

YLC News

MONTHLY NEWS LETTER

From the Chairman

It is my pleasure to present the July edition of YLC newsletter.

Last month we had a session in Delhi – with Dr Faisal Ahmed on "Business in Age of Trade War". Sessions are being planned in Hyderabad, Delhi NCR, Indore & Bangalore in next two months. I request

all Chapter Chairs to plan sessions at respective chapters. If you would like to get involved in planning events, please do get in touch with the chapter chairs and Rajni.



Vineet Agarwal

National Chairman YLC, AIMA

This issue covers articles on 'Chatbots for SMEs' contributed by YLC member, 'Lend your ears' Management Article and a Wall of Fame covering accolades YLC members received in their respective Professions along with a few other stories .

Please extend your continued support in increasing membership and activating Chapter level activities. Please also proactively contribute to the newsletter.

AIMA's flagship annual event - The National Management Convention – 46th in the series is scheduled in New Delhi on 17 – 18 September. The program as of now is looking exciting with some great speakers. YLC will also have a session at NMC with a special Panel Discussion on Young Leaders views on creating an innovative India. We do hope you can join us. The secretariat will share formal invite separately.

YLC Office Bearers

Vineet Agarwal

National Chairman YLC, AIMA

Pranav Pai

National Vice Chairman

Radha Kapoor Khanna

Forum Chair

Suraj Dhingra

Chairman – Events

Published by

AIMA Young Leaders Council,
 Management House, 14 Institutional Area,
 Lodhi Road, New Delhi-110003
 Tel : 01124645100, Fax : 01124626689
 E-mail : ryadav@aima.in
 Website : <http://ylc.aima.in>

Inside

02 Young Leaders Council

03 Member's Column

07 YLC Wall of Fame

08 Management Article

13 Meet YLC New Members

14 Upcoming Events & YLC Membership

Young Leaders Council

AIMA Interactive session

AIMA Young Leaders Council and LMA Relations & Membership jointly organised an Interactive Session on 'Business In The Age of Trade War' with Dr Faisal Ahmed, Academician, Researcher on 28th June 2019. Mr Hardik Kapoor, Co-Founder & Director, Jewelsify Commerce Pvt Ltd chaired the session. There were key discussions on the trade war and how will India be impacted, how foreign policy impact trade policies, India's Position of being a neutral or decision maker, Road Ahead for SME's and Startups. The session was very well received by the participants.



Dr Faisal Ahmed speaker for Session on Business in Age of Trade War



Hardik Kapoor YLC member , presenting Memento to Speaker Dr Faisal Ahmed

Member's Column

Chatbots for SMEs

*Contributed by Young Leaders Council, Member
Kartik Sharma , Director Agnitio*

With chatbots making their way to almost every imaginable domain of business, implementing them no longer requires a dedicated IT team. For this very reason, even the small and mid-sized companies are heavily shifting towards chatbots to improve their daily operations.

There are quite a few places where these companies are implementing chatbots. Their social media profiles and their website are just two of the examples. Both of these solutions can be implemented really simply. Further, these bots can integrate seamlessly with live chat platforms and help expedite online communications with customers or potentials. Further, the bots can handle, practically, an unlimited number of conversations, thereby ensuring more conversions.

