

YLC News

MONTHLY NEWS LETTER

From the Chairman

The Covid situation across the world continues unabated, however the month of August has seen some improvement in certain sectors and businesses have begun resuming their services. Hopefully most of you are also doing well in your respective segments while taking all necessary precautionary measures.

I am happy to share that AIMA YLC had been very active this month. During the period YLC Chennai members connected over Zoom which enabled them

to get to know each other better and participate actively on growing membership and doing online sessions. AIMA YLC Delhi NCR Chapter Chair also had an online interaction with a new Chair Ms Varija Bajaj.



Vineet Agarwal

National Chairman YLC, AIMA

hope you have enrolled yourself for the programme; the process document and Code of Conduct for MMF is available on YLC webpage for your reference. We welcome your feedback to make it worthwhile programme and further refine it in due course of time.

AIMA's flagship event, the 47th National Management Convention is scheduled on 21- 22 September and is being held online for the first time, on a specially curated digital platform. The programme is very impressive with many eminent speakers confirmed. It will be a good opportunity for YLC members to hear and learn from some of the finest leaders from India and overseas.

In addition, AIMA YLC has planned a few interesting sessions in the coming month and I encourage you to actively participate in them. Further details are carried in this issue.

We hope you enjoy reading this edition of the AIMA YLC Newsletter, and look forward to your feedback and suggestions.

Wishing you all happy, healthy and safe times!

YLC Office Bearers

Vineet Agarwal

National Chairman YLC, AIMA

Pranav Pai

National Vice Chairman

Ajay Nahar

National Forum Chair

Kartik Sharma

National Events Chair

Santosh Kumar Gopala

National Membership Chair

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YLC ONLINE SESSIONS

Session on- "Digital Transformation: Challenges & Opportunities", 31st July

Speakers: Mr. Anil Srinivas- Chief Digital Officer, L'oreal India, Mr. Swagat Sarangi- Co-Founder, Smytten and Mr. Pranav Pai- Founding Partner, 3one4 Capital & YLC Vice Chairman



Chennai Chapter Introduction call, 8th August

Conducted and Moderated by YLC Mentor Ms Latha Nathan, Vice President, Fidelity Investments.

Most members from Chennai joined the introductory call and showed interest in strengthening Membership to launchh Chennai Chapter soon.



Delhi NCR Chapter Introductory Call, 16th August



Conducted by New YLC Delhi Chapter Chair Ms Varija Bajaj, Founder at Varija Lifestyles. This introductory call helped Members get to know each other better and plan for future events calendar.

YLC MarCom SIG Session, 22nd August



The session was well conducted by MarCom SIG Chair Mr Amit Tiwari VP Marketing Havells with Speaker: Mr. Sudarshan Viswanathan, CMO& SVP at Hansa Research.

SIG members joined the interactive session which was on theme Defining and Redefining Marketing Intelligence.

Session on: "LGBTQ Inclusion in Indian Workplace", 28th August

A session with Speaker Mr Parmesh Shahani, Author Queeristan: LGBTQ inclusion in the Indian Workplace, Vice President at Godrej Industries Ltd & Panelist Mr. Nanjappa Somanna, Vice President Head Employee Relations, INFOSYS LTD and YLC Mentor and Ms Anubhuti Banerjee, Manager – Analytics & Insights (Marketing), Lead – Wings, Tata Steel LGBT+ Network. Moderator by Ms Manu Wadhwa, CHRO Sony pictures and YLC Mentor, Chairperson YLC- HR Workstream. The session was very well received by the audience.



Member's Column

(Extra) Ordinary!

Contributed by: Kunal Mandal, YLC Member

While in quarantine, Newton apparently discovered gravity and invented calculus; Shakespeare wrote King Lear, Munch painted masterpieces. Their curiosity changed the way we understand the world around us. For many of us, our daily lives now upended by quarantine, our homes have suddenly become our world. My curiosity about 'this world' led me to ordinary everyday objects that surround us at home and the extraordinary backstories they have! And thus began 'Stuff Tales' - a podcast that is bound to change the way you look at the world around you. Listen to it here: www.wyn.studio/ST.

This quiz is all about those ordinary things that probably touches your lives everyday but you hardly pay any attention to them. Try guessing the objects and remember, the answer may just be around the corner!

1. One day in 1945, a Raytheon engineer named Percy L. Spencer was walking through a radar test room with a chocolate bar in his pocket; he came too close to a running magnetron tube and the candy began to melt. This led to the invention of what modern day device that most bachelors consider as 'magic' in their life?
2. This indispensable household object was first described in 1596 by English courtier Sir John Harington in a satirical pamphlet entitled "A New Discourse on a Stale Subject, called the Metamorphosis of Ajax". Harington's device called for a 2-foot-deep oval bowl waterproofed with pitch, resin and wax and fed by water from an upstairs cistern. A working model was originally installed for Queen Elizabeth at Richmond Palace. What device is this?
3. YI XING was a bit of an overachiever - a mathematician, engineer, Buddhist monk and astronomer! Xing was asked to improve calendars in China. He took it one step further, building upon centuries of Chinese innovation to create the "Water-Driven Spherical Bird's-Eye-View Map of the Heaven." This was one of the earliest versions of what everyday item that in many ways is responsible for 'human awakening'?



