

YLC News

MONTHLY NEWS LETTER

From the Chairman

It gives me great pleasure to present the March 2021 edition of AIMA Young Leaders Council newsletter.

Despite the restrictions in place and the challenges presented by the ongoing pandemic, the AIMA YLC team continued to reach out and connect with members over the month through its various initiatives. In addition, AIMA YLC organized a fascinating session on 'New age leadership - Open Source Leadership - When There is No More Business as Usual', which received very good feedback. In the coming weeks another interesting session on 'Why Indians should find Their Voice on an India Social Media Platform' with Aprameya Radhakrishna, Co-Founder and CEO at Koo, Founder Director, TaxiforSure & Vishal Krishna Business Editor @YourStory is planned, which I would encourage you all to attend.



Vineet Agarwal

National Chairman YLC, AIMA

who could lead with agility and transform their organisations and practices to ensure business continuity. Over the past few months we saw many young achievers receive accolades for their demonstrated leadership prowess during the crisis, and have been featured regularly in the 'Wall of Fame' section. I would like to take this opportunity to congratulate them all once again for their achievements and wish them many more successes!

Here's looking forward to a more positive start of the coming financial year. We encourage all young leaders and members to actively collaborate and contribute in helping elevate the AIMA Young Leaders Council – both in terms of reach and scope.

To gain a better understanding of the progress AIMA YLC is making, we also plan to conduct a survey to measure the efficacy and reach of the various initiatives at YLC AIMA. The objective of the survey is to gather feedback on AIMA YLC's current activities, as well as ideas and insights for new and innovative programmes that could be included in the future to augment proactive involvement and participation. Please do send in your valuable thoughts and opinions on ways to strengthen the YLC community.

While the previous year witnessed the world grapple with an unprecedented crisis, it also brought to the fore the importance of good leaders. Leaders

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

Session on the theme: "Open Source Leadership - When There is No More Business as Usual", 19th March 2021

Speakers:

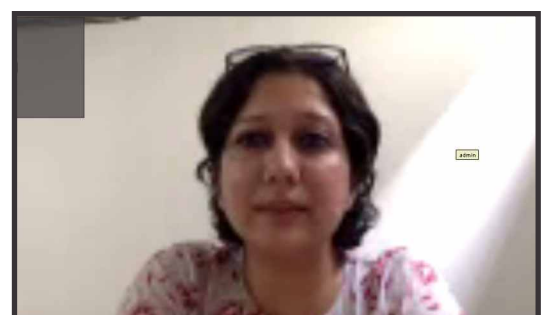
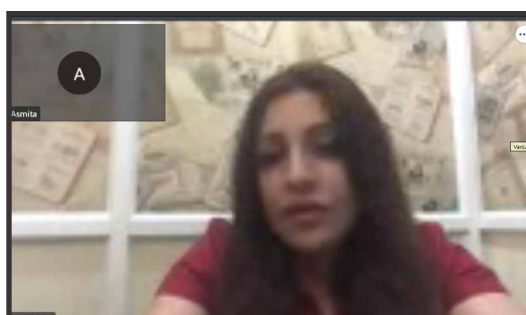
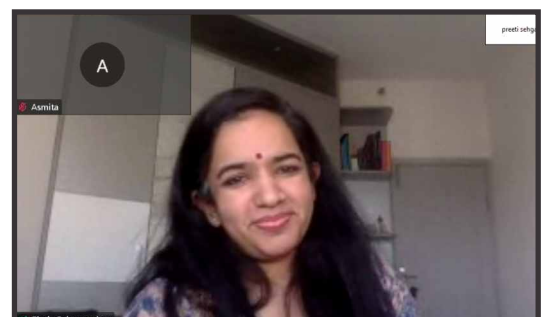
- **Mr Rajeev Peshawaria** – President, Leadership Energy Consulting Singapore
- **Mr Vikram Bapat** – Leadership Energy Consulting, YLC Mentor



YLC Members at Jamshedpur Management Association, 8th March 2021 International Women's Day Online Celebration on the theme: Power Women: Being Successful is a matter of Mindset & Will, Not Constrained by Challenges

Speakers:

- **Ms Syna Dehnugara** - CBO LetsVenture, Features Editor CNBC-TV18, CoAuthor of Young Turks & YLC Co- Chair Tech Startup
- **Ms Varija Bajaj** – Founder at Varija Lifestyles & YLC Delhi NCR Chapter Chair
- **Ms. Bindu Subramaniam** - Co Founder, SAPA in Schools & YLC Bengaluru Chapter Chair



Member's Column

The Way I See It

Contributed by Raman Chandna- YLC Member

On my phone, I maintain notes of things that I've learnt or picked up over the years about investing. I thought it would be worthwhile to share. I would keep updating it from time to time and some theories might change as I gain more experience. Also, note that this is all based on personal experiences and your experience could be very different from mine.

