

YLC News

MONTHLY NEWS LETTER

From the Chairman

The current outbreak of the Coronavirus across the world has put everyone on tenterhooks and has caused a global slowdown in business. Organisations across the world are gearing up for a post Covid return and building contingency plans, with increased adoption of digital solutions; to navigate their way to the next normal.

AIMA YLC too has kept the momentum going during these difficult times by organising several virtual programmes, thus complying with the



Vineet Agarwal
National Chairman YLC, AIMA

necessary safety and health precautions mandated these days. Over the last 2 months, AIMA YLC held several online sessions on topical themes with eminent speakers and thought leaders.

In a first, AIMA YLC created Special Interest Groups (SIG) in 5 diverse areas – HRM, Marketing & Communication, Tech Start-ups, Social Businesses and Arts & Culture; each steered nationally by a Group Chair / Co-Chair. The initiative has garnered an overwhelming response, and the SIG Chairs / Co-Chairs are actively taking this ahead. Moving forward more activities and events will be announced steered by SIGs, and I

would encourage you to join the interest group of your choice to derive full benefit of these special groups.

YLC has also launched a Mentor – Member Forum, with the objective of mapping YLC Members to Mentors and opening up new channels of learning and best practice sharing. Interaction with mentors would encourage learning and sharing experiences and members have the option of choosing their mentors. We will keep refining these initiatives to fine tune them in the coming days. Further details will be shared with you shortly, please do share your feedback and inputs to make both these initiatives successful.

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

Wishing you all happy and safe festive 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

Published by

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YLC ONLINE SESSIONS

“Driving Leadership in Public Service During Unprecedented Times!”with Dr. Kiran Bedi - 12th June 2020.

Very encouraging words from speaker on taking control of one's life and take the initiative to change self and world around.



"HRM During and Post Covid Scenario" - 16th June 2020



Speakers: Ms. Manu Narang Wadhwa- CHRO, Sony Pictures India Pvt Ltd & YLC Mentor and Ms. Rakhee Malik- Director and Head HR, Kearney Ltd & YLC Mentor. Insightful session of HR departments are keeping their employees engaged and positive during tough times.

“Intellectual Property Rights for Industries” 26 June 2020

Speakers: Dr. RN Narahari- Associated with CNSE, IISc and Mr. Rohan K George- Partner at Samvad Partners. Speakers shared information on importance of IPR in various industries and was very well received by participants from various backgrounds.



"Taking the Road less Travelled" - 30th June 2020



Speakers: Mrs. Fatema Agarkar- Educationalist and Dr. Vijay Chauthaiwala- In-Charge, Foreign Affairs Department, Bharatiya Janata Party

"Road Ahead: Retail & Consumer Market Trends" - 10th July 2020

Speakers : Mr. Abheek Singhi- Senior Partner and Managing Director, The Boston Consulting Group and Mr. Laeeq Ali- Co-founder & Chief Brand Architect, Bloombox Brand Engineers



Horasis India Meeting

President, AIMA and Founder & Chairman, Cavinkare, spoke on 'Industry Delivering Solutions Locally and Globally'. Amongst the various other eminent speakers YLC members Mr Darshan Rathod, Cofounder, Acumen M&A Advisors LLP and Mr Kartik Sharma, Director, Agnitio were also invited and were part of the conference.

With a gathering of over 400 of senior thought leaders from across the globe as speakers, the Horasis India Meeting took an in-depth look at both the short-term and longer-term impact on the Indian economy. AIMA was one of the co-organisers of the 12th Horasis India Meeting held virtually for the first time on 22nd June 2020. Mr Sanjay Kirloskar, President, AIMA and Chairman, Kirloskar Brothers addressing a Plenary Session on 'Deepening India's Transformation'. Mr CK Ranganathan, Vice



YLC Special Interest Groups (SIG)

AIMA YLC created Special Interest Groups (SIG) in 5 diverse areas – HRM, Marketing & Communication, Tech Start-ups, Social Businesses and Arts & Culture; each steered nationally by a Group Chair / Co-Chair. The initiative has garnered an overwhelming response.

