jamshedpur Management Association hosted a virtual B.A.K.E talk on "Changing HR Paradigm" on October 27, 2023. Ms. Yagbala Kapil, Founder of Yagyasayz and Faculty at GL Bajaj Institute of Management and Research, discussed the transition from traditional HR practices to strategic talent leadership, emphasizing the importance of technology, diversity, remote work, and data analytics in modern HR.



**Ms. Yagbala Delivering the Talk to Participants**

## Six Sigma Black Belt Concepts & Industrial Benefits

The B.A.K.E talk on "Six Sigma Black Belt Concepts & Industrial Benefits" held on January 20th featured Prof. Amitava Bandyopadhyay and Prof. Ashok Sarkar from the Indian Statistical Institute. With over 20 participants, the session was highly engaging and well-received. Attendees gained valuable insights into Six Sigma methodologies and their practical advantages in industry.

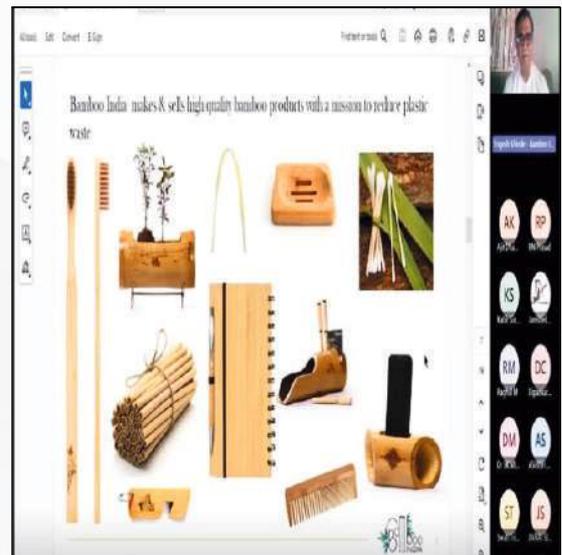


**ISI Professors  
Addressing the  
Participants**

## Circular Economy and Sustainable Business Models

Jamshedpur Management Association (JMA) under the banner of the B.A.K.E platform (Business Acumen and Knowledge by Experts) hosted a compelling session on "Circular Economy and Sustainable Business Models" on March 22nd, 2024. The expert speaker of the session was Mr. Yogesh Shinde, Founder & CEO of Bamboo India, Social entrepreneur, TED speaker, also featured in Shark Tank India. Mr. Shinde said to promote bamboo-based products, we have to conduct awareness campaigns highlighting their eco-friendliness, versatility, and sustainable qualities. Collaborating with local artisans and industries, we have to

use and develop the diverse range of bamboo products, emphasizing their economic and environmental benefits to consumers and businesses alike.



**Mr. Shinde Showcasing the  
Products made up of Bamboo**

## Manufacturing Push or Managerial Competence Deciding the Need of the Hour for India Growth

JMA under the banner of the B.A.K.E platform hosted a compelling session on "Manufacturing Push or Managerial Competence Deciding the Need of the Hour for India Growth" on 27th March, 2024. The expert speaker of the session was Mr. Suresh Iyer, Senior Global Business Strategist and author. On the talk Mr. Iyer said in the context of India's growth, it's crucial to recognize that both manufacturing push and managerial competence are integral. While manufacturing capabilities drive production, effective managerial skills are essential to ensure efficiency, innovation, and sustainable growth in the competitive global market.



Mr. Iyer Delivering the Talk among Participants





**“EDGE Talks:  
Connecting  
Campuses Enhancing  
Employability”**

## Significance of Communication in Career Advancement

Jamshedpur Management Association organized a talk Session under distinguished EDGE talk series on topic "Significance of Communication in Career Advancement." by Dr. Hishmi Jamil Husain, Head Biodiversity, Corporate Sustainability, TATA Steel at Arka Jain College, Jamshedpur campus on 26th August, 2023 Dr. Hishmi stressed the pivotal role of effective communication in career progression. His insights on collaboration, relationship-building, and leadership resonated well with the students, who found the session highly impactful.



**Dr. Hishmi Addressing the Students**

## Shifting Gears: Are You Future Ready for Your Organization

Jamshedpur Management Association, in collaboration with Young Indians Jamshedpur Chapter and XLRI Center of Entrepreneurship, organized one of the largest learning sessions ever held in Jamshedpur on 2nd September 2023, attracting nearly 1200 participants.

We had the privilege of hosting Brigadier Sushil Bhasin, a distinguished expert in personnel development coaching and a renowned corporate mentor. His session, titled "Shifting Gears: Are You Future Ready for Your Organization?", was both enlightening and inspiring.

Brigadier Bhasin delved into various learning techniques essential for navigating the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world and adapting to an ever-changing environment. He captivated the audience with his experiences from the army, sharing fascinating snippets of warfare that highlighted the importance of agility and resilience in both military and corporate settings.

The session was a tremendous success, providing valuable insights and practical strategies to help participants prepare for the future and drive their organizations forward.



Brigadier Bhasin During the Talk

## Talk in Engineering Success through Management at NTTF, Jamshedpur

Jamshedpur Management Association organized a talk at NTTF, Jamshedpur on 16th October, 2023, focusing on "Engineering Success through Management." The speaker for this insightful session was Mr. Shubham Khanna, the Director of T.I.M.E Jamshedpur and an alumnus of XLRI Jamshedpur.

Mr. Khanna emphasized the crucial role of management principles in engineering success. He shared his experiences and highlighted how effective management strategies can enhance project efficiency, innovation, and overall organizational growth. The talk inspired attendees to integrate management practices into their engineering processes to achieve sustained success and excellence in their respective fields.

**Mr. Khanna with the Students during the Session**



## Lean Manufacturing Principles

JMA organized an EDGE talk on "Lean Manufacturing Principles" under Essentials for Career in Manufacturing on 5th January, 2024 (virtually) with Dr. K. S Srinivasa Rao (Ph.D. in Statistics, M.Sc., M.Phil., and certifications as an auditor and Power BI analyst). Mr. Rao talked Lean Manufacturing Principles focus on eliminating waste, optimizing processes, and continuously improving efficiency. By prioritizing value creation and minimizing non-value-added activities, we aim to enhance productivity, reduce costs, and deliver higher quality products to