1. Difficult for me to invest in high PE stocks –

I started investing in 2007, where I borrowed money Rs. 20,000 from my father and another Rs. 20,000 from my then-girlfriend (now wife) to invest in stock markets. It was an amazing time where all I bought - went up and I was able to turn Rs. 40,000 into Rs. 4 lacs in less than a year.

While I was more diligent than many people around me and I studied most of my companies but sometime after investing. The stocks were hitting upper circuit regularly and every day my portfolio used to go up a minimum of 5%. I clearly remember that I shorted the markets in November '07 thinking that this is absurd and we would see a correction. But like the saying goes market can remain irrational till you are solvent and this is exactly what led me to cut my shorts in Jan'08. I would have made a killing if I had more money and I could have waited for 3 more weeks. By the time I booked my nifty short losses, my portfolio was down to Rs. 1 lacs and that's when I decided to return the money to my initial investors. Once the market started correcting in Jan'08, I saw the high PE stocks or in those days it was called SOTP (sum of the parts) investing, just came crashing down and there was no stopping them. Hence, I'm vary of new valuation concepts and I stick to the traditional way of valuing companies.

This experience has also led me to invest in a way that I keep booking profits periodically and lowering my cost of acquisition from time to time. While this strategy has limited the growth of my





capital but this has always helped me have liquidity in bad times.

2. Contra investing works out well in the long term

– I am always averse to investing in hot sectors as generally they trade at a higher valuation and coming back to my first issue, I stay away from them. I have exposure in Pharma sector where I had bought stocks like Dr. Reddy and Lupin close to 2 years back and I have not added them in this bull run. Playing the momentum is for traders and not for investors. I would currently be watching the banking sector closely and picking up companies there rather than follow the herd in buying Pharma or Chemical stocks. My first chemical stock was purchased back in 2014 and that has done really well for me. Contra investing is not a short term play.

3. Index funds/ETF should be part of every portfolio

– As a fund manager/relationship manager, it is difficult to sell passive funds because you are not adding value and it's not interesting to sell index funds (Read it as no money for the RM). Wealth management cos have built teams to find the next MF which will outperform but in my view, ETF/Index funds are the easiest and cheapest way to make good returns. Sectoral funds should only be bought when things are really bad and hence I have some exposure to BFSI mutual funds, but it's very small. Not saying fund managers don't add

value they do but because of the restraints to their portfolio mandate they are at a disadvantage especially when it comes to large caps.

4. Always remain invested – the only thing consistent over the last 13 years on investing is that I have always remained invested. I have changed overall allocation but I have always maintained my equity investments. I have never stopped my SIP's and has always increased it in bad times. I believe 20% of your monthly income





should be put in equity SIP. It could be higher if you are saving more. Asset allocation is important but changing allocation a lot just to try and make additional alpha may backfire as well.

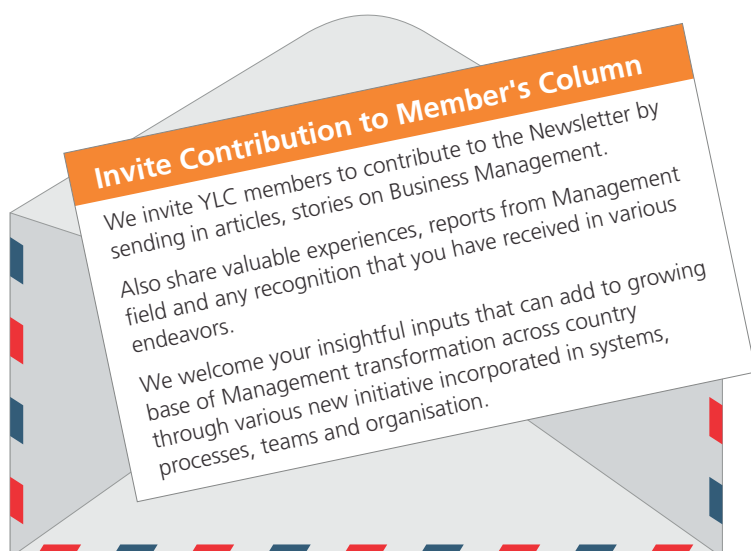


Contributed by:

Mr. Raman Chandna
Chief Investment Officer at Sona Group (Family Office)

Disclaimer:

This article was originally published on LinkedIn on 28th September, 2020.



