

AIMS

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

27TH AIMS ANNUAL MANAGEMENT EDUCATION CONVENTION 2015

MISSION MODE, PUBLIC POLICY AND STRATEGIC PERSPECTIVE:
THE ROLE OF MANAGEMENT INSTITUTIONS

AUGUST 25-27, 2015

Venue:

**Shri Vaishnav
Vidyapeeth Vishwavidyalaya
INDORE**





Dear Fraternal Colleagues,

Greetings from the Association of Indian Management Schools!

As you know, Annual Management Education Convention is the flagship activity of AIMS. The Convention is organized every year on a contemporary theme that is of interest to management institutes. AIMS has significantly contributed towards the development of management education in the country. It has not only facilitated faculty development, but has played a vital role in protecting the interests of management institutes from time to time.

A good quality human resource base is extremely important in the highly competitive business environment. The performance of management institutes is often criticized for having failed to provide the human resources with required set of skills. However, several initiatives have been taken for improving access to quality education. There is a need to address the emerging issues and concerns. The higher education institutions should strive to deliver the highest quality in business and public policy education, research and progressive professional assistance. Keeping this in view, we have chosen “**Mission Mode, Public Policy and Strategic Perspective: The Role of Management Institutions**” as main theme for the 27th AIMS Annual Management Education Convention being held from August 25-27, 2015.

I would like to invite the Directors, Faculty and Research Scholars of the member institutions of AIMS as well as the executives working in business and not-for-profit organizations to contribute articles and research papers and participate in enriching the deliberations during the Convention. Let us join hands to make the forthcoming Annual Convention a memorable experience in the history of AIMS.

Looking forward to see you during the Convention at Indore in August 2015.

With regards,

A handwritten signature in black ink, appearing to read 'Upinder Dhar', written over a horizontal line.

Dr Upinder Dhar
President - AIMS

Date : 6.7.2015

THEME: MISSION MODE, PUBLIC POLICY AND STRATEGIC PERSPECTIVE: THE ROLE OF MANAGEMENT INSTITUTIONS

For India to emerge as a significant player at the global level there is a need to connect three fundamental forces of significance, viz, State, Market and People. For establishing proper connectivity between these three forces through proper strategic thinking governance and development have emerged as two catch phrases to ensure 'collective development through collective energy'. Accordingly, focus of Government's policy making has shifted to Good Governance coupled with Economic Growth with a push to skill building and entrepreneurship. Mission mode approach has been adopted to restructure delivery systems of Government and ensure proper institutional structures for skill building. In corporate context, Corporate Governance has acquired a new significance and it has become an important aspect of strategic thinking of corporations. Corporations can learn some interesting lessons from the mission mode approach to management and leadership that has been successfully used in Mars Mission of ISRO and in services of large scale initiatives of Government, such as Jandhan.

Establishment of Niti Udyog as a new institutional structure is leading us towards linking mission mode, public policy and strategic perspective, not only in the context of Government institutions but also in the context of corporates and other organizations of the society. This new thinking calls for a new role of management institutions as think tanks and providers for skill building in consonance with new holistic vision, wherein Government, Corporations and NGOs play complementary roles in nation building.

Association of Indian Management Schools (AIMS) has been relentlessly in pursuit of excellence and is serving the cause of management education. Responding to the need of the times, this year **Mission Mode, Public Policy & Strategic Perspective: The Role of Management Institutions** has been chosen as main theme for the 27th Annual Management Convention. This will be a forum where participants can discuss the practical challenges encountered and the solutions to be adopted. The delegates will have the opportunity to interact with policy makers, strategic thinkers and corporate leaders and will also be able to establish business or research relations and find global partners for future collaboration.

Sub-Themes and Tracks:

- ◆ New Vision of Nation Building: Collective development through collective energy
- ◆ New Public policy, mission mode initiatives and role of Niti Udyog and their implications for Management Education
- ◆ Interface between Government, Corporates and People for Good Governance and Development
- ◆ New Paradigms in Management: Mission mode Approach to Management & Leadership in Corporate Context
- ◆ Performance Measurements, Management Control Systems (MCS) and Enterprise Performance Improvement Systems (EPIS)
- ◆ Competency Based Learning Systems
- ◆ Role of Management Institutions in Skill Building and Entrepreneurship
- ◆ International Trends in Management Education

Association of Indian Management Schools (AIMS)

Founded in 1988 as a registered society, the Association of Indian Management Schools (AIMS), a non-profit professional organization, has since grown into a powerful network of over 685 top management schools of national and international repute in the country. It is the second largest network of management schools in the world and the official representative of Indian Management Schools in India as well as in some important International Forums.