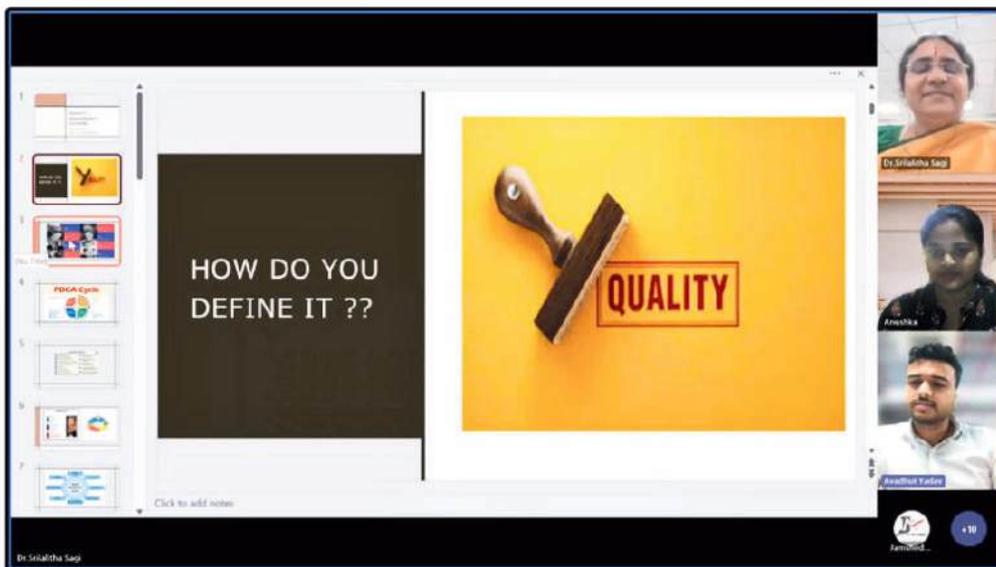
customers. Through employee involvement and a culture of continuous improvement, Lean principles empower us to streamline operations, shorten lead times, and adapt swiftly to changing market demands.



**Mr. Rao Addressing the Participants**

## Quality Management Systems (QMS)

JMA organized an EDGE talk on "Quality Management Systems (QMS)" under Essentials for Career in manufacturing on 11th January, 2024 (virtually) with Dr. Srilalitha Sagi (MBA, MHRM, MA). Dr. Sagi said Understanding Quality Management Systems (QMS) is essential for a successful career in manufacturing. QMS ensures products meet customer requirements and comply with regulations.



**Dr. Sagi in Conversation with the Participants in Session**

## Production Planning and Control

JMA organized an EDGE talk on "Production Planning and Control" under Essentials for Career in Manufacturing on 18th January, 2024 (virtually) with Dr. K. S Srinivasa Rao (Ph.D. in Statistics, M.SC., M.Phil., and certifications as an auditor and Power BI analyst). Mr. Rao said "Production Planning and Control" is vital. This topic covers the fundamental strategies and techniques used to efficiently manage production processes, ensuring timely delivery of quality products while optimizing resources. Understanding production planning and control principles equips individuals with the skills necessary to effectively coordinate workflows,

manage inventory, and meet customer demands within manufacturing environments.



**Mr. Rao Addressing the Participants**

## Supply Chain and Logistics Management

JMA hosted a virtual EDGE talk on "Supply Chain and Logistics Management" on January 24th, 2024. Prof. Archie D'Souza, faculty at Dayanand Sagar University and Srinivas University, emphasized the importance of efficient planning, implementation, and control of the flow of goods, services, and information in supply chain management. More than 35 participants joined the session, reflecting strong interest in the topic.



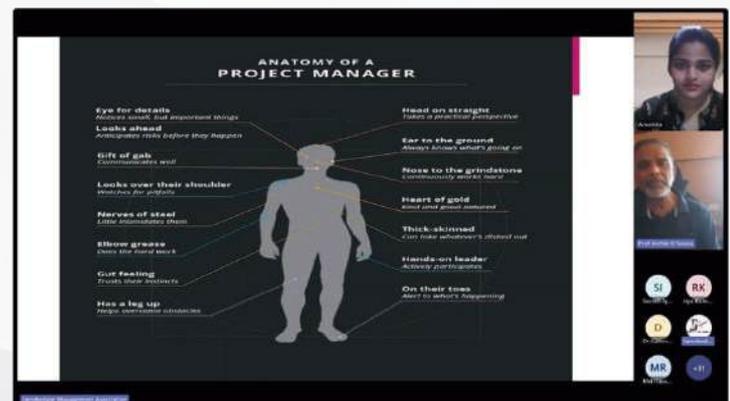
**Prof. Archie during the Session**

## Project Management for Engineers

Jamshedpur Management Association organized a talk in collaboration with Tenora, on 7th February 2024, focusing on "Project Management for Engineers." The speaker for this event was Prof. Archie D'Souza, a renowned expert in project management and engineering processes.

Prof. D'Souza's talk emphasized the critical importance of effective project management within engineering projects, highlighting key methodologies and best practices that can drive successful project outcomes. He covered various aspects such as project

management, and the integration of modern project management tools and techniques. It was an enriching experience for all attendees, equipping them with practical strategies to enhance their project management skills in an engineering context.



**Prof. Archie with the Attendees**

## Creating, Sustainability, Urban Environments through Education and Infrastructure

JMA hosted a talk on "Creating Sustainability in Urban Environments through Education and Infrastructure" on February 20, 2024, at Karim City College, Jamshedpur. Dr. Hishmi Jamil Husain, Former Head of Biodiversity and Corporate Sustainability at Tata Steel. Dr. Hishmi emphasized the crucial link between education, infrastructure, and sustainable urban development, covering topics such as environmental stewardship, Resource Conservation, climate change mitigation, Public Health improvement, Smart Urban Planning, Biodiversity Preservation and economic benefits.

The session drew the participation of the entire MBA department, highlighting the significance of the subject.