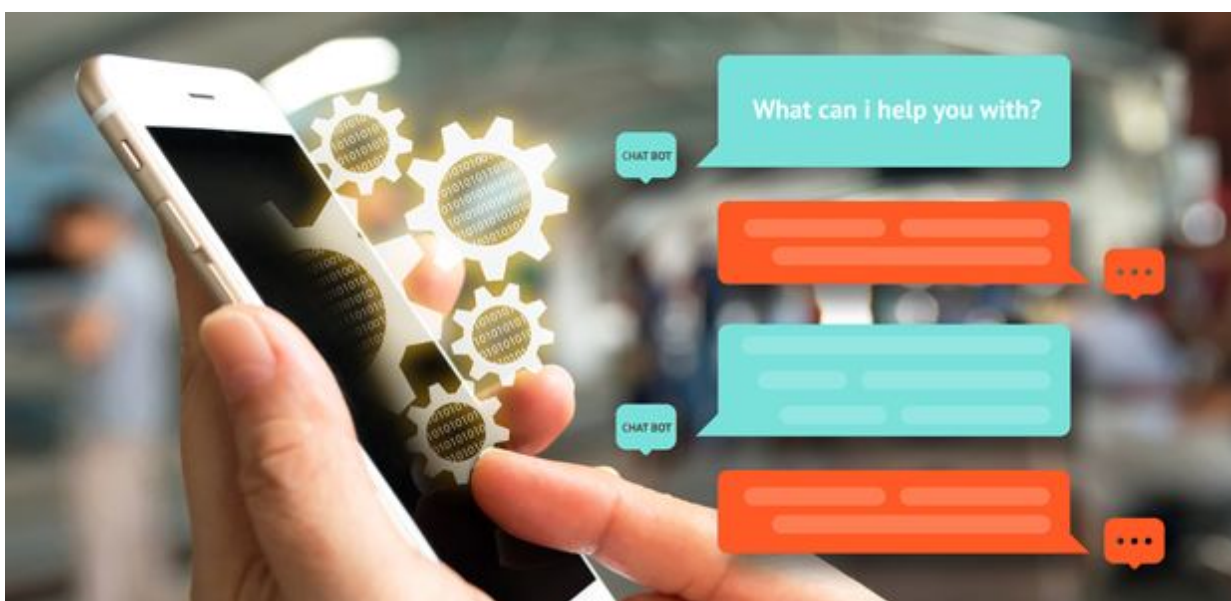
If your company deals with services that revolve around software development or other technical aspects, you can set up chatbots to answer any technical query your customer might have. Further, you can program the chatbots to link their answers to articles or resources from the

company's knowledge base - thereby helping you achieve more traction on your blogs, as well as clarifying the queries of your customers easily. A win-win situation!

This can also be greatly beneficial for customers who don't want to dig through your company's documentation and require a quick solution. Other than these benefits, chatbots can also be a great tool to use in your digital marketing strategy. Deploying chatbots allows companies to create a strong image among their users - it incites a feeling of trust in your customers. They can be personalized to have their own character and feel, in order to put forth your brand image.

Chatbots for the Hospitality industry

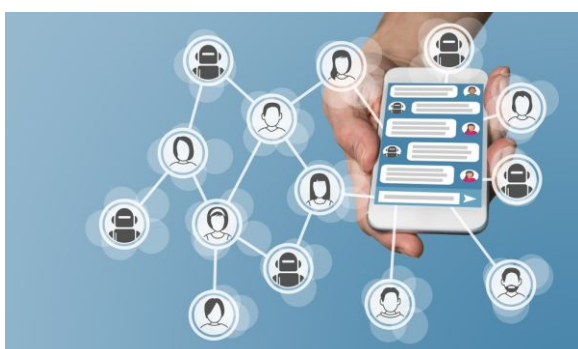
Some industries, hospitality being one, rely on customer engagement more than anything else. Hotels, B&Bs, and even tour agencies need to ensure a personalized, pleasant experience for their guests - something that is far from being possible without actually connecting with the people and finding out their interests. Today's world is powered by Artificial Intelligence and fueled by data. Chatbots have made their way to the center stage, enhancing the operations of any domain they're a part of.





If you're in the hospitality industry, you'll be all too familiar with the correlation between profitability and efficiency. Let's look at how chatbots help improve your efficiency, and thereby profitability:

- If your staff performs the same repetitive tasks a countless number of times for guests, they're unlikely to be maximally efficient. If, however, you deploy chatbots to take care of these routine tasks, your staff will get time and space to focus on more important things. Thereby proving more efficient.
- Chatbots are basically AI-powered chat applications that collect and store data. Using chatbots to connect with your guests, or leads, can help you gather heaps of data about them - pertaining to their interests, likes, dislikes, and such. With such relevant data, you can provide your guests with the utmost personalized care and services.
- As your hospitality chatbot communicates with more and more people, it can even send out custom suggestions, promotional items, and even general information to each of them - thereby increasing their interest in your services. This will, eventually, undoubtedly, result in more lead conversions.



While these are not the only benefits that come from deploying a chatbot, it should be enough to help you understand the immense value these bots bring to the table. And with continuous research ongoing in this field, we are in for various surprises in a not-so-distant future.