Human Resource Management:



Ms Manu Wadhwa
CHRO Sony Pictures



Mr Nanjappa Somanna
VP Head Employee Relations Infosys Ltd

Tech Startups:



Mr Siddharth Pai
Managing Partner
3one4 Capital



Syna Dehugara
Chief Brand Officer
LetsVenture

Marketing & Communication:



Mr Amit Tiwari
Vice President Marketing
Havells India Ltd



Shipra Singh
Co-founder, Ikigai
Communications

Art & Culture:



Ms Bindu Subramanian
Co-founder
SaPa In Schools



Mr Anubhav Nath
Director Ojas
Art Gallery

Social Business:



Ms Kirti Poonia
Head Okhai



Ms Sheetal Amte
Karajgi-CEO Maharogi
Seva Samiti

The key objective of the SIGs is to prioritize areas of work around the theme of interest group and Organize activities and sessions.

Young Leaders Council, Mentor - Member Forum

YLC has launched a Mentor – Member Forum, with the objective of mapping YLC Members to Mentors and opening up new channels of learning and best practice sharing.

MMF is initiated to bring the power of mentorship to Young Leaders to accelerate skills, engagement and knowledge-transfer.

We already have 50 YLC Mentors who have enrolled for the MMF program for Mentoring young leaders. We request you to take advantage of this unique initiative by logging in to your MYYLC accounts and choose your mentors to make this program a success. YLC mentors who are yet to register are once again requested to enroll themselves and update their skillsets on MYYLC account.

For Login

[CLICK HERE](#)

Upcoming Events

YLC Session on- **“Digital Transformation: Challenges & Opportunities”**

Date: 31st July 2020

Time: 4:00PM India

Speakers:

Mr. Anil Srinivas- Chief Digital Officer, L'oreal India

Mr. Swagat Sarangi- Co-Founder, Smytten

Mr. Pranav Pai- Founding Partner, 3one4 Capital & YLC Vice Chairman

Kindly share your confirmation on ylc@aima.in

Zoom links will be shared on receiving confirmation

Member's Column

Business Ethics : Covid19 Learning

Contributed by: Nilava Nandi, YLC Member

Ethics is a very important component after Profit in the business enterprises. Ethics Management is now a rising opportunity for management professionals. This is because customers believe that they would like to consume any services from service providers that has tremendous ethical practice in place. Coronavirus or Covid 19 has hugely gave learning lessons to some business giants including start ups that business must have Ethics Monitoring Mechanisms in place so that the operations can build up a healthy business road map.

Let us first understand four kinds of ethical theories and next we will map each violations of

respective theories in case studies. Firstly, Utilitarianism believes that ethics can be achieved when a person performs any act that benefits largest section of the society. Secondly, Rights theory believes that society establishes rights for an individual and when such rights are protected, then ethics is ensured. Thirdly, Deontology believes that an individual should adhere to rights and obligations while decision making. Fourthly, Virtue theory is of the opinion that individual's moral, reputation and motivation is an important component for determining ethical practice. Now we can discuss what qualifies ethics. Ethics primarily revolves around following dimensions in business segment:

- **Fraud and Manipulation:** Any business engaged in fraud or manipulative practices will lose customers base. They can be even be thrown out of market with negative social media campaigns as we now all know the power of social media.
- **Sustainability:** Choosing business models that take care of Mother Earth can give you customers.
- **Diversity and inclusion:** Companies with greater gender diversity inclusive policy can ensure greater involvement from the society.





- Donations: Voluntary donations or Corporate Social Responsibility ensures trust of people in the companies.

Reference: <https://www.psynip.nl/en/dutch-association-ps>

Age of Information

We cannot ignore the fact that people are swallowing large chunks of information regularly either from social media platforms or from various communication channels. People now take more information from Facebook, Twitter, and chat boxes like WhatsApp. Companies who violates the above code of ethics gets sharp criticism from millions of population using these platforms. Users of these platforms believe that by pressing a simple button, they can influence the crowd towards betterment of society. Political and Social Welfare campaigns using these channels for wider penetration to masses has gained tremendous popularity.

Case Studies on Ethics Violation During Pandemic

TikTok: We cannot ignore the exponential growth of this social media app in last one year. But recently with the Company allowing few contents to be published without scrutinising the ethical and moral grounds of those contents that

promoted anti Covid19 measures brought sharp criticisms even from its own users leaving aside non users. TikTok Data Privacy policy and Data Information Sharing Policy of China is also under debate because China makes Chinese companies to share each and every data with the government has also made TikTok users rethink about the ethical practice of the Company with reference to "Personal Sensitive Information". Unimaginably the ratings in Google Play Store fell down significantly in few weeks. This is the most classic case study where violation of ethics has affected the public image of the app and exposed the company to several vulnerabilities in Indian market which had once had a significant share. This violates Rights and Deontology theory.