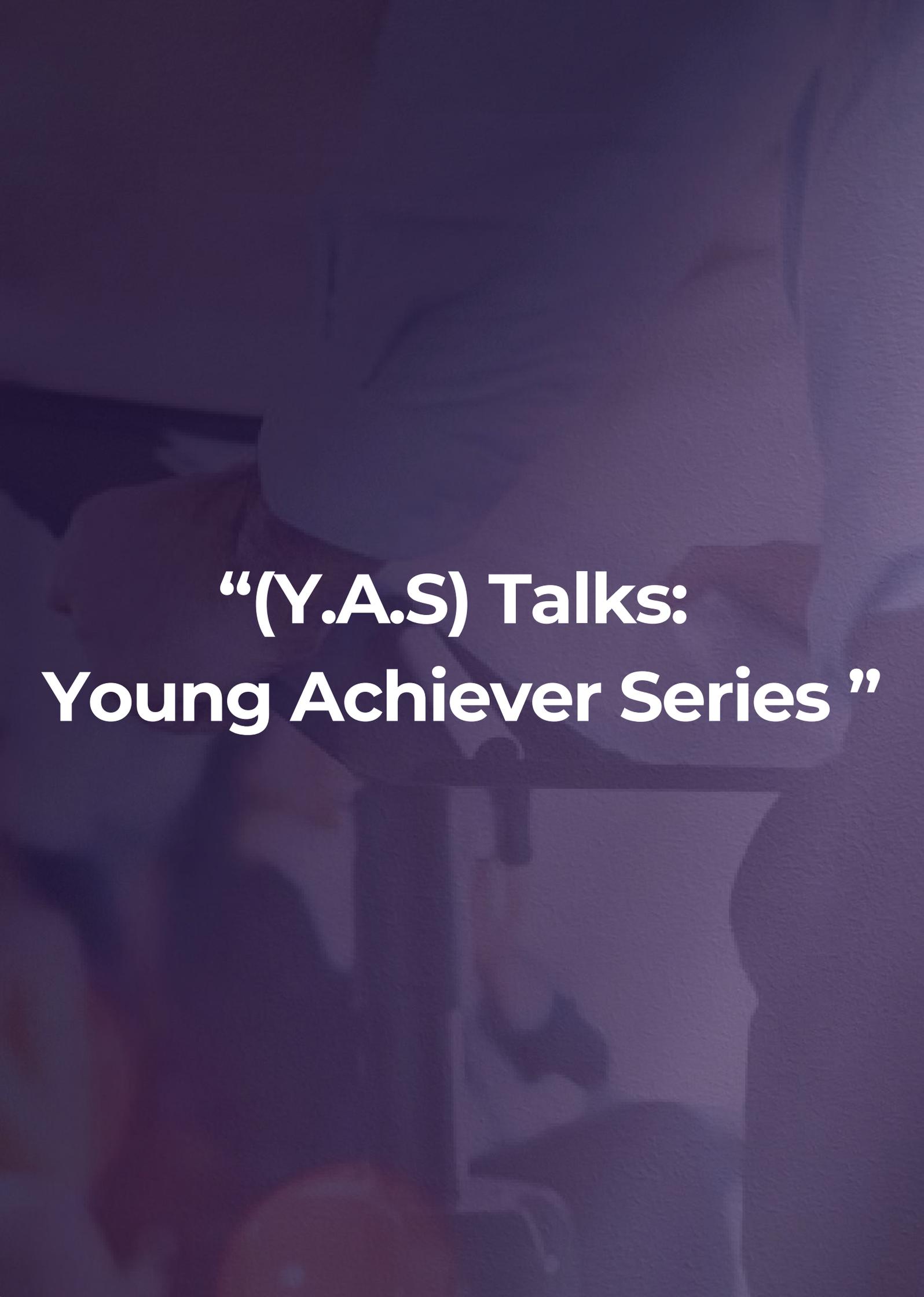
**Dr. Hishmi Addressing the Audience**

## Enhancing your Professional Presence

Jamshedpur Management Association conducted a session at XITE College (Autonomous), led by Mr. Shrey Sao, CFA was a transformative experience, focusing on enhancing your professional presence. From the importance of competency and skills to effective communication strategies, teamwork dynamics, and exuding a trustworthy persona, the session covered it all. Students gained valuable insights on how to excel in their careers and make a lasting impact.



**Mr. Sao during the Session**



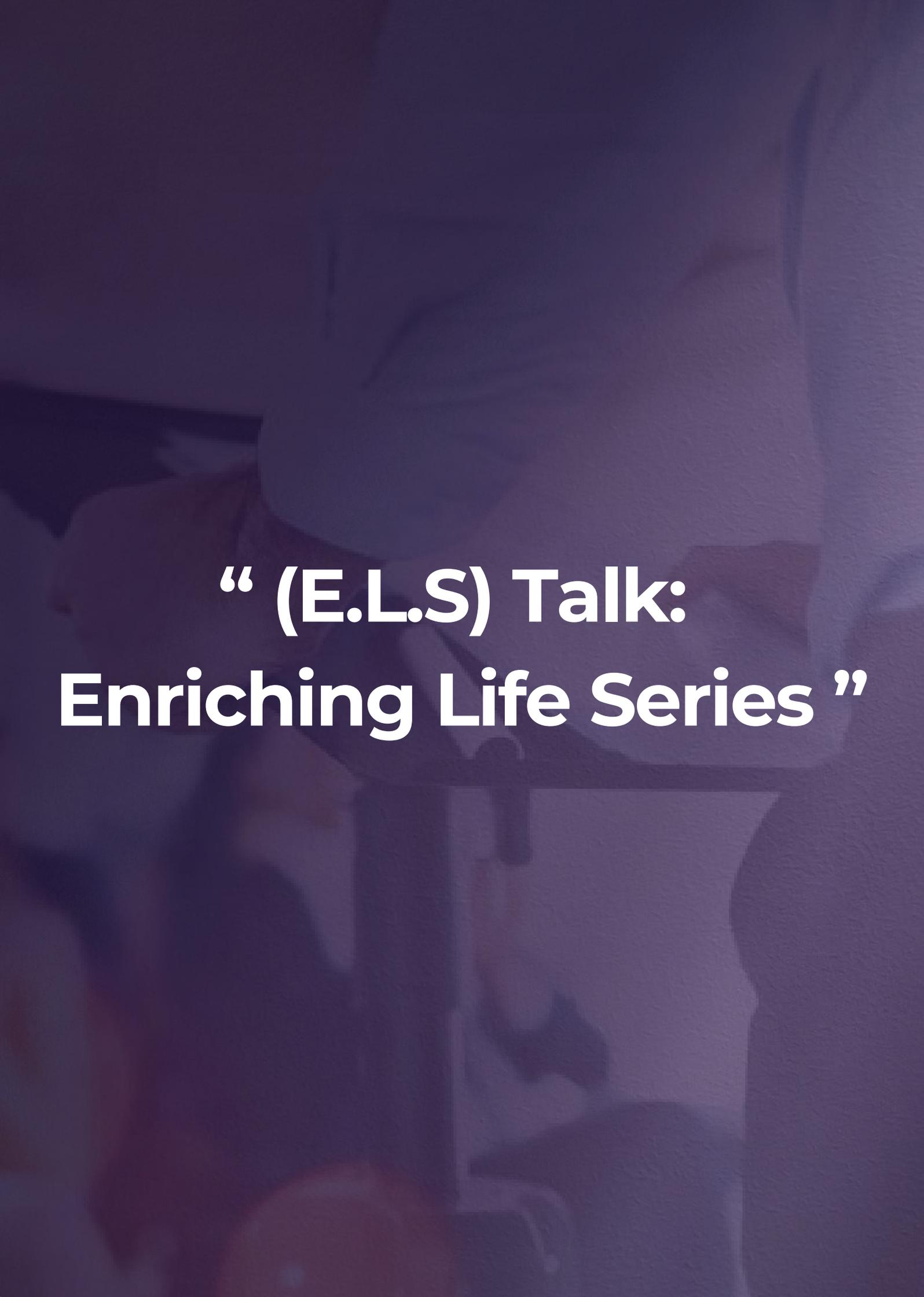
**“(Y.A.S) Talks:  
Young Achiever Series ”**

## Changing Potential into Performance

Jamshedpur Management Association organized a Y.A.S (Young Achiever Series) talk on "Changing Potential into Performance" on November 7th, 2023, at Russi Modi Centre for Excellence, Jamshedpur. The expert speaker for the session was Mr. Ashish Satyavrat Sahu, Founder of Khadiwala Designer & Johargram. Addressing the participants, Mr. Sahu highlighted the importance of unlocking individuals' full potential to drive outstanding performance, particularly through collaboration with local craftsmen. His approach focuses on fostering an environment that nurtures talent, encourages collaboration, and embraces diversity of thought between khadi and trending fashion. The session drew more than 50 participants, showcasing significant interest in the topic.