Chatbots: The future of recruitment

Chatbots allow users to communicate using a channel that's familiar and accessible to the candidate. Doing so, they help both the candidates as well as the recruiting organization in a number of ways. Let's see why chatbots are all set to becoming the future of recruitment:

1. Save time and money

Right from sifting through the resumes to answering initial queries of applications, chatbots can do all of it without the need of a human executive sitting in front of a computer. It can also determine if a particular candidate is well suited for the job opening at hand. Thereby saving a lot of time of the organization as well as the candidate.

2. Making the application process much more effective

Chatbots help engage the candidates during the initial phase of the application. This ensures that the number of midway drop-outs reduces and the whole process is carried out seamlessly. Even if the candidate drops-out midway, the bots can nudge them subtly and take the application process forward. From scheduling appointments for interviews to sharing information on new job openings and letting the candidate know about the application status, a chatbot can help make the job application process less cumbersome.

3. Making the pre-screening process extremely transparent

Post the interview, there is usually a lot of uneasy silence between the recruiter and a candidate. Chatbots can help fill this gap by using a pre-screening process to make the entire activity extremely engaging and interactive. By letting candidates know their status of application instantly, chatbots help candidates take the next appropriate step without wasting any time. This transparency of the application process also helps reduce a lot of back and forth procedures for the HR management and candidate.

4. Automating routine tasks

All of the cumbersome mechanical tasks like sifting through CVs, scheduling interviews, coordinating internally, are extremely important, albeit routine. A chatbot can automate all these tasks, thereby allowing HR professionals and internal teams to focus on more productive tasks.

While many people feel that chatbots are likely to make jobs obsolete, the fact of the matter is that they actually help ease recruiter's job and make it effective, and not redundant.

Chatbots for Healthcare

Healthcare is seeing a tremendous makeover, thanks to the never-ceasing technological innovations. While doctors and researches push the boundaries of medicine, technologies like Artificial Intelligence are changing the way patients and doctors communicate and how care is administered.

AI-powered chatbots are now helping patients with symptom-based diagnosis and allowing them

to receive instant answers to any of the general health or ailment related questions they might have. These chatbots are designed to grasp and learn from thousands of interactions in order to increase their accuracy. The eventual goal is to be able to help people in lesser time and in lesser money than it would take otherwise.

However, diagnosis isn't the only impressive feature of these bots. Some of the bots can also serve as digital therapists. Such bots are programmed to mimic human conversations by asking questions that allow patients to open up and talk through their emotions. This is even more helpful because it means that people can talk through the things that are worrying them, without fearing the judgment of another human. This sort of anonymity is what each and every chatbot brings to the table.

One thing that needs to be kept in mind, however, is that these chatbots are not (yet) operating at a truly human level. They still have a long way to go to be able to achieve that - but what we have in front of us, is indeed commendable and applaudable. And if the advancements in technology continue happening at the current pace, we can be sure to witness a truly intelligent chatbot, at our disposal, helping us through our ill-health, sooner than later.

Chatbots for social good

Conversational AI in the form of chatbots is becoming increasingly popular on different interfaces for a wide range of purposes. Lately, the buzz around them has focused on their use in customer service mostly. However, they are even being used in the non-profit and charitable sectors. Amidst today's increasingly contentious

social and political climate, there are always causes in need of support. And now, special bots aim to link people with opportunities to offer their aid.

Chatbots developed for social goods can connect people to aid-providing organizations on the basis of their interests and preferences. These chatbots are extremely easy to use, all you need to do is search for the application, and proceed through questions regarding your interests, location, and





preferred methods of providing aid - such as volunteering or donating. These bots then provide a list of opportunities for you to choose from.

Chat is the most interesting medium to achieve this because of it being ubiquitous. People always have access to their phones, and that's all that is needed to initiate a conversation with these AI-powered bots. Further, if you're reading an article that is likely to make you impassioned, the bots can provide you with some resources which allow you to do good in just a matter of few minutes.

In other words, these bots aim to turn engagement into actions, in real-time, thereby empowering people to actualize their intentions of doing good by taking advantage of applications that people are already familiar with. Other than

just helping businesses attract (and retain) more customers, these chatbots are truly revolutionizing how people donate and make charity. They're also helping make volunteering a habitual practice by seamlessly integrating it into the modern lifestyle.