Referring to the representation in International Forums, AIMS has a strong presence at international annual conferences of Global Forum, AACSB, EFMD, ACBSP and AMDISA.

One of the major activities of **AIMS** is its policy advocacy role to safeguard the interests of management institutions in all respects. It has created four regions (headed by Regional Vice Presidents) and each region into 2 or 3 Chapters to spread its mission all over the country.

Annual Management Education Convention

Dissemination of knowledge through conduct of Conventions, Seminars, Faculty Development Programs, Case Writing Workshops, publication of invited Research Papers, etc. is an important function of AIMS. As part of this activity, AIMS organizes an Annual Management Education Convention on the topic of interest to management institutions, faculty and students, industry and government. The themes of the last few Conventions give a clear perspective of the type of themes selected for the Convention: “Leading in Turbulent Times: Role of Management Education”, Hyderabad (2009); “India 2020: Challenges and Opportunities for Management Education”, New Delhi (2010); “Emerging Paradigms in Management Education”, Bhubaneswar (2011); “Innovative Management Education for Sustainable Development”, Hyderabad (2012); “Envisioning Management Education”, Navi Mumbai (2013); and “Rejuvenating Management Education,” Pune (2014). In line with the above, the theme for the 27th Convention has been chosen as: “*Mission Mode, Public Policy and Strategic Perspective: The Role of Management Institutions.*”

About Shri Vaishnav Vidyapeeth Vishwavidyalaya

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalan) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be a leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Some of the objectives of the University are as under:

- ◆ To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
- ◆ To ensure world class quality in its offerings and create higher levels of intellectual abilities.
- ◆ To create centres of excellence for research and development for sharing knowledge and its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore will be a multi-faculty University focusing on the needs of various segments of the society.

About Shri Vaishnav Trusts

Shri Vaishnav Shekshnik Avam Parmarthik Trust of Indore is a well known charitable organisation of the country having been established in 1884. Realizing that education is essential for rapid growth of society, the Trust established for social and charitable activities entered education in 1951. The Trust set up four schools, one polytechnic and five institutions of higher learning.

The exiting institutions of higher learning which have earned good name in India shall gradually become the part of University. The University is at present taking steps to gear up for offering various academic

programs in due course of time with Mr. Purushottamdas Pasari and Dr. Upinder Dhar as First Chancellor and First Vice Chancellor respectively.

Speakers and Detailed Program Schedule

Please visit AIMS website: aims.org.in for updates on this subject.

AIMS Awards

On the basis of national competitions/selection, the following prestigious Awards which are in the shape of cash prizes/citations/medals are announced during the Annual Convention:

- ◆ **AIMS** Best Case Award
- ◆ **AIMS-WeSchool** Innovation Award
- ◆ **AIMS-ISM** Dr Dharni P Sinha Best Social Responsibility Award for B-Schools
- ◆ **AIMS-RCM** Best B-School Director Award
- ◆ **AIMS-ICFAI** Best Teacher Award
- ◆ **AIMS** Best Student Paper Award
- ◆ **AIMS** J L Batra Best Research Paper Award
- ◆ **AIMS** Ramaswamy P Aiyar Best Young Teacher Award, and
- ◆ **AIMS** National Management Week Award

Ravi J Matthai National Fellow Award is a *prestigious* award which is also given during the AIMS Annual Convention to management educators and professionals for achieving a high level of distinction in their respective disciplines. Some of the recent recipients are Mr Kishore Biyani, Chairman, Future Group and Dr V Panduranga Rao, Director, Institute of Management and Technology (2014); Dr Devi Singh, Director, Indian Institute of Management Lucknow and Professor Ajit Rangnekar, Dean, Indian School of Business (2013); Fr E Abraham, Director, XLRI, Prof Shekhar Chaudhuri, Director, Indian Institute of Management Calcutta, and Prof (Dr) Uday Salunkhe, Group Director, Welingkar Institute of Management Development & Research (2012); Dr Santrupt Misra, CEO, Carbon Black Business, Group HR and Director, Aditya Birla Management Corporation Pvt. Ltd (2011); Dr J J Irani, Chairman, Board of Governors, IIM-Lucknow (2010); Dr Deepak C Jain, Former Dean, Kellogg School of Management, Chicago (2009); Shri Kumar Mangalam Birla, Chairman, Aditya Birla Group (2008); and Dr C Rangarajan, Former RBI Governor and Governor of Andhra Pradesh (2007).

For detailed information about the awards, please visit our website: www.aims.org.in.