**JMA Audience with Mr. Ashish  
Satyavrat Sahu**

A group of people in a meeting, with a man in a white shirt pointing at a screen. The image is dimly lit and has a dark purple overlay.

**“ (E.L.S) Talk:  
Enriching Life Series ”**

## Unlocking Secrets of Team Collaboration and Engagement through Music

On September 15, 2023, Mr. Anirvachan Vasani, Global Head of Spardha Employee Engagement, spoke at the Jamshedpur Management Association on "Unlocking Secrets of Team Collaboration and Engagement Through Music." He highlighted how music can uplift the workplace, stimulate innovation, and boost productivity. The session, attended by over 50 participants from corporates and institutes, was well-received.

**Mr. Anirvachan and  
Mr. Kushal Delivering  
the Song to the  
Participants**



## Wonders of Jigsaw: A Tool for Mind Health

Jamshedpur Management Association organized an Enriching Life Series (E.L.S) talk on "Wonders of Jigsaw: A Tool for Mind Health" on 9th November, 2023 (virtually) with Ms. Geetika Dubey, Founder of Rapturous and Neysara & also Research Scientist in the Department of Medical Devices at NIPERH was the expert speaker of the talk. Ms. Geetika highlighted the cognitive benefits of jigsaw puzzles, noting their role in enhancing problem-solving skills, memory, and concentration. She emphasized how engaging in puzzles can induce a meditative state, reducing stress, and fostering a sense of accomplishment, ultimately contributing to improved mental well-being.

**Ms. Geetika Interacting  
with Participants**



## Decode Your Signature: Understand Your Personality

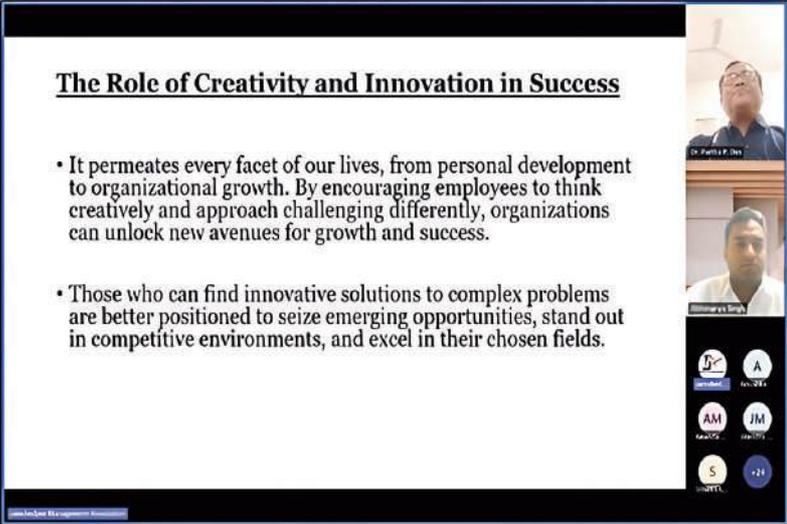
Jamshedpur Management Association organized a webinar talk on "Decode your Signature" on 23rd December, 2023 with Ms. Archana Parikh, Graphologist and visionary leader & NLP expert. The session delved into how signatures, being personal and unique, can offer insights into an individual's personality traits and strengths. With 48 attendees from both corporates and institutes, the talk explored the relationship between handwriting, personality, and professional characteristics.

**Ms. Archana  
Delivering the Talk  
to Participants**



## Innovation and Creativity in Problem Solving

JMA organized an E.L.S. talk on "Innovation and Creativity in Problem Solving" on 16th February, 2023 with Dr. Partha Priya Das, Associate Professor at Arka Jain University (PHD, MBA & LLB). Dr. Das emphasized the importance of experimentation and out-of-the-box thinking in problem-solving, beyond conventional solutions. By fostering a culture that values innovation and encourages diverse perspectives, organizations can effectively address complex challenges and drive meaningful change.



**The Role of Creativity and Innovation in Success**

- It permeates every facet of our lives, from personal development to organizational growth. By encouraging employees to think creatively and approach challenging differently, organizations can unlock new avenues for growth and success.
- Those who can find innovative solutions to complex problems are better positioned to seize emerging opportunities, stand out in competitive environments, and excel in their chosen fields.

**Dr. Partha Priya  
Das Addressing  
the Attendees**

## Enriching Life Series Event in Association with ICICI Bank

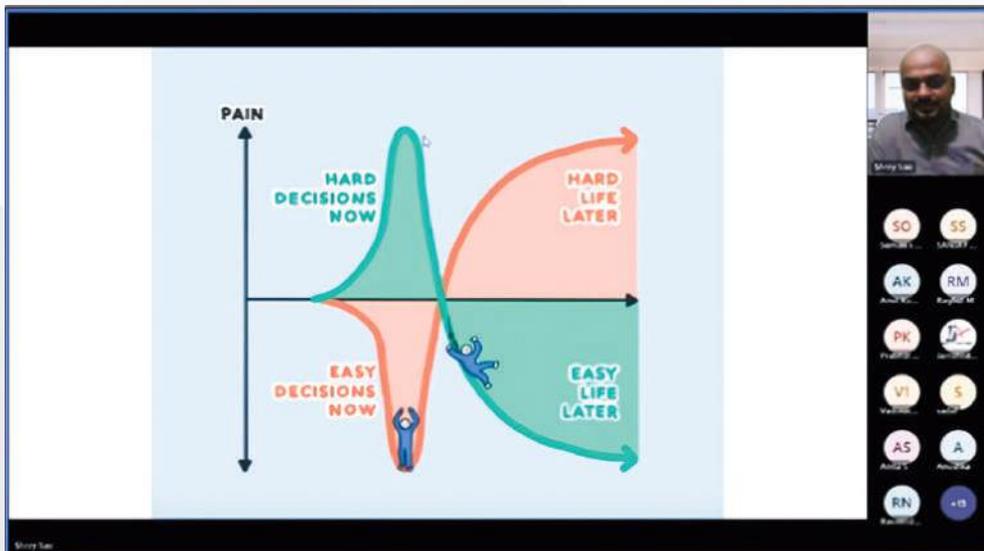
ICICI Bank in collaboration with Jamshedpur Management Association hosted an evening of distinction for senior executives from Tata Group companies on 17th February, 2024 at Beldih Golf Club, BOC Ground, Jamshedpur. The event buzzed with lively discussions, merriment, and entertainment. Mr. Ujjal Chakraborty, MD of JCAPCPL, graced the occasion as Chief Guest, while Mr. Amitabh Bhattacharjee, Honorary Secretary of JMA and Head of Business Development at Tata Steel (Metaliks Division), delivered an enlightening address. The highlight of the night was a spellbinding live performance by the talented Amrit Wadali, grandson of the iconic Wadali Brothers.

**Mr. Ujjal (MD, JCAPCPL)  
Addressing the Guests**



## Master your Money Management & Earn your Financial Independence

JMA organized an Enriching Life Series (E.L.S) talk on "Master your Money Management & Earn your Financial Independence" on 23rd February, 2024 (virtually) with Mr. Shrey Sao, CFA. In the talk Mr. Shrey said that "To master money management and earn financial independence, start by setting clear financial goals. Create a budget to track your income and expenses, and prioritize saving and investing.