4. This food item was invented for and named after John Montague, a British politician and a marathon gambler who wanted a dish that would sustain him throughout long gambling games, and be mobile enough to bring to him throughout. Also it should be such that he can keep gaming with one hand and eat with the other. What versatile snack thus came to be?
5. Sackett & Wilhelms, a printing company in Brooklyn, New York found that the summer time humidity was causing havoc with the color register of its fine, multicolor printing. Ink, applied one color at a time, would misalign with the expansion and contraction of the paper stock. They asked Willis Haviland Carrier, a young electrical engineering graduate from Cornell University to solve this issue. What solution did Willis come up with that comforts us till date?
6. The base technology for what was patented as the 'Secret Communications System' by the Hollywood actress Hedy Lamarr and the eccentric pianist George Antheil? Hint: You can't possibly live without it these days.
7. In 1979, Gillis Lundgren, an employee at IKEA, designed this and named it BILLY. Since the first one rolled off the manufacturing line, IKEA has sold more than 41 million of these worldwide. It remains the company's best selling item, with fifteen made every minute. What everyday household item is BILLY?
8. This very commonly used item, when displayed for the first time in September, 1898, at Madison Square Garden by Nikola Tesla, it caused, in Tesla's words, "a sensation such as no other invention of mine has ever produced." The first usable version of this was introduced by the Zenith Radio Corporation in 1950 as 'Lazy Boy' and 'Flash-Matic'. What everyday item are we talking about?
9. The first observations of this was possibly made in 1492 by Rodrigo de Jerez while on Christopher Columbus's expedition to the Americas. He referred to these as 'paper muskets'. After returning to Spain he was imprisoned for 7 years for use of these. Ironically, by the time he got out of jail this had become very common in the Spanish society. What are we talking about?
10. During the 1760, John Spilsbury put his map-making and engraving skills together to help British children develop their knowledge of geography. The products that he created got its name from a carpenter's tool that was used to make these. This hobby/game activity became extremely popular during this quarantine time. What are we talking about?

Answers:

1. Microwave Oven
2. The flush toilet
3. Alarm Clock
4. Sandwich. His title was the '4th Earl of Sandwich'
5. Air Conditioner (Full story here: <https://bit.ly/2Y4YaBR>)
6. Wi-Fi (Full story here: <https://bit.ly/2Xy0dzj>)
7. A bookshelf
8. TV remote
9. Cigarettes or smoking
10. Jigsaw puzzles



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Management Article

Ethics matters

'Being ethical' is not just a desirable leadership trait; it has to be seen as a precept that straddles the entire spectrum of organisational culture.

As I entered a coffee shop the other day, I noticed a group of youngsters fervently working on an assignment. Their enthusiasm drew me to a table next to them. I was curious to know what had ignited such gusto at eight in the morning. I did not have to strain my ears too much to comprehend their topic of discussion- 'ethical leadership'. Of all that transpired amongst them, two statements caught my attention. One said, "Isn't leadership supposed to be ethical? So why the hype?" Another remarked, "It sounds like an oxymoron."

This drew my attention to this highly relevant topic. And digging deep into the tons of information available, I came across a simple and meaningful definition for it. According to the Center for Ethical Leadership, "Ethical leadership is knowing your core values and having the courage to live them in all parts of your life in service of the common good."

This implies that you need to become an ethical and honest person first to become an ethical and honest leader. So, what is the difference between the two? It is important to understand the



difference because very often, individuals apply one set of values in their personal life and another in their professional life. This dissonance can lead to many negative consequences. While the first role is about the ethical values an individual follows in his or her personal life, the second and more challenging role pertains to an individual striving to inculcate these in his or her followers. This is a challenge because many moral principles are not universally held.

According to one of the definitions I came across, ethical leadership means staying true to one's moral principles, while being aware of the complexity of certain ethical issues, being sensitive to the differing views of employees, and being able to manage the conflicts that may arise. Thus, ethical leadership is not a style or a leadership trait. It goes much deeper – it is a culture. A culture where everyone understands and performs with synergy – synergy between the core values of the individual and those of the organisation – without being micromanaged. It is a culture wherein the employee is empowered and respected. But how many actually understand this and behave in a manner that is expected? Is it enough to do the

right thing only when someone is watching?