Details of Delegate Fee

Delegates from	Registration Fee per person
AIMS Member Institutes	Rs 4,000
Non-AIMS Member Institutes	Rs 5,000
Corporate	Rs 9,000 (Rs.1,000/- less for additional delegate)
Students (full time student with valid ID card)	Rs 1,200
Overseas	US\$ 200

Accommodation

Delegates should make arrangements directly by contacting the hotels listed below and also at www.aims.org.in >AIMS Convention>Accommodation. Delegates are requested to contact the hotel and make their booking for suitable accommodation. AIMS has no role to play in this regard. Delegates will also be required to make the payment directly to the hotel.

List of Hotels with tariff (in Rs.) : (pl. check with the Hotel for latest tariff)

Name	Address	Tariff
Radisson Blu	Ring Road	Rs. 4130+ taxes
Fortune Landmark	Vijay Nagar	Rs.4119+ taxes
Hotel Shreemaya	R.N.T Marg	Rs.3698+taxes
Hotel President	R.N.T Marg	Rs.3000+taxes
Sayaji	Vijay Nagar	Rs.2979+taxes
Apna Palace	Dhar Road	Rs.2069+taxes
Amar Vilas	A.B. Road	Rs. 2441+taxes
Crown Palace	Kanchan Baug	Rs. 2383 + taxes
Hotel Pearl	Gangwal Bus Stand	Rs. 1768+taxes

Opportunities for Association with AIMS Convention

Your association with the Convention will benefit you in the following ways:

- ◆ Opportunity to network with enlightened minds in the areas of Management and Industry.
- ◆ Enhance visibility through various publicity and promotional materials.
- ◆ Being the part of a platform, which brings the management experts and industry leaders closer to focus on Industry's expectations from management institutions and vice versa.

The Participants

Around 300 delegates are expected, apart from invitees, from India and abroad to participate in the Convention. The profile of delegates would be Directors of Management Institutions, Academicians, Promoters and Researchers of Management Institutions, and Industry Leaders from the country and abroad. The maximum benefit of attending this Convention shall be to academicians, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, and doctoral and master's students.

Sponsorship Rates

Lead Partner	Rs.10.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for Five Delegates ◆ Logo on Back Drop ◆ Logo on all publicity material ◆ Full page advertisement in the Souvenir 	
Technology Partner	Rs.6.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for Three Delegates ◆ Logo on Back Drop ◆ Logo on all publicity material ◆ Full page advertisement in the Souvenir 	

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Associate Partner	Rs.6.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for Three Delegates ◆ Logo on Back Drop ◆ Logo on all publicity material ◆ Full page advertisement in the Souvenir 	
Hospitality Partner	Rs.5.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for Two Delegates ◆ Logo on all publicity material ◆ Logo in the backdrop ◆ Lunch/Dinner Session naming rights 	
Session Partner	Rs.3.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for two Delegates ◆ Logo on Back Drop (1/2 size of event partners logo) ◆ Logo on all publicity material ◆ Half a page advertisement in the Souvenir 	
Institutional Partner	Rs.3.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for two Delegates ◆ Logo on all publicity material ◆ Logo on the backdrop ◆ Half a page advertisement in the Souvenir 	
Knowledge Partner	Rs.2.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for one Delegate ◆ Logo on all publicity material ◆ Logo on the backdrop 	
Logistics Partner	Rs.2.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for one Delegate ◆ Logo on all publicity material ◆ Logo on the backdrop 	
Memento Partner	Rs.2.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for one Delegate ◆ Logo on all publicity material ◆ Logo on the backdrop 	
Travel Partner	Rs.2.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for one Delegate ◆ Logo on all publicity material ◆ Logo on the backdrop 	
Design Partner	Rs.2.00 Lacs
<ul style="list-style-type: none"> ◆ Complimentary Registration for one Delegate ◆ Logo on all publicity material ◆ Logo on the backdrop 	

**Advertisement Tariff
For Souvenir / Proceedings / Programme Guide**

1.	Back Side / Inside Cover	Rs. 50,000/-
2.	Full Page	Rs. 40,000/-
3.	Half Page	Rs. 20,000/-
	Stalls	Rs. 30,000/-

AIMS Convention Advisory Board

All Past Presidents

Prof J Phillip

Bengaluru

Prof Y K Bhushan

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Hyderabad

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Navi Mumbai

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Pune

Mode of Payment

Demand Draft/Cheque (Local or at par) should be drawn in favour of "27th AIMS Annual Convention 2015" payable at Indore, which should be sent to:

Dr R K Patra

Convention Director

Shri Vaishnav Institute of Management

Scheme No. 71, Gumasta Nagar, Indore-452009, Madhya Pradesh

Cell Number: +91-9425900016, Email Id: rkpatra58@hotmail.com

For more details, visit AIMS Website: www.aims.org.in

Address for Correspondence and Contact:

Mr M Venkateswarlu

Executive Secretary

Association of Indian Management Schools

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