**Mr. Shrey  
Delivering the Talk  
to Participants**

## Power of Manifestation

JMA organized an Enriching Life Series (E.L.S) talk on "Power of Manifestation: Discover the Power Within You: Manifest Your Dreams into Reality" on 14th March, 2024 with Ms. Nimisha Bothra, Founder of Think and Thrive & Qualified Chartered Accountant Ms. Nimisha highlighted the power of manifestation, stating that aligning thoughts, beliefs, and actions with desires can turn dreams into reality.



The screenshot shows a Zoom meeting interface. On the left, a presentation slide titled "Agenda" is displayed. The slide features a graphic of a book titled "MANIFEST" with an eye symbol on the cover. To the right of the graphic is a bulleted list of topics. On the right side of the Zoom window, a video feed of Ms. Nimisha Bothra is visible at the top, and a grid of participant icons is shown below.

### Agenda

- WHAT IS MANIFESTATION?
- How I got into this space and started this journey?
- Key points to keep in mind during the journey.
- Forgiveness and How it can help you starting RIGHT NOW?
  - Client Success

Ms. Nimisha Addressing the Audience



## The Power of Storytelling with Data: Why It Matters and How to Master It

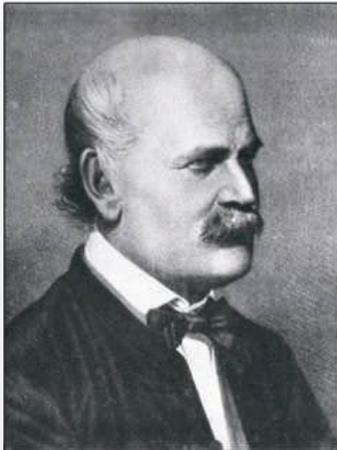
**Prof. Giridhar Ramachandran**

**Faculty of XLRI & Academic Council Chair, JMA**

### The Power of Storytelling with Data: Why It Matters and How to Master It

Data storytelling is not just a buzzword; it is a powerful tool that can transform how we understand and communicate information. This article explores two compelling stories: one about Dr. Ignaz Semmelweis, whose life-saving insights were ignored due to poor narrative, and another about a journalist's experiment that turned insignificant objects into valued trinkets through the power of storytelling. These stories underscore the importance of not just having the right data but presenting it in a way that resonates.

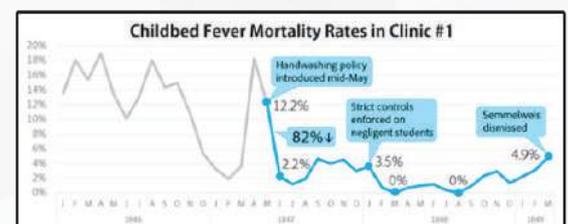
### A History lesson on the dangers of letting the data speak for itself



In the mid-19th century, Dr. Ignaz Semmelweis made a groundbreaking discovery that could save countless lives. While working at the Vienna General Hospital, he noticed a disturbing trend: women in the maternity ward attended by doctors had a significantly higher mortality rate from puerperal fever compared to those attended by midwives. Through careful observation, Semmelweis realized that doctors were inadvertently transmitting infections from cadavers to patients due to a lack of handwashing.

Semmelweis implemented a simple yet effective solution: he required doctors to wash their hands with a chlorine solution before examining patients. The results were immediate and dramatic, with mortality rates plummeting. He had clear evidence (more than 18 months of data), but was it enough? Semmelweis faced fierce resistance from the medical community. His peers rejected the idea, unwilling to accept that they could be causing harm. Tragically, Semmelweis' findings were largely ignored during his lifetime, and he died without seeing his life-saving practices widely adopted.

Even after possessing potentially life-saving insights from the data, presumably because he could not present them through a compelling narrative, his ideas were rejected.



## From Ignored Insights to Valued Trinkets

In 2006, New York Times Magazine journalist Rob Walker set out to determine if storytelling was the most powerful tool of all. He began by purchasing two hundred thrift items of low value (the average cost of each item was \$1.25). These items were deliberately chosen for their lack of intrinsic value—a plastic banana, an old wooden mallet, a plastic motel room key, and similar trinkets. None of these items had any special significance on their own.



Walker then listed the items for auction on eBay, including the stories in the item descriptions. The results were astounding.

One notable example was a small plastic bust of a horse's head, which Walker had purchased for \$0.99. With a captivating story attached, it sold for \$62.95.

Next, Walker contacted two hundred professional authors and invited them to participate in his 'Significant Objects' study. He asked each author to write a story about one of the thrift items. All the authors agreed.

This wasn't an isolated incident. In total, Walker spent \$197 on the thrift items and sold them for nearly \$8000—a markup of over 6300%. The stories had transformed these otherwise insignificant objects into valuable items.

## The Power of Data Storytelling

The stories of Dr. Semmelweis and the Significant Objects study underscore a critical lesson: having the right data is only part of the equation. The ability to effectively communicate that data in a way that resonates with the audience is equally crucial. This is where the power of storytelling comes into play.

Data storytelling is the process of translating complex data into understandable and engaging narratives. It combines three key elements: data, visuals, and narrative.

- **Data:** Accurate and relevant data forms the foundation of any good story. It's crucial to gather data from reliable sources and ensure its integrity.
- **Visuals:** Visualizations help simplify complex data, making it easier to understand. Charts, graphs, and infographics can transform raw numbers into engaging visuals that highlight key insights.
- **Narrative:** The narrative ties the data and visuals together, providing context and guiding the audience through the story. A strong narrative answers the "so what?" question, making the data meaningful and actionable.

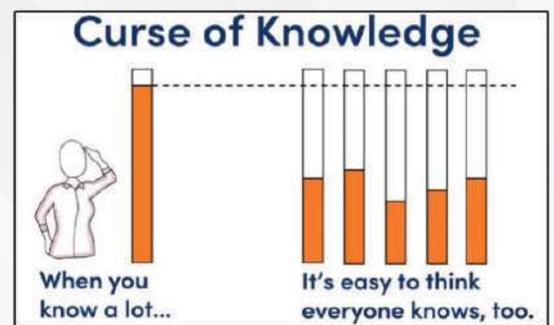
## What Can Come in the Way of Good Storytelling?

Despite its power, effective data storytelling can be hindered by several factors. Two major obstacles are the Curse of Knowledge and not internalizing the difference between the paradigms of Storyfinding and Storytelling.

### The Curse of Knowledge

Have you ever wondered why experts often struggle to communicate effectively about their own domain to non-experts? It's largely due to the "Curse of Knowledge." When we possess a deep understanding of a subject, it becomes difficult to remember what it was like not knowing it. This cognitive bias can prevent us from empathizing with those who are less informed, leading to significant communication gaps. The more expertise you develop, the stronger this curse becomes.

**Why It Matters in Data Visualization:** In data storytelling, falling prey to this bias can be the difference between creating an insightful visualization that resonates and one that misses the mark. It's crucial not only to convey information but to ensure it's accessible and engaging for your audience.



