

President's Message

Dear NMA Members,

It gives me great pleasure to connect with you through this edition of our newsletter. As the President of the Noida Management Association, I feel proud to witness the steady growth and engagement of our dynamic community of professionals, entrepreneurs, academicians, and industry leaders.



Over the past few months, NMA has actively pursued its mission to promote excellence in management practices through a series of impactful events and initiatives. We have organized insightful seminars, thought-provoking webinars, interactive workshops, and industry-academia interface programs—all aimed at fostering learning, collaboration, and professional development.

One of our core objectives this year has been to strengthen our outreach and engagement with members across sectors. We have enhanced our digital presence, streamlined our communication channels, and introduced new platforms for networking and dialogue. These efforts are part of our commitment to making NMA more accessible, inclusive, and responsive to the evolving needs of our members.

I would like to express my heartfelt gratitude to our Executive Committee, Past Presidents, members, and all stakeholders who continue to contribute their time, ideas, and support towards building a vibrant and progressive NMA.

Let us continue working together to make the Noida Management Association a beacon of knowledge, innovation, and leadership. I encourage each of you to actively participate in our upcoming events and share your valuable suggestions to help us serve you better.

With Warm Regards,
Dr. Yogendra Singh
President
Noida Management Association

From Editor's Desk



Dear Members,

After a brief pause, we are delighted to bring you the latest issue of “Management Paradigms”. Our aim, as always, is to keep you connected with the association's activities while also creating a platform to share ideas and learn from each other.

The world around us is changing at a pace faster than ever before. For managers and leaders, this means that our role is no longer limited to ensuring stability. It is about being adaptable, forward-looking, and capable of inspiring our teams through times of uncertainty.

At NMA, we are committed to supporting our members on this journey. In this issue, you will find articles and insights contributed by fellow members—thoughts and experiences that we hope will spark reflection, encourage dialogue, and most importantly, inspire action.

We look forward to your feedback, ideas, and continued participation as we learn and grow together. Here's wishing you an energizing and fulfilling days ahead!

Warm regards,
Durgesh Kumar Garg
Chairman – Media Committee
Noida Management Association

NMA Vision:

To be an institution for facilitating management excellence

NMA Mission:

- To facilitate the organizations in Noida & Greater Noida for achieving excellence in industry, service sectors and trading to make it globally competitive
- To be a change medium for individual, organization, and the society
- To maintain a financially strong ethical growth-oriented association providing an enjoyable environment to its members as well as to its employees.
- To be an institution for facilitating Management Excellence

Active Past Presidents



Mr. K P Verma
Chairman
HRD Foundation



Mr. M K Rustagi
CEO
Kreston SNR



Mr. Dinesh Jain
President – Legal & Corporate
Affairs, Uflex Ltd.



Mr. S K Tomer
GM (Corp. Affairs)
Holostik India Ltd.



Mr. S N Singh
VP – HR
Uflex Ltd.



Mr. Surinder Mohan
Ex-VP-HR
C & S Electric Ltd.



Shri Sandeep Mittal
CFO-Elista

“
*A leader is one who
knows the way, goes
the way, and shows
the way*”
”

Office-bearers



Dr. Yogendra Singh, President

Dr. Singh has more than 23 years of long career in education as well the corporate world. He completed his Ph.D. in Management at a very early age of 25. He has written several books on Marketing, Management, Organizational Behaviour, Economics, Human Values and Industrial Sociology.



Sandeep Mittal, Immediate Past President

He is working with Elista as a CFO. He is a qualified Chartered Accountant, Company Secretary and Law Graduate with more than 35 years of professional experience. His personal Motto is to work for empowerment of less-privileged through knowledge sharing and mentoring.



Mohd. Nadim Khan, Sr. Vice President

He is a Sr. HR Professional with working experience of over 36 years. He is a Science Graduate (B.Sc. Hons. in Physics) with Master's degree in Social Work (MSW) from Jamia Millia Islamia, New Delhi and a law graduate from Delhi University. He is working as Vice President - HR with C&S Electric Ltd (a Siemens Company). He has worked with various other organisations in India and abroad, including G4S Secure Solutions (India), Suguna group, Oriental Press - Bahrain, Indo Asian, etc. at senior positions with various HR, ER/IR, Compliances and Administrative responsibilities.



Dr. V K Tomar, Vice President

Dr. V. K. Tomar is a Post-Graduate with MBA and PhD. He is working as Dean & Chief Administrative Officer with Jaipuria Institute of Management, Noida.