So, how does one practise and instill in others such an inclusive culture? It is not easy, but possible. Some pointers as to how this can be achieved are given below:

Define personal values

As a leader, spend time listing personal core values. It must be clear that there is zero tolerance for non-compliance. It calls for a lot of introspection and understanding of experiences one has gone through, to list these sets of values. This is also influenced by the value system one has grown up in. While the environment has prescribed certain values, one has to script one's own value system. Unless one can stand by these values through hell or high water, one cannot expect another to follow it.

- **Study and understand the organisation's value system**

Personal and professional value systems have to match; or else, the journey with the organisation will be short-lived. Consider something as simple as punctuality. If you

strongly believe in it and the organisation you work for takes time for granted, then you will not last there long. This also works vice versa.

- **Code of conduct**

Develop a code of conduct for the organisation. Codes are different from rules; they act as guides that help individuals during a dilemma. A well-articulated code will help in bringing back on track anyone who strays from the value system. Easier said than done? No, the code can serve as a beacon.

- **Differentiate between ethics and rules**

“Ethics is knowing the difference between what you have a right to do and what is right to do.” - Potter Stewart. Ethical behaviour is different from complying with the law or the rules laid down by industry. While something may be lawful, it may be unethical as it goes against personal and organisational values. In such a situation, an employee must be encouraged to take action in compliance with their personal/organisational values.

- **Behaviour modelling**

From childhood, we are told to look up to people of repute and try to emulate them. Even now, one of the most popular questions during interviews is: Who is your role model? This is



basically because people learn by observing others whom they believe are credible and knowledgeable. Like Robert Noyce said, “If ethics are poor at top, that behaviour is copied down through the organization.” Leaders must model the behaviour they want others to follow. This should be done at all times, and not just when others are watching.

- **Transparency**

Be transparent in all dealings, irrespective of the issues or people involved. There should be no scope for 'reading between the lines', as this can lead to loss of trust, confusion, and chaos.





As a leader, ensure that whatever needs to be said is done in a language (simple) others understand and be sure to answer all queries they may have.

- **Participation**

Involve employees in making decisions that impact them. If they are part of the decision making process, then individuals mostly go the extra mile to make things work. The sense of ownership motivates them to perform better; it will also create accountability for the actions taken. Participation creates trust and respect in the workplace.

- **Call a spade a spade**

“Whoever is careless with the truth in small matters cannot be trusted with important matters.” - Albert Einstein. Be fair in all dealings. As a leader, one may make mistakes, but have the courage to own up. Ensure that the rules are the same for all, irrespective of rank or position. There is no place for nepotism in an ethical environment.

- **Hiring the right people**

Having said all of the above, the entire exercise will go waste if the organisation does not hire the right people. Warren Buffett has been quoted as saying, “Somebody once said that in looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And if you don't have the first, the other two will kill you.” So, first define what 'right people' means for the organisation. The task is to find not only people with the right competencies, but also those who display an ethical approach to work. This has to be clearly articulated in job





descriptions and questioned in depth during interviews. Checking references must be done with diligence.

Concluding with some food for thought - a quote by Warren Buffet one should read everyday: "It takes twenty years to build a reputation and five minutes to ruin it. If you think about that, you will do things differently".

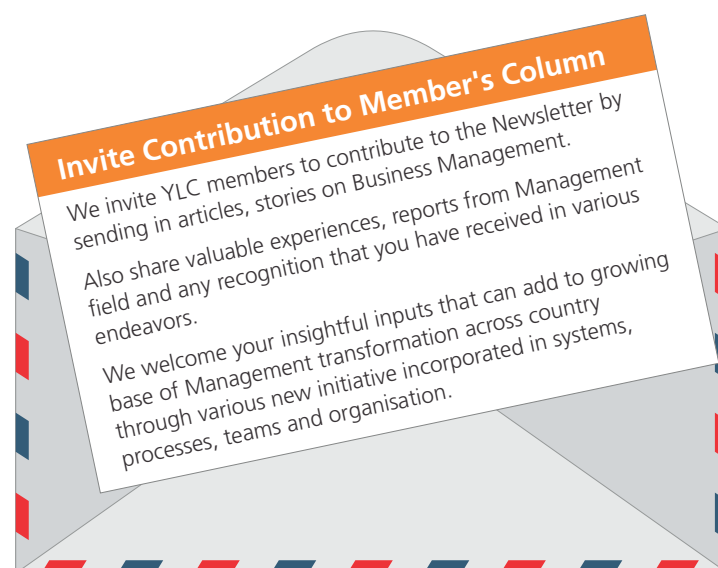


About Author

Dr Shruthi J, Mayur is Associate Professor – OB and HR Area Chairperson – Alumni Relations Committee, T A Pai Management Institute, Manipal.