AIMA YLC Initiatives Engagement

The objective of this survey is to seek your opinion and feedback on AIMA YLC's current initiatives, as well as ideas and insights for new and innovative programmes that could be included in the future to bring in more proactive involvement and participation from individuals and members.

Share your feedback :

[CLICK HERE](#)

Management Article

The way forward

Embracing the digital has only benefited businesses across the spectrum. It is prudent to keep the momentum going.

HEMANT GAULE
SCHOOL OF COMMUNICATIONS & REPUTATION

The last decade witnessed a technology explosion that is still in motion. It is difficult to put a number to the rate at which it is currently growing, as it is rapidly changing the dynamics of all industries. This explosion has led to digitization of a country's economics, an industry's processes, and an individual's entire life.

With this explosion came big data, AI, digitization, and machine learning, key contributors to the exponential growth of the entire world's workspace and markets. It has influenced the way a company functions, right from its processes to its people policies. On a smaller scale, it has heavily

impacted the way a person interacts with their loved ones (use of mobile phones), consumes information (via digital advertising, internet, 24/7 news apps), and what he or she does with it (educational, recreational, or professional purposes).

If anything, this explosion has boosted the performance of employees and systems at the workplace, proving to be an integral factor that impacts a company's profits. It has made working remotely as easy as working together in a cabin. Traditional industries like marketing, advertising, and designing have evolved with the help of



technology that studies human behavior. With every study an organization conducts, it introduces in the markets enhanced services and products to the customer. But it is the marketing, advertising, and public relations industry that particularly heavily rely on digitization while simultaneously following traditional methods of work. So, why then digitization? Simply because one wants to drive disruption and innovation.

In the past, it took an average of 20 years for a Fortune 500 company to hit the billion-dollar valuation. But thanks to digitization, a startup can achieve the same in just four years. Surprising, is it not?

It all began with Twitter

In 2006, Twitter was launched. And without even knowing it, the PR industry changed forever. This



new social media platform turned out to be the latest face of the PR game, with their character limitations that made writing headlines a rising trend. It altered the way PR professionals crafted their press releases and other communication, and also the medium of communication.

Thus began the integration of social media and public relations, a combination that upped the way companies communicate and interact with the public and their consumers. And it was during this phase that the PR industry began employing the benefits of AI and digitization.

From ruffling through yellow books and big directories to find journalists to cover a story, to now following them on social media and sending them a 'DM', finding PR opportunities now seems like a walk in the park. PR agencies are beginning to shift a majority of their focus to digital communication, as the benefits and RoI are higher.

Filling the void

Some experts would say that it was the incorporation of technology that built and saved the PR industry from dying out. It has also made it one of the most-sought-after professions because of the unique challenges it has to offer to the employee, the brand as well as to the consumer.



Shifting focus to going digital has made it easier for companies to get good publicity, reach a wider audience, brand monitor, and disseminate information. Social media platforms are performing the role of instant customer service portals, laying emphasis on bonding with the customer as a top priority. Responding to queries and comments, and resolving issues has become convenient for the brand as well as for the customer. It is mainly this feature of digitization that put startups in the spotlight for building a strong and loyal customer base in no time, and giving their audience a name they cannot forget.

The need for a mix

While social media campaigns, digital

conversations, reputation building, and crisis management are great contributors to good publicity for a brand, print communication is an equally important contributor to building a brand's name. Why? Because a mix of both mediums addresses all generations. Millennials and Gen Zer's incline more towards digital dissemination of information while boomers prefer the traditional print medium. With boomers being selective in their use of technology, they easily connect with offline mediums like newspapers, magazines, brochures, pamphlets, and books. They would prefer seeing an eye-catching advertisement in the newspaper than experience an interactive advertisement on Facebook.

On the other hand, the Gen Zer's appetite for information consumption is based on their constant need for motivation, entertainment, and inspiration; they use technology for this purpose, as it is an extension of their own personality. However, some of them are open to the idea of using traditional mediums as well.

But besides the generation factor, it is also the accessibility and availability of technology to all that highlights the fact that digital cannot do without print and vice-versa. The use of internet services and electronics like televisions computers, mobile phones, etc, are still limited in a country like India. It is newspapers and radio that are a preferred medium among such people in rural areas.





Therefore, in order to reach a wider geographic area and larger demographic audience, communicating the same message in print as well as digitally is equally important.