Princess Cruise Lines Case: A shocking case in the cruise industry suddenly got exposed when its passengers filed a suit against the Company for unethical practice. Debra and Michael Dalton recently grabbed media attention when they alleged that the Company knew about the insufficient anti-covid measures putting the lives of its passengers into risks. When the corona outbreak was gripping the entire world, the cruise line as per the passengers mentioned above were simply asked to fill up information whether they were medically fit or not. It was simply a self declaration form. The particular Cruise Line already had the experience of outbreak on its another brand line called as Diamond Princess in Japan. Despite with both knowledge and experience from Diamond Cruise they did not take sufficient measures on Princess Cruise for its passengers. This incident violates Utilitarianism theory of ethics.

Government of West Bengal Case: A massive negative backlash West Bengal Government had faced during the middle of Covid 19 fight. Reports and newspapers got flooded with news of unethical practice of the government in fudging reports and not complying with Central Government guidelines. The matter became even

worst when the Governor of the state charged the administration for serious unethical practices and suppression of figures. The result of such negative news is yet unknown. It clearly violates Utilitarianism and Deontology theory.

McDonald Racism Case: US foodchain giant has faced severed online criticisms when a news was published that one of its southern China outlet had banned entry of Africans in the store. There was a clear notice outside the store that black people were not allowed to enter the store. With huge online backlashes and Company image going complete setback, Company had to give Public Apology for such blatant violation of ethics. Rights and Deontology is clearly violated.

Reference:

<https://www.usatoday.com/story/money/business/2020/04/14/mcdonalds-apologizes-after-china-restaurant-bans-black-people/2991341001/>

Infosys Whistle Blower Case: Anonymous employees have accused Infosys CEO and CFO for unethical practice of wilful misstatement of material accounting irregularities for last two quarters, i.e. April to September. Matter is to be dealt as per WhistleBlowerProgramme and is under consideration. Deontology and Virtue theory is clearly violated.



Conclusion

As per Accenture Survey conducted, 71% of young customers refuse to buy from brands that are criticised in social media signals the way now Companies should act. Anything unethical business practices can put the Company at a greater risk of losing customer base whether large or small businesses. Covid19 has clearly exposed one important thing to us that consumers are loyal towards brands which they find it socially, morally and ethically right. A sustainable brand or a product or image is more important than a transient commercial success which can eventually collapse with spread of any information that can potentially harm society as a whole. Young entrepreneurs are focussed in creating separate business units in their organisations that will solely see the organisation from ethical point of view, e.g. Flipkart. Ethical practice doesn't imply doing tonnes of CSR projects. It implies even if you don't do CSR projects, you are giving back society a healthy product and making money out of it ensuring satisfaction as a whole. Choice is ours because crisis like this doesn't break the system, rather it exposes a shallow and a hollow system.

References

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https://www.business-standard.com/article/companies/anonymous-whistleblowers-accuseinfosys-ceo-cfo-of-unethical-practices-119102100252_1.html



Contributed by

Mr. Nilava Nandi
Manager, Filter Manufacturing
Industries Private Limited
YLC Member

Management Article

Change - for the people, for the planet

Sustainability should not be mere lip-service. It should be deeply entrenched in the organizational culture and pursued with a high degree of commitment.

Sustainability should never be a matter of convenience, or the easiest way out to check some boxes on the list of SDGs put forth by the United Nations. While it is indeed sad that the planet has reached such a point that sustainability had to become a directive, at least from this point onwards, we must all learn to take it a bit more personally. Sustainability aims to uplift the vast populations around us; it aspires to leave a planet behind for our future generations that is not merely habitable but also productive, secure, healthy, and life-giving, as it is supposed to be.

While delivering on sustainability goals is imperative, it is actually the final step in the sustainable alignment of businesses. The run-up to the final actions and execution is a slightly more complex path, one that involves the entire organisation and not just a single leader or an arbitrary advisory board. There are myriad ways to approach sustainability, and numerous action plans to adapt so that one can count themselves among the niche few businesses that have successfully achieved their sustainability goals. However, our view of these goals needs to go much deeper,



creating a holistic success story. So, where does this story start? And how does it progress?