## Storyfinding vs. Storytelling

In the realm of data visualization, two crucial paradigms exist—Storyfinding and Storytelling. Are you adept at one but struggling with the other?

- **Storyfinding:** This is all about exploration—connecting data sources, identifying relationships, and discovering what matters most. It's the essential starting point for any data analysis.
- **Storytelling:** This is about explanation—gathering insights and



building a narrative that resonates with your audience. It's the "last mile" of data work, where your findings are transformed into compelling, actionable stories.

In the world of data storytelling, having a clear and structured approach is crucial. That's where the GAME Plan, a simple yet powerful framework, becomes useful, guiding you through the essential components of effective communication: Goal, Audience, Message, and Engagement.

## A Simple Framework for Telling a Story: The GAME Plan

In the world of data storytelling, having a clear and structured approach is crucial. That's where the GAME Plan, a simple yet powerful framework, becomes useful, guiding you through the essential components of effective communication: Goal, Audience, Message, and Engagement.

- **Goal:** What do you aim to achieve with your data story? Is it to inform, persuade, or call to action? Setting a clear goal is the first step in crafting your narrative.
- **Audience:** Who are you talking to? Understanding your audience's needs and expectations shapes how you present your data, ensuring it resonates and engages.
- **Message:** What is the key takeaway for your audience? Simplify your story to one or three crucial points you want your audience to remember.
- **Engagement:** How will you capture and maintain your audience's attention? Choosing the right medium and channel, whether a presentation, social media post, or interactive webinar, is vital.



## Conclusion

The importance of storytelling in the data science field cannot be overstated. By effectively combining data, visuals, and narrative, professionals can transform raw data into compelling stories that drive informed decision-making and inspire action. In a city like Jamshedpur, known for its industrial and economic significance, mastering the art of data storytelling can provide a competitive edge, enabling organizations to leverage data for greater impact and success.

In conclusion, storytelling with data is not just about presenting numbers but about weaving them into narratives that connect with people on a deeper level. As the saying goes, "Those who tell the data stories will rule this world." By honing this skill, professionals in Jamshedpur and beyond can harness the power of data to drive innovation, influence decisions, and lead their organizations to new heights.

# "JMA: Cultivating Innovation Through Institute and Industry Collaborations"

JMA consistently strives to bridge the gap between industry and academia, fostering innovation, facilitating knowledge exchange, and promoting skill development initiatives. Outlined below are our endeavors for the year 2023-24 aimed at fulfilling this objective.

## TATA Metaliks KGP & IIT Kharagpur Visit

On 12th May, 2023 delegates from JMA visited to IIT Kharagpur and TATA Metaliks. The primary objective of this visit was to foster collaborative relationships, exchange valuable knowledge, and explore potential partnerships. At IIT Kharagpur, the discussions centred on identifying new opportunities for academic collaboration and innovation.

Meanwhile, the visit to TATA Metaliks aimed to establish robust business connections, leverage industry expertise, and initiate corporate social responsibility initiatives, all aimed at nurturing future endeavors and mutual growth between the organizations.



**JMA Official at IIT Kharagpur**

## JMA Visit to Bamboo India

JMA Centre head visited Bamboo India office in Pune. Bamboo India, a start-up founded by Mr. Yogesh Shinde and Mrs. Ashwini Shinde, is based in Pune and gained recognition through their appearance on Shark Tank Season one, securing funding for their venture. The purpose of the meeting was to delve into their entrepreneurial journey and explore avenues for collaboration within the JMA forum.



**Bamboo India Factory at Chikhli Pune**

## VGSoM, IIT Kharagpur Delegate Visit to JMA

JMA diligently collaborates with academic institutions, striving to pioneer groundbreaking programs that transcend the boundaries between industry and academia, thereby fostering seamless integration and mutual enrichment. On July 15, 2023, Prof. Prabina and Prof. Mishra, senior professors from the Vinod Gupta School of Management visited the JMA office at the Centre for Excellence in Jamshedpur. The discussion was focussed on possible executive program for the professionals of Jamshedpur.



JMA Team with VGSoM IIT KGP Delegates

## Visit of AIMA President

On August 23, 2023, Mr. Srinivas Dempo, Chairman of the Dempo Group of Companies and President of the All India Management Association (AIMA), accompanied by Mr. Sanjay Grover, Director of AIMA LMA Relations visited JMA. The visit included tours of the Centre for Excellence, TATA Steel archives, TATA Football Academy, and the JRD Tata Sports Complex, concluding with an interactive session at Beldih Club. Mr. Dempo emphasized the significance of community connectivity, new opportunities in the areas of emotional wellbeing. Following his address, a Q&A session moderated by Prof. Sunil Kumar Sarangi,

XLRI Jamshedpur with Mr. Dempo and Mr. Chanakya Chaudhary, President JMA, engaged the audience. The program was attended by members of the JMA Executive Board, JMA Corporate Council, JMA Managing Team, Managing Directors of ISWP and TSUISL, and the Dean of MTMC.



AIMA President Addressing the Audience

## Mentoring Session for Eastern Region LMAs

An interactive session with LMA representatives of Cuttack, Patna, Ranchi & Jharia Coalfield Management was held at Beldih Club, Jamshedpur on 23rd August, 2023. The session was organised with the aim to focus on community connectivity and new opportunities. The Q&A round was addressed by JMA President cum TATA Steel Vice President Mr. Chanakya Chaudhary.



JMA Team with Other LMA Representatives

## Meeting with TERI (The Energy & Resources Institute) Representatives

On 21st September 2023, Jamshedpur Management Association (JMA) held a productive meeting with Mr. Prosanto Pal and other executive from TERI. The discussion focused on exploring opportunities for further collaboration between JMA and TERI. Both parties exchanged ideas on joint initiatives, potential training programs, and collaborative projects aimed at promoting sustainable practices and innovation. The meeting marked a significant step towards strengthening the partnership between the two organizations.

## MoU with Xavier Institute for Tribal Education (XITE), Jamshedpur

On October 18, 2023, Jamshedpur Management Association (JMA) established a collaborative partnership with XITE College, represented by Dr. (Fr.) E.A. Francis, SJ to promote knowledge exchange, skill development and collaboration in the field of management education and professional development.



CRM JMA and Principal XITE with MoU

## Establishing JMA Academic Council Committee

On December 28, 2023, first official meeting of JMA Academic council was convened at XLRI, Jamshedpur. JMA committed to advancing management education through collaborations with the Jharkhand Government and innovative programs for entrepreneurs and students. This association will also facilitates industry-academia interactions through initiatives like entrepreneur boot camps and collaborative research projects. JMA plans to conduct market research to understand local hiring needs and establish an MOU with Jharkhand University of Technology. This academic council includes Dr. S K Singh (Chairman) BACET, Dr. Rishi Ranjan (Vice Chancellor) NSU, Fr. Francis (Principal) XITE, Dr. Urvashi Arka Jain University, Dr. Rajendra Jaiswal (Registrar) Jamshedpur Women's University, Dr. Harish Bandhu (Acting Dean) MTMC, Prof. Sunil Sarangi XLRI. The council will be chaired by Prof. Giridhar Ramachandran of XLRI.



