

The background features a stylized illustration of a human head in profile, facing left. The head is rendered in a textured blue color. The interior of the head is filled with a vibrant, multi-colored watercolor splash, transitioning from yellow and orange at the top to blue and purple at the bottom. The splash also extends upwards and to the left, creating a large, abstract shape that resembles a speech bubble or a thought process. The overall composition is dynamic and colorful, symbolizing creativity and intellectual activity.

**AIMA**

ALL INDIA MANAGEMENT ASSOCIATION

# 45<sup>th</sup> National Competition for Young Managers

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**Smart Organisation:  
Innovative, Capable, Competitive**

Mumbai, Bengaluru, Kolkata & New Delhi

## About Theme:

# Smart Organisation: Innovative, Capable, Competitive

Charles Darwin famously has said “It Is Not the Strongest of the Species that Survives But the Most Adaptable”

These words are so profound to the current business and economic environment. In the face of onset of disruptive technologies and business models, every organization and the functions under it are faced with challenge of adapting – quickly.

The perspective of an organisation existence itself seems to be undergoing a rapid change of meaning and intent. From a viewpoint to have an organization that maximized shareholders value, there is an increasing demand of having organisations which maximize stakeholders wealth. Environment, nation, society and communities are gaining greater importance than only the bottom lines. So, in a way, it is a dual challenge – to stay ahead in terms of its place in the marketplace, yet walk the very fine line being a responsible corporate citizen.

All functions, without exception, have a role to play in achieving the above twin objectives. While functions like productions and operations strive to balance between adopting new technologies to produce better quality products and reduce costs, they have an equally important task of preventing unnecessary loss of jobs.

Finance needs to work on most efficient ways of raising and utilizing capital and invest it optimally to have a healthier and smoother running organisation while making provision to improve technologies, invest in the future and spend on employees and stakeholders.

HR and Training and Development have their task cut out in terms

of skilling the existing manpower to take up the challenges of the future. They also need to man the organisation with right-skill manpower and strike a healthy balance between experience of the past generation and dynamism of the current and the future generations.

Sales and marketing need to focus on customer benefit maximization with increasing focus on qualitative products and services at reasonable prices by adopting ethical practices and mediums for consumer outreach.

Over and above, the Top Management needs to ensure that it pays back the stakeholders by discharging its responsibilities as the responsible member of the society.

### Your presentation needs to include the following

- Elaborate how your department – it can be any of the above, has identified, focused and overcome the challenge of the market place and the society contribution? – 2 slides
- Explain the steps taken by your team and how the plan was implemented on ground while identifying key players – 3 slides
- What are the key indicators which can be help assess whether they are successful? – 2 slides
- Elaborate how the contribution of your team has made a significant difference to your organisation's fortunes? – 2 slides
- What is the road ahead? – 1 slide

## How do you benefit

- Interact with the bright and talented contenders who they compete with in a highly stimulating environment
- Build leadership qualities, hone their presentation skills and learn to work as a team
- Gain a broader perspective into the strategic and tactical aspects of the business environment they work in
- An opportunity to interact with and learn from the reviews and inputs of an eminent jury comprising luminaries from academia, the corporate world, management consulting, media etc.

## What is NCYM?

All India Management Association has been organizing the National Competition for Young Managers (NCYM) annually since 1974, with a view to recognize competitive excellence among young managers and by providing them an unparalleled opportunity to hone their analytical, creative thinking, problem solving, team working and leadership skills in a national-level competitive setting. The competition has continued to gain in strength and popularity year after year and corporate organisations have recognised its value as a useful tool to groom their young managerial talent for higher responsibilities. The NCYM today is one of the foremost and hugely popular pan India National-level Competition meant exclusively for the young managers working in public and private sector organisations in business and industry. The competition brings disparate teams of young executives from the corporate world on a common platform to research, analyze, discuss and deliberate on a theme of contemporary managerial interest and national significance.

## The format

The teams are required to first submit a soft copy of the synopsis between 1500-2000 words (maximum 4 pages) to the NCYM official mail id i.e. [ncym@aima.in](mailto:ncym@aima.in). Reports should be based on live case projects of their current company, innovative ideas backed by research and analysis of data from pertinent sources, both primary and secondary, including the team's experience of his/her own organisation (wherever applicable). Team will then make the presentation before a panel of judges in the respective regional centres – New Delhi, Kolkata, Mumbai & Bangalore. Thereafter, two best team from each region will be selected to make final presentation at the Grand Finale to be held at New Delhi.

## Eligibility criteria

A three member team of executives less than 35 years of age (as on January 1, 2019) is eligible to participate. The team should be from an organisation only. Organisations are also free to nominate as many teams as they wish.

Each team will be required to send the mandatory non-refundable entry fee, along with the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi and is payable in advance (at least 10 days ahead of the competition).

## How to enter the competition

Each team will be required to send the mandatory non-refundable entry fee, along with the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi.

## Date of the competition

Kolkata	26 July, 2019	<b>GRAND</b> FINALE Delhi 30 August, 2019
Bengaluru	5-6 August, 2019	
Mumbai	8-9 August, 2019	
Delhi	22-23 August, 2019	

## Participation fee (per team)\*

(* For a team of three persons)	1-2 Team	3-6 Teams	7-More Teams
For Members of AIMA	₹29,000	₹27,000	₹26,000
For Non-members of AIMA	₹30,000	₹28,000	₹27,000

18% GST will be charged extra      AIMA GSTIN No. 07AAATA1644A1ZH      AIMA PAN No.: AAATA 1644 A

\* Nomination will only be confirmed on receipt of participation fee. The fee paid is non-refundable/non-adjustable, though participation by a substitute is allowed, till the written report is submitted.

## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 68 Local Management Associations including two cooperating LMAs abroad, with a membership of over 37,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

## Glimpses of the past



Kindly contact for more details and submission of registration forms to:  
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**Online registration also available please visit [www.aima.in](http://www.aima.in)**