Contributed by
Kartik Sharma
(Director, Agnitio)



YLC Wall of Fame

Office & You By YLC Member Varija Bajaj

Office & You (Workwear label for Indian Women) received THE ECONOMIC TIMES-Label Awards as the Best Fashion brand in the emerging category.

Office and You with its immense research and knowledge are focusing on Indian culture, body shapes and skin tones of working women professionals. It understands the challenges of women when it comes to picking the right outfit for themselves. O&Y is the years of experience trying to equip women not just with the art but the science of aesthetics, in order to make the best choices. It focuses on timeless fashion and effortless styling.



INDIA SME 100 AWARDS

YLC member Yogesh Bhatia received the India SME 100 award for M/s Wow ECarts Pvt. Ltd. by the Jury Board for scoring in the TOP 100 in the overall evaluation of Financial & Non-Financial Parameters amongst 30411 nominations.



Management Article

Listening is a mandate for leaders; not just a much-needed skill.

**Dr Smita Dabholkar Singh,
IMT Nagpur**



LEND YOUR EARS

The key to success is to get out into the store and listen to what the associates have to say.

It's terribly important for everyone to get involved. Our best ideas come from clerks and stockboys.

—SamWalton

Two years ago, YourCare, a pharmaceutical company shifted its manufacturing plant to a location 20km away from its existing one. Most of the employees had spent more than a decade with the company and had bought houses in the vicinity. A change in the workplace location was unexpected and its announcement created a lot of

anxiety and restlessness. Kalyan, the plant head, had anticipated this. So he immediately started having one-to-one interactions with the employees, including those at the shop floor. Bharat, owner and chairman, had announced this change through the 'From the Chairman's desk' column in the company's monthly online newsletter.

Kalyan had a terrific rapport with the employees. An engineer by training, he was groomed by great mentors who taught him the nuances of managing people early in his career. He knew that managing people started with observation,

listening to the said and unsaid, and understanding it; this would slowly help one predict their behavioural patterns and help manage situations better eventually. For doing all this, he was told, one needs to develop the habit of being with people. This was a major challenge to a young introvert like Kalyan. However, over a period of time he successfully tackled it.

When many people expressed concern over commutation to the new workplace, Kalyan discussed it with the top management. He explained the pros and cons, and managed to get a significant budget sanctioned for a staff bus for free transport to the new location with comfortable pickup points. He also carefully listened to other minor and major concerns. He was able to address some of them successfully while a few others remained unresolved. But most importantly, the employees felt they were heard; at least their basic concerns were being addressed, and resistance to the change slowly started becoming less conspicuous. The shifting of the plant location was smooth and soon employees got adjusted to the big change in their organisational life, almost seamlessly.

This year, YourCare is entering into a joint venture with a Chinese company and many internal changes are expected. The employees were worried again. Kalyan was known to be accessible and he always found time for anyone who walked into his cabin. But he was due to retire in three months and would not be available during the transition. They have realised that no one in the



top management is approachable; there is no one to hear them. There is a lot of anxiety in the organisation—employees feel they need upskilling, fear changes in the organisational culture landscape, and have numerous queries.

An extrovert, Bharat's problem is that he does not have the time to listen to his employees' concerns. His only initiative in listening is the annual employee meet held in the large meeting room at the new plant—a restricted number of employees speak about their experience during the previous year. There is no room for listening to anybody's sentiments. Not that Bharat does not value it, but he simply does not do it.





The caselet explains the significance of listening in the context of leadership and organisations at large. Do you not think the organisation needs to install a sound listening framework soon? They need to institutionalise the listening skills and techniques of leaders like Kalyan in order to sustain and succeed in future.

At what stage or in which role does one need to fine tune one's listening skills? What are the prominent personality barriers in listening? If at all they listen, how do they do it? What kind of information does they like and trust? Do they have a structured framework and what do they do with the information gathered?

Let us ponder over some of these issues. Peter Senge's concept of leadership is useful in this scenario. In the context of a learning organisation, he says, 'we all are in a leadership position of importance'. Rather in order to create a learning organisation each and every employee needs to have such a mental model. What happens if one develops such a cognitive wiring? Then they do not wait for a positional leadership. In whichever position, an individual takes charge and operates with the feeling that they can make a difference.