Meeting Pic of  
Jamshedpur  
Institutional Heads

## MoU with B.A. Engineering College (BACET), Jamshedpur

On February 23, 2024, Jamshedpur Management Association (JMA) formalized a significant partnership with B.A College of

Engineering and Technology (BACET), marking a promising collaboration bridging academia and industry. This memorandum of understanding (MOU) aims to foster innovation, knowledge exchange, and skill development initiatives, opening doors to exciting opportunities for mutual growth and advancement in education and industry.



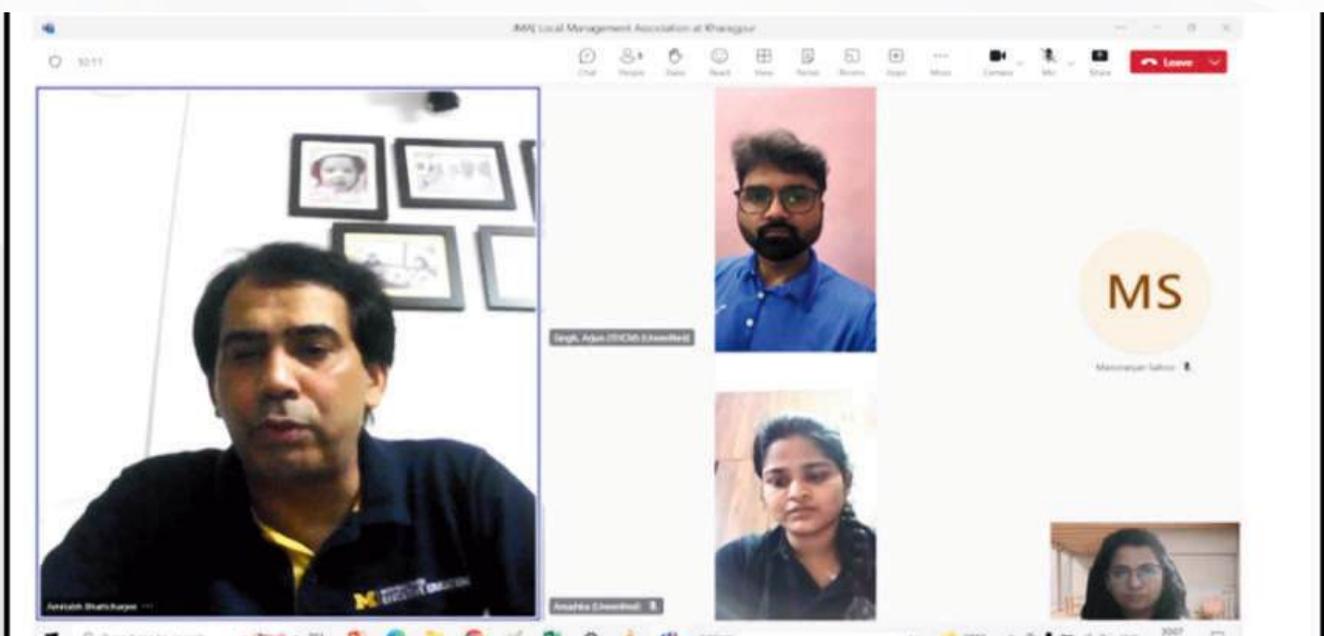
Centre Head (JMA) & Principal (BACET)  
Signed the MoU

## MoU with AIC- IIM Nagpur Foundation for Entrepreneurship Development

On March 20, 2024, Jamshedpur Management Association (JMA) formalized a significant partnership with AIC- IIM Nagpur Foundation for Entrepreneurship Development (INFED), marking a promising collaboration bridging academia and industry. This memorandum of understanding (MOU) aims create opportunities and inspire people to take the journey towards green entrepreneurship.

## Discussion for Establishing LMA at Kharagpur

On 29th March, 2024, Jamshedpur Management Association (JMA) held an inaugural discussion meeting to establish a new local management association at Kharagpur. This virtual meeting was joined by Mr. Manoranjan Sahoo from Tata Steel, Metaliks division and Mr. Arjun Singh from Tata Hitachi as representative from Kharagpur. JMA team was represented by Amitabh Bhattcharjee (Hony. Secretary JMA), Satish Agarwal (Director Corporates JMA), Asmita Salunkhe (Centre Head), Vinay (Head of Operations), and Anushka (Customer Relationship Manager). The objective of this initiative is to create a platform for knowledge sharing, collaboration, and innovation among the region's professionals and students. This initiative aims to bring together individuals from various industries to exchange ideas and collaborate on projects for the region's social development. The discussion was led by Mr. Amitabh Bhattcharjee, Hony. Secretary JMA who explained the working model of an association and displayed the various activities being conducted at JMA. Four major organisations in the Kharagpur region Tata Metaliks, Tata Metaliks bearings division, Tata Hitachi, Vinod Gupta School of Management ( IIT Kharagpur) were identified. Mr. Manoranjan Sahoo & Mr. Arjun Singh will support this effort with the assistance of the team JMA.



Secretary, JMA Setting the Context

## Collaboration Meeting with Tata Workers Union

On 31st March, 2024, JMA executives Satish Agarwal and Asmita Salunkhe held a discussion meeting with Sri Shahnawaz Alam, Vice President of the Tata Workers Union. Plans were discussed for educational programs for union leaders and workers, as well as organizing special programs to celebrate Labour Day on May 1st.



**JMA Team with Mr. Alam of Tata  
Worker's Union**

# “Industrial Visit”

JMA provides students with valuable experiences through industrial visits, where they can explore industrial processes, technologies, and dynamic environments. These visits allow students to engage with professionals, gaining insights into various sectors and potential career paths.

## Visit to Timken Ltd

XITE Students embarked on an insightful industrial visit on 26th April, 2023 to gain practical exposure and firsthand experience of real-world operations. The visit offered valuable insights into industrial processes, technologies, and working environments.



**XITE Students at  
TIMKEN Company Visit**

## Visit to TATA Motors

On September 26, 2023, JMA organised an excursion for thirty XITE students to TATA Motors, offering them an immersion into industrial operations. They engaged with cutting-edge technologies, observed dynamic work environments, and interacted with seasoned professionals, providing invaluable insights into various sectors and potential career pathways.



**Students at Tata Motors Visit**

## Visit to CTC India

On November 23, 2023, thirty students from Arka Jain University visited CTC India for an educational industrial excursion. They experienced real-world operations, engaged with cutting-edge technologies, and interacted with professionals, gaining insights into various sectors and potential career paths.



**Students at  
CTC India Visit**

## Visit to TATA Motors by Srinath University Students

On November 28, 2023, thirty students from Srinath University experienced an educational industrial visit to TATA Motors Jamshedpur plant. Interacting directly with professionals, they gained insights into various sectors and potential career paths. This practical exposure aimed to bridge the gap between theory and application, offering valuable insights for their future career decisions.