The tech - 'no', the tech savvy, and the tech native

One of the most admirable facts of digitization is the rise of the tech savvy and the tech native, the millennials and the Gen Zers respectively. Having been raised in the era that was experiencing the start of the technology explosion, millennials grew up accepting the use of technology in their lives from early on. And Gen Z is a generation born in an era when technology was used everywhere—at work, at home, and even by the government. This makes the two generations more receptive and open to the use of technology.

On the other hand, the boomers first encountered the use of technology on a daily basis at their workplace. As companies began incorporating technology to enhance productivity, they made it mandatory for employees to know its operations. This sudden shift to technology is one of the reasons why boomers are not very receptive about digitization and using technology unless it is assistive technology.

Te(a)ch at the workplace

Since the digital revolution in the 1970s,

companies have been, in one way or the other, digitizing their processes, products, and services to keep pace with the times. With continuous efforts by the HR, employees have been up skilled and trained to know the specifications and how to operate the newly implemented tools, systems, and products. This keeping in mind that they are training three different generations to use the same technology.

Sectors like BFSI, insurance, business development, food, sales, PR, retail, and HR are greatly benefitting from digital transformation. Not only are these industries able to provide a variety of online products and services, but also maintain a strong customer relationship across the world. However, this momentum can be kept up only when each wave of new employees is specially



trained, and existing employees are regularly up skilled in order to increase their knowledge about the subject and to stay relevant in the industry—a crucial requirement for any business to stay successful and profitable.

Hence, with the ongoing evolution and incorporation of technology in one's daily life, it is safe to say that digital transformation is the way forward for business success in all industries.



About the Author:

Hemant Gaule
Co-founder, School of
Communications & Reputation

Disclaimer:

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YLC WALL OF FAME

YLC Member **Ms Niyati Khanna** – Director, Apogeeoh Education Private Ltd was featured by We Make Change Now (A global movement of over 20,000 ChangeMakers from more than 100 countries volunteering their skills to address the challenges the world faces today)



YLC Member **Mr Abheek Dutta** – SVP, The Henson Group was awarded The Emerging Global Entrepreneur Award in Digital Transformation at Times Leading Icons Award in Mumbai and has also been awarded by Entrepreneur Media as “ Emerging Global Entrepreneur “

YLC Member **Dr. Himanshu Talwar** - Assistant Secretary General , The Federation of Hotel and Restaurant Associations of India (FHRAI) has received the Author of the Year Award from Smt. Rama Devi, Hon'ble Member of Parliament - Lok Sabha, Protem Speaker of Loksabha, and Chairman Parliamentary Committee; Shri. Anand Sahu, Member: Ministry of Finance Labour & Employment, Govt. of India; Shri. Udit Raj, Indian politician and member of Indian National Congress.



Meet YLC New Members

Mr. Magesh Srinivasan

Mentor
LWT
Bengaluru

Mr. Joydeep Ghosh

Partner
Deloitte Touche Tohmatsu India LLP
Kolkata

Mr. Shrey Manish Mehta

Partner
Silver Lining Investments
Gujarat

Mr. Jason Fernandes

President India Operations
Xerex Inc
Taiwan

Mr. Amit Choudhary

Head HR
Thermax Babcock & Wilcox Energy Solution Pvt
Ltd
Pune

Mr. Tarun Chaudhry

Branch Banking Head
HDFC Bank
Mumbai

Mr. Chandru Badrinarayanan

Managing Partner
ECube Investment Advisors
Mumbai

Ms. Tanya Singh

Proprietor
Proprietor @i Devi I Consultancy for BrandComms,
Social Media and Revenue
Delhi NCR

Mr. Amit Gupta

Director Consumer
Etisalat
Dubai

Mr. Pratik Dalmia

Executive Director
Dalmia Polypro Industries Private Limited
Mumbai

Mr. Imran Saeed

VP Growth
Course5i
Delhi NCR

Ms. Divya Jaitly

Managing Director
Forethought Corporate Communications
Pune

To see all members

[CLICK HERE](#)

Above list is as updated on 24 March, 2021



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.

Upcoming Events

YLC Session on the theme: "**Why Indians should find Their Voice on an India Social Media Platform**"

Date: **Friday, 9th April 2021**

Time: **6 pm to 7 pm**

Speaker: **Mr Aprameya Radhakrishna** – Co Founder and CEO at Koo, Founder and Director at TaxiForSure.com

Session Moderator: **Mr Vishal Krishna** – Business Editor @YourStory

ZOOM link will be shared on receiving your confirmation.

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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