Identifying and controlling one's emotions becomes important in listening.

To do this, they would be inclined to work on their A-S-K (attitudes, skills and knowledge) and further develop impactful listening habits. It is not very difficult to assess one's listening habits. I guess the most honest answers will come from your dinner table—ask your family members, how would they describe you as a listener?

In many organisations, it is found that leaders tend to speak in their mother tongue with a few employees who know it. They also tend to mingle more with a specific set of employees and thus knowingly and unknowingly give birth to a feeling of 'groupism'. This also sends across the signal that employees who are part of that in-group will not only be heard, but will also profit eventually. Just like any other employee, even the leader would like to operate in the company of like-minded people (The Leader- Member Exchange theory of leadership). Their intent may not be malicious but such a culture is perceived as being





intimidating by the employees. No doubt the world is appreciating the importance of emotional intelligence so much these days. Myers Briggs Type Indicator (MBTI) is quite an authentic tool, which helps us understand our personality, based on our preferences. According to MBTI, each one of us has a preferred way of taking information in and a preference for the kind of information we like and trust. For example, as a leader if you have a preference for taking in and presenting information in a sequential step-by-step way (the sensing types) and your colleague prefers the snapshot or a big-picture way (the intuition types), you may not even listen to his or her ideas. You will also doubt its authenticity as it is not presented in the fashion you prefer. Such personality issues can

An organisation needs to be alert about how it is perceived by its environment. Deploying of tools at the right places [hence] becomes crucial.



work as potential barriers in creating listening leaders.

Another important personality attribute or dichotomy, as in MBTI language, is 'extroverted and introverted'. Extrovert individuals are believed to work out ideas by 'talking it' through while introverts are believed to work out ideas by 'thinking them' through. Both have the potential to become leaders but each one has possible advantages and disadvantages, and one has to be aware of them. In the above-mentioned case, the owner and chairman was an extrovert who never seemed to have worked on the disadvantage of being one, whereas his plant head seemed to have mastered the art of shuttling between being an introvert and extrovert as need be.

Effective and efficient listening mechanisms need to be installed at the right time and at the right places in an organisation. This will enable timely capture of the sentiments and emotions of people. Creating a listening culture in an organisation is definitely the leader's responsibility. But having said that, the leader needs to have more patience and time, otherwise, the organisation at large will struggle to listen.

A listening architecture needs to be created with the help of tools, points, and frequency. Tools are the 'methods or instruments' used for collecting data. From observation to interviews to surveys, there are many a tool to gather data and the sentiments of stakeholders, but the magic begins when these are gathered with empathy, and treated with sensitivity.

Selection of tools definitely matters a lot; mostly, a combination works well but we need to ponder



over the intention behind the usage of tools. The fate of the data-gathering process depends on whether [the idea] is to pay mere lip service or to make a sincere effort towards wanting to feel the pulse of the organisation. Frequency is all about 'the frequency' at which the data is gathered. Leaders need to ask themselves, "How frequently do I need to listen to my stakeholders (internal as well as external) in order to meet my listening objectives?" The frequency depends largely on what you are gathering data about.

Points are important but are the most neglected aspect of the triad. It is about 'where' we deploy the tools. One will agree that each employee, or the one who experiences the organisation directly or even indirectly is a 'potential broadcaster and content generator'. After all, most often, we all tend to make quick judgments about people, situations, and organisations based on limited information. We also exercise limited restraint on broadcasting it, thanks to social media. Given this context, you will agree that an organisation needs to be alert about how it is perceived by its environment. Deploying of tools at the right places [hence] becomes crucial.

Psychologist Carl Rogers, known for his client-centred approach, once said, "Man's inability to communicate is a result of his failure to listen effectively." If this man or woman is a leader...one can knock once again and check if he or she is 'listening'?

References

- Steil K. Lyman and Bommelje K. Richard (2004). *Listening Leaders*, UBS Publishers' Distributors Pvt. Ltd. ISBN: 8174765670
- M.B.T.I Manual (2009). *A guide to the development and use of the Myers-Briggs type indicator instrument*, 3rd Ed., CPP, Inc. ISBN: 9781602030008
- Nair Ajith, (2014). *Towards the Listening Organization*, Human Capital



About The Author

Dr Smita
Dabholkar Singh is
Associate Professor, OB &
HRM, IMT Nagpur.