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Meet YLC New Members

Mr. Anirban Aditya

Chairman
Aditya Group
Kolkata

Mr. Raman Chandna

Chief Investment Officer
Sona Group
Delhi NCR

Mr. Rahul Banerjee

Vice President and Head Corporate Affairs
Quess Corp
Delhi NCR

Mr. Sajit Jacob

Associate Director
KPMG
Bengaluru

Ms. Preeyam Budhia

President Business Development
Patton Group
Kolkata

Mr. Sarath Chandra Gudlavalleti

SVP
Quickr.com
Bengaluru

Ms. Tannistha Ganguly

Global Head of Procurement IT Delivery
Kimberley-Clark India Pvt. Ltd.
Bengaluru

Mr. Amol Maheshwari

SVP
Bajaj Allianz Life
Mumbai

Mr. Ajey Mehta

Vice President Corporate Business Development
HMD Global, Home for Nokia Phones
Delhi NCR

Ms. Seema Singh

Senior Director
Oracle India Pvt Ltd
Hyderabad

Mr. Nikhil Arora

Partner Ernst & Young LLP
Delhi NCR

Ms. Latha Nathan

Vice President
Fidelity Investments
Chennai

Mr. Dhivakar Subramanian

Director
Cognizant Technology Solutions
Chennai

Mr. Vamsi Karavadi

Director
Deloitte
Mumbai

Mr. Ashish Garg

Vice President of Global Talent Acquisition
American Express
Delhi NCR

Ms. Sonam C Chhabra

Curator
Beyond Julst Talk
Delhi NCR

Mr. Anirudh Pandita

Founder and Managing Director
Pocket Aces Pictures Pvt Ltd
Mumbai

Mr. Rakesh Jajoo

Owner
Jajoo Surgicals Pvt Ltd
Madhya Pradesh

Mr. Sandeep Chandrakant Patil

India CEO & MD
Truecaller
Bengaluru

Ms. Shivangi Boghani

Director Sales
MoEngage India Private Ltd.
Raipur

Mr. Asesh Kumar Dasgupta

Director
Signify Innovations India Limited (Formerly Philips
Lighting India Limited)
Delhi NCR

Mr. Mohan Kumar Krishna Prabhu

Director Investment Consulting
AON Consulting Pvt Ltd
Bengaluru

Mr. Venkatesan V

Associate Director
Cushman & Wakefiled
Chennai

Mr. Ram Prasad

VP Talent
Deloitte
Hyderabad

To see all members

[CLICK HERE](#)

Above list is as updated on 26 August, 2020



Dear Members,

Request you all to join YLC LinkedIn Group on <https://www.linkedin.com/groups/10488166/>

We have sent you a request kindly accept to join the group, in case you have missed that, please send in a request on link above to join.

YLC Membership

The membership of Young Leaders Council (YLC) of the AIMA shall comprise of young people, with maximum cut off age limit of 40 years. The members could be Young Promoters, Founders of Startups, Young Professionals, Leaders in Art & Culture/Music, NGOs, Politicians. Bureaucrats, Diplomats. The membership will be at National level (Mandatory) and at Chapter level (currently there are six chapters).

For More Information Contact:

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Become a YLC Member

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Upcoming Events

- YLC Session on: **“How to make a better India”**

It is important for each one of us to take individual responsibility and collaborate towards the goal of Atmanirbhar Bharat

Date: **Friday, 4th September 2020**

Time: **4 pm - 5 pm (India)**

Speaker: **Mr. Gurcharan Das**, Author, Management Guru and Public Intellectual in conversation with **Mr. Kartik Sharma**, Director Agnitio, YLC Events Chair

- YLC Session on: **“Building Learner-Centric Products”**

Date: **Friday, 11 September 2020**

Time: **4 pm – 5 pm (India)**

Speaker: **Mr. Rajendran Dandapani**, Director of Engineering at Zoho, President at Zoho Schools of Learning.

Speaker: **Mr. Saurabh Saxena**, Founder CEO Unable

Moderated by **Ms. Latha Nathan**, Vice President Fidelity Investments & YLC Mentor.

- **47th National Management Convention** on A specially curated digital platform

Theme: **“Getting Through the Pandemic and Beyond”**

Chaired by **Mr. Sunil Kant Munjal**, Past President, AIMA and Chairman, Hero Enterprise

Date: 21-22 September 2020

Please do submit your registration online to join the Convention using the web link given below:

<https://aima.onconf.in/47nmc/>

- YLC Session on: **WFH Karo Na Sit Down Comedy session**

Date: **Friday, 25th September 2020**

Time: **4 pm – 5 pm (India)**

Speaker: **Mr. Anmol Garg**, Founder, Sales5X | Sales Trainer & Consultant | StandUp Comedian!

Moderator: **Ms. Bindu Subramaniam**, Founder, SaPa in Schools & YLC Bangalore Chapter Chair