**Srinath University  
Students at Tata Motors**

## Visit to Timken India Plant by RVSCET Students

On January 16, 2024, a group of thirty two students from RVS College of Engineering and Technology (RVSCET) embarked on an educational journey with an industrial excursion to Timken India Jamshedpur plant. The visit was designed to offer students first-hand exposure to real-world operations.



**RVSCET Students at  
Timken India Plant**

## Jamshedpur Women's University Industrial Visit to TATA Power Plant

JMA arranged a special one day visit for students from Jamshedpur Women's College to visit the TATA Power plant on 22nd March, 2024. Total twenty students got to see how the plant works, learning both theory and hands-on skills. Each student received a certificate, boosting their understanding of how a Thermal Power Plant operates.



**Karim City College  
Visit to Tata Motors**

## Students During the Plant Visit

JMA arranged a visit to Tata Motors on 23rd March, 2024 for the Karim City College's Department of Business Administration as part of the 'Wheels of Motion' program. Twenty-eight students toured the plant, gaining valuable industry insights.



**Students Group Pic After the Plant Visit**

# XLRI Entrepreneurship Summit 2024

JMA as a sponsor collaborated with XLRI for its Entrepreneurship Summit 2024 organized on 13th & 14th January, 2024 at XLRI campus. XLRI Entrepreneurship Summit (XES) is a unique national summit that aims to foster entrepreneurship, innovation and creative thinking in India. On 13th January, 2024 innovation took centre stage with events like 'Car-o-Bar' and 'Emerging Entrepreneurs' where diverse college committees pitched innovative business ideas to showcase their entrepreneurial prowess. These events were followed by the main Entrepreneurship Summit on 14th January, 2024 inaugurated by Mr. Arijit Bhattacharyya, founder of Virtualinfocom and Mr. Shamik Guha, Co-founder and CEO of Altor Smart Mobility. The event laid a robust foundation for future iterations, epitomizing an unwavering commitment to nurturing innovation and leadership.



JMA Team at Summit at XLRI

# Battle of Titans with IIM Ranchi

JMA in collaboration IIM Ranchi organized “Battle of Titans” competition on 26th November, 2023 at IIM Ranchi campus. The event comprised three different competitions like Poster making, Case study competition and Panel discussion. . Each category had its own winners. Mr. Himanshu won the Mr. Titan title and Ms. Nandini Jain won the Ms. Titan title. Mr. Sanjay Sinha from KNL Group and Mr. Satish Agarwal, Manager from Affine Analytics were the judges for the event. More than 80 students participated in all three competitions.



“Battle of Titans” at IIM Ranchi

# HR Leaders Roundtable Discussion with IIM Ranchi

JMA in collaboration with Indian Institute of Management, Ranchi, conducted a HR Leaders Roundtable Discussion at Jamshedpur on 7th July 2023. This discussion was attended by the HR leaders of various Tata Group companies which included Tata Steel, Tata Motors, Jamshedpur Continuous Annealing and Processing Company Private Limited (JCAPCPL), Tata Power Tinsplate Company, Tata Steel Long Products Limited, Tata BlueScope Steel. The agenda of this session was to explore various forms of engagement and collaboration.



HR Leaders Roundtable Discussion

# Educational Partner for XLRI Ensemble Valhalla

JMA has forged a long-standing partnership with XLRI Jamshedpur's annual cultural fest, "Ensemble Vallhala." As part of this collaboration, JMA recently organized the Next Gen Leader Case Study Competition on November 4, 2023, in a virtual format, in conjunction with XLRI Jamshedpur. The esteemed jury included Dr. Jittu Singh, XLRI & Tata Steel veteran and Mr. Alok Tripathi, General Manager at NTPC Ltd. The event showcased participants from diverse colleges including SVKM's Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, Welingkar Institute of Management, Mumbai, Indian Institute of Management, Lucknow, Department of Management Studies (DoMS), NALSAR University of Law, Hyderabad, Great Lakes Institute of Management Gurgaon, Symbiosis Institute of International Business (SIIB), Pune, SPJIMR SP Jain Institute of Management & Research, Mumbai and many more.

Ms. Tanisha Somani (NMIMS) was the winner, and Ms. Mrunal Deshpande (Welingkar), secured the first runner-up position. JMA congratulated all participants for their sincere efforts, hard work, and dedication.



**JMA's Jury Sharing their Valuable  
Inputs with the Participants**

## Executive Board Members



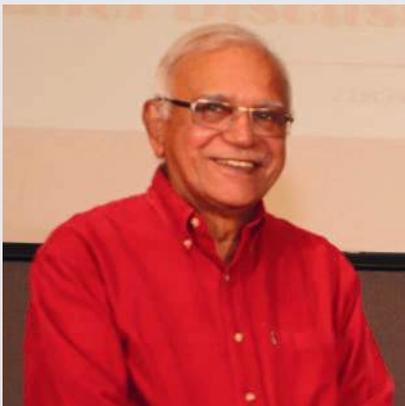
*Hony. President*  
**Chanakya Chaudhary**  
*VPCS  
TATA Steel*



*Hony. Secretary,*  
**Amitabh Bhattacharjee**  
*Chief Business  
Development,  
Technical Services  
TATA Metaliks Limited*



*Hony. Treasurer*  
**Vivek Banka**  
*Chief Audit Group  
Companies*



**Jitendra Singh**  
*Professor, XLRI*



**Fr. S George**  
*Director, XLRI*



**Bailey Bodhanwala**  
*Chief Executive  
Tarapore & Co*

## Executive Board Members



**Amitava Bakshi**  
*Former Chief  
Procurement Officer  
TATA Steel*



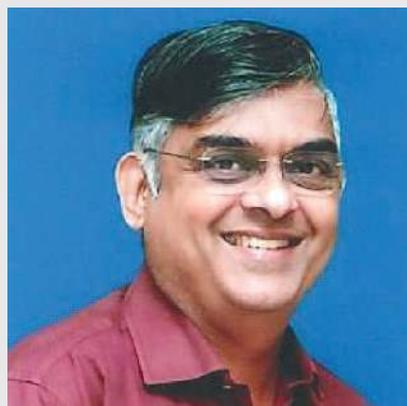
**Ravindra Kulkarni**  
*Plant Head  
TATA Motors*



**Ravi Radhakrishnan**  
*Chief Aviation  
TATA Steel*



**Sanjay Sabherwal**  
*MD  
Metaldyne Industries  
Limited*



**R.N Murty**  
*Executive in Chair  
TATA Steel  
(Tinplate Division)*



**Vishal Agarwalla**  
*Director  
CTC India*



**Prof. Sunil Sarangi**  
*Professor, XLRI*



**Col. Manas Kundu**  
*Colonel  
Indian Army*



**Pradeep Nerayanuri**  
*Chief Talent  
Management, TSL*

# Managing Team Members



**Asmita Salunkhe**  
*Centre Head*



**Vinay Kumar**  
*Head Operations*



**Anushka Mahato,**  
*Customer Relationship  
Manager*



**Satish Agarwal**



**Asutosh**



**Rishav Singh**



**Isheta Bhogal**



**Arif Iqbal**



**Avinash Tiwari**



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