Disclaimer

This article was originally published in *Indian Management* (Issue 4, Volume 58) a Spenta Multimedia and AIMA publication

Meet YLC New Members

Mr Aman Agarwal

Co Founder
Jobtech Consultancy Private Limited
Kolkata

Mr Athma Jayaram

Director
Ixora Corporate Services Private Limited
Hyderabad

Mr Manish Kohli

Group Chief Operating office
Logistics organization
Hyderabad

Mr Arun Kumar VK

Co Founder and Executive Director
TGI Hotels And Hospitality Services PVT LTD
Bengaluru

Ms Dolly Singh

Marketing Consultant
Hyderabad

Mr Upender Goud

Director
3FT Innovative Training Solutions Private Limited
Hyderabad

Mr Krishna Chaitnaya

Director
Ixora Corporate Services Private Limited
Hyderabad

Mr Chakkaravarthi Rajamani

Director
Ixora Corporate Services Private Limited
Hyderabad

Mr Jai Balan

Head Human Resources
Bharti AXA Life Insurance Co. Ltd
Mumbai

Mr Nedthesh Sarma

CEO
Markets & Partners I Strategic Intelligence
Flevoland

Mr Kumar Deep

Country Manager
ITI Council
Delhi & NCR

Mr Mohit Gupta

Founder
Sharp KNOL
Delhi & NCR

Mr Shyam Ghedia

Director
Jalaram Marketing
Gujarat

Mr Santosh Kumar Gopala

CEO
Digibooster
Bengaluru

Mr Abhishek Gupta

Promoter
Clean India Ventures Private Limited
Delhi & NCR

Ms Parul Sharma

Infosys Ltd
Group Project Manager
Hyderabad

Mr Yogesh Bhatia

Managing Director
S G Corporate Mobility Pvt Ltd
Delhi & NCR

Mr Laeeq Ali

Cofounder Director
Origami Creative and Bloombox Brand Engineers
Bengaluru

Ms Suchi Agarwal

Senior Manager
ShyamSalasar Logistics
Hyderabad

Mr Arjun Chatterjee

CEO and Director
Runtime Solutions
Mumbai

Mr Abhishek Anchlia

President Financial Markets
YES Bank Limited
Hyderabad

Mr Varun Agarwal

COO & Head BD
mymoneykarma
Hyderabad

To see all members

[CLICK HERE](#)

Above list is as updated on 25 July 2019

Upcoming Events

- YLC Hyderabad Chapter Launch on Tuesday, 30th July 2019 . Session on Making Smart Cities for attracting Capital and Talent with Speakers Mr Ajay Misra , IAS Chief Secretary for Energy Department of Telangana; Ms Hari Chandana Dasari, IAS Zonal Commissioner (West Zone) of the Greater Hyderabad Municipal Corporation (GHMC); Mr Andrew Fleming British Deputy High Commissioner AP & Telangana; Mr Varun Agarwal COO & Head BD, MymoneyKarma.
- YLC Delhi Chapter Interactive Session on Friday, 2nd August 2019 Topic ' Information & Cyber Security ' by Mr. Rakshit Tandon Director Executive Council - Council of Information Security (CIS), Cyber Security Consultant- Internet and Mobile Association of India, Advisory - Cyber Crime Cell (State Police)
- YLC Indore Chapter Event on Friday 9th August 2019, with Speaker Mr P Dwarkanath Chairman GSK Consumer Healthcare India Speaking on Leadership in the Age of Disruption.
- 46th NMC Delhi on 17 – 18 September, 2019. YLC session @ NMC special Panel Discussion on Young Leaders views on creating an innovative India, scheduled on 18th September forenoon.
- YLC Offsite Retreat Goa: 20th- 22nd December, 2019

YLC Membership

The membership of Young Leaders Council (YLC) of the AIMA shall comprise of young people, with a 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 the Chapter level (currently there are six chapters).

For More Information Contact:

Rajni Yadav, Assistant Director
AIMA Young Leaders Council
14 Institutional Area, Lodhi Road
New Delhi -110003
Tel. 011-43128100, Ext: 157
Email. ryadav@aima.in
Visit Us @ <https://ylc.aima.in>

Become a YLC Member

[CLICK HERE](#)