Building the right culture

It is the people that make up an organisation, and it is the people who will make it sustainable. The concept of sustainability needs to be deeply entrenched in an organisation. Without a culture that embraces sustainability, the goal is not understood and is therefore not effectively achieved. Sustainable practices need to be a part of everyday functioning, at every level. This can be through seemingly small practices that actually have a large impact on the mindset of people. Starting with reusable or recyclable cutlery in the office cafeteria, doing away with any food items that are packaged in plastic, allowing people to serve themselves so they only take as much food as they can consume, right up to separating waste, providing janitorial and on-ground staff with protective masks and gloves to shield them from germs, fumes, and dust. These measures become more than just arbitrary rules, and act as gestures that indicate respect for the planet and all those who inhabit it. When sustainability starts at

the roots, it is easier for every employee to understand its importance, and for the company's policymakers to truly incorporate sustainable practices into every possible function. Ikea is possibly one of the best examples of the kind of success that sustainable businesses can see. As of 2016, the furniture giant was sourcing almost half of their wood from sustainable forests and all of their cotton from farms that ensure resourceful use of water and power, and reduced use of chemicals. Not just this, Ikea also powers its own stores through solar energy, something that affects people, both internally as well as leaving an impression on and conveying a message to customers externally.

Considering all the stakeholders

To achieve sustainability in the business in a relevant manner, it is also important to fully understand the stakeholders and the geographical and social context within which the company operates. From customers to investors, stakeholders are also a part of the sustainability journey, and their needs are to be considered for maximum impact. Starting with where a company

sources its raw materials from, to the labour that is employed on ground, to who the finished product is finally delivered to, there are multiple segments to consider. For businesses depending on agriculture and animal husbandry, for example, the focus can be on promoting water conservation not just within the company, but also reaching the grass-roots level to provide resourceful irrigation measures and organic alternatives to chemical pesticides. This can be done either through directives that ensure existing organic products are used, or by funding research and development centres for field studies followed by implementation in rural farmlands. The number of parameters along the supply chain can sometimes be dizzying. Various fast fashion brands, for instance, boast of using cheaper and environment-friendly raw materials and fibres, but how many of the same brands respect the minimum wage for workers in their factories? With increasing demands on publishing previously undisclosed information, several global fashion brands like Esprit, Gap, Nike, and Patagonia are releasing details of their supply chain, so that if industry standards are not met in some seemingly insignificant factory in, say, Bangladesh or India, the brand can actually be held accountable. With norms getting stricter, the hope is that organisational accountability to stakeholders will push sustainable practices to top priority.



Understanding the numbers

Sustainability, be it in terms of environment, working conditions, or gender parity in pay, altogether has a positive impact on the business. According to a report released by The Business and Sustainable Development Commission in 2017, achievement of the UN's SDGs even in just the four areas of food and agriculture, energy and materials, cities, and health and well-being, will create \$12 trillion worth of fresh market opportunities by 2030. Additionally, with environment-friendly corporate policies in place, decreased carbon emissions, judicious water use,





and a switch to renewable energy, the prospective overall profit is around \$17 trillion. And that is not all. The report also states that by living up to the SDGs, there is potential to create 380 million new jobs by 2030 globally, of which 90 per cent will be in developing countries. To be specific, 220 million new jobs are estimated by 2030 in China, India, and other developing Asian countries, provided of course that global promises on sustainability are kept. The greater good of the planet and mankind, and the success of businesses do actually go hand in hand, and sustainability does indeed make financial sense.

So, building a strong culture in the organization needs to be followed by a deep understanding of which sustainability goals are important and relevant to it. We cannot chase after every goal, and so the focus must be quality over quantity. Once issues of relevance are narrowed in on, businesses can further streamline the list by focussing on where they themselves can add value and help uplift people and the environment. When the priorities are in perspective, it is time to fit these sustainability problem areas within the business model of the organisation. These are

some of the preliminary questions to ask, from which a plan can be derived:

- What is the objective of the sustainability plan?
- What are the simplest/most small-scale methods of achieving a level of sustainability that will complement the larger sustainable practices?
- What are the methods and processes to be implemented on a larger scale?
- What quantum of the organisational resources is to be allocated to the larger scale methods?
- What are the short-term and long-term targets?





We all know that sustainability needs businesses, but did we ever stop to absorb the fact that businesses also need sustainability? Institutional change is the need of the hour, and the planet and its people are waiting for sustainability to become so widespread that it percolates down to every individual life. While businesses may have started with visions of success and profitability from addressing consumer demand, now is the time for them to repurpose themselves to align with sustainability.



Contributed by
Mr. Asif Upadhye
Director and Chief Fun Officer,
Never Grow Up
YLC Member

Disclaimer:

The article was originally published in Indian Management (Issue 9 Vol 58) an AIMA & Spenta Multimedia Pvt Ltd

Invite Contribution to Member's Column

We invite YLC members to contribute to the Newsletter by sending in articles, stories on Business Management. Also share valuable experiences, reports from Management field and any recognition that you have received in various endeavors.

We welcome your insightful inputs that can add to growing base of Management transformation across country through various new initiative incorporated in systems, processes, teams and organisation.

Meet YLC New Members

Ms. Jyoti Rai

Head Channel partners and alliances
Edelweiss Asset Services
Mumbai

Ms. Rakhee Malik

Director and Head HR
Kearney Ltd
Delhi NCR

Mr. Aditya Vazirani

CEO
Robinsons Global Logistics Solutions Private
Limited
Mumbai

Mr. Anuj Vadehra

Director
KPMG
Delhi NCR

Ms. Priyadarshini Sekhar

Founder & CEO
Snapminds Technologies LLP
Bengaluru

Mr. Ankit Kapur

Associate Vice President
Amity Education Group
Delhi NCR

Mr. Abhijeet Khandagale

Executive Director
Vruksh Ecosystem Foundation
Mumbai

Mr. Sanjay Gupta

Head Finance Risk and Governance
KooH Sports Private Limited
Rajasthan

Mr. Jiten Ramesh Mahendra

Senior Vice President
Lifestyle International
Bengaluru

Mr. Anudeep Singh

Associate Vice President
Wells Fargo
Bengaluru

Ms. Pavithra Anand Chugh

Head of Corporate Legal
Decathlon Sports India Pvt. Ltd.
Bengaluru

Ms. Simran Kodesia

Communications Lead Airbnb India
Airbnb India
Delhi NCR

Mr. Rajeev Choudhary

General Manager
TVS Motors
Bengaluru

Mr. Shishir Kumar Upadhyaya

Senior International Adviser
Lehigh University
Delhi NCR

Mr. Neeraj Kohli

Investor
Self Employed
Delhi NCR

Mr. Raghuram Krishnan

Director Finance India Korea and Global FP and A
Shared Services
Aobe Systems
Bengaluru

Mr. Kiran AgneloVeigas

Director and Head of Corporate Marketing
Happiest Minds Technologies
Bengaluru

Mr. Prakul Kumar

Head HR International Business
Dabur International Limited
Dubai

Mr. Rajiv Subramanian

Business Head
Clear Trip Pvt Ltd
Bengaluru

Ms. Syna Dehnugara

Chief Brand Officer
LetsVenture
Bengaluru

Mr. Antriksh Bhatia

Co- Founder
2 Cents Business Services Pvt Ltd
Delhi NCR

Mr. Kumar Anurag Pratap

Senior Director
Capgemini Technology Services India Limited
Mumbai

Mr. Sanjeev Kumar Gupta

EVP Manufacturing
Diageo India
Bengaluru

Mr. Avijit Kumar Singh

Senior Manager Commercial
Diageo India
Bengaluru

Mr. Vivek Venkatasubramanian

Senior Learning Partner Technology
SocieteGenerale
Bengaluru

Ms. Preeti Mishra

Managing Director
Spiral Content
Bengaluru

Mr. Sameer Manglani

Partner
Meena Bazaar
Delhi NCR

Mr. Srinjoy Sen

General Manager
Das Style Private Limited
Kolkata

Mr. Ashish Banka

Founder
IWMBuzz
Mumbai

Mr. Prasanta Kr Das

Vice President
Dassault Systemes
Delhi NCR

Mr. Amol Sahdev

Account Director- Sales
Orange Business Services
Delhi NCR

To see all members

[CLICK HERE](#)

Above list is as updated on 20 July, 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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AIMA Young Leaders Council

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Visit Us @ <https://ylc.aima.in>

Become a YLC Member

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