C.B Sharma, *Hony. Secretary*

Mr. Sharma is currently working as Advisor Business Affairs, Kapoor Group of Companies, Delhi.



Bighnesh Dubey, *Hony. Joint Secretary*

Bighnesh Dubey is a Graduate from Agra University and also holds a Diploma in Personnel Management & IR. He has over 27 years of experience in the field of HR, IR and Liaisoning with various government authorities. He is working as DGM (HR) with Uflex (engg. Div.).



Aditya Mukesh, *Hony. Treasurer*

He is present working as Assistant Manager - Finance & Accounts with Holostic India Ltd.

Members



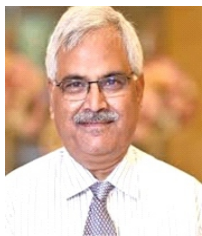
Sanjeev Asthana

He is Vice President - HR with Triveni Engineering & Industries Ltd. He is a Post Graduate in HR with more than 25 years of experience in the area of developing and implementing HR subsystems for business excellence. He has earlier worked with SRF, Samtel Colour, Jubilant Organosys, Minda Huf and Motherson Sumi Systems.



Durgesh Kumar Garg

Durgesh Garg is Vice President leading Operations and Client Services at Impact Research and Measurement Pvt. Ltd., a Delhi based company with offices across all major cities in India. He has more than 25 years of experience in the field of Media Analytics. He has been a part of Executive Committee of NMA for more than 20 years and has held various positions including Vice President, Secretary, Joint Secretary and Chairman – Media Committee.



V.K. Sharma

He has over four decades of rich experience and exposure in HR Management and CSR. He is currently Director of V K Dynamic Leadership Centre, Noida, providing support to organisations in areas like Performance Management, Talent Management, soft skill development, surveys and Industrial Relations.



Sunil Kumar Sharma

Mr. Sharma has over 36 years of professional experience in legal and HR, having worked with DCM Shriram Group, Scindia Group and KRIBHCO. He is a member of the Bar Council of Delhi and has more than 10 years of experience in Delhi/ NCR Bar, particularly dealing with matters relating to consumer protection rights.



Deepak Jain

He is Founder of Vijayash Foundation and runs his firm Deepak J & Associates. He has recently been elected Council Member of All India Management Association (AIMA). He is a ESG & Sustainability Leader as well as a Motivational Speaker.



Kaushik Chatterjee

He is a HR professional with 38 years of corporate experience. He is presently actively engaged in Management Development Movement through Industry Academia Interface, Skill India Mission achievement and Social Sector Development through community development.



Anuja Sehgal

She is an accomplished HR Leader with 20 yrs+ international (USA, UK, EUROPE, China, Belgium) corporate experience in industries like Semi-conductor, IT-Staffing Consulting, IT Enabled Services, Human Resource Services, Manufacturing-IT, Business Automation, Education, Micro-Pensions, Health-Care Diagnostics, Start-Ups.

**Nirbhay Kr. Singh**

He is a qualified HR professional with 13 years of experience in HR and IR. Currently, he is working as AGM (HR & Admin) with Afflatus Gravures Pvt. Ltd. He has also worked with Uflex earlier. He has done MBA (HR & IR) and LLB (Hons) from University of Lucknow.

**Sanjeev Agarwal**

He is working as DGM (Legal & Corporate Affairs) with UFlex Ltd.

**Dr. Sapna Mathur**

She is an accomplished academican and researcher with 16+ years of experience in management education and research, currently working as Faculty at Sharda School of Business Studies, Sharda University. Her expertise lies in Marketing Management, Green Marketing, Consumer Behavior, Service Marketing, and Entrepreneurship Development. She is a recipient of several awards, including the Pillars of the Nation Award (2023) and National Achievers Award for Education Excellence (2021).

Co-Opted Members

**S.N Singh**

He is working with Uflex Ltd as VP-HR. He is an MSW from Agra University and has more than 38 years of experience in the field of HR and Industrial Relations. Prior to Uflex, he has worked with Century Pulp & Paper and Keshoram Rayon Ltd. He is also a past president of Lions Club Delhi-Noida.

**Dr. Subir Bikas Mitra**

A National Scholar with MBA, MA, LL.M; Ph.D. in Strategic HRM and also Ph.D. (Law) in ADR Mechanism, Dr. Mitra has authored numerous research papers/ articles published in various reputed journals. He is Former ED (Law & HR) in GAIL (India) and presently working as Advisor (Law) with GAIL (India) and DGH.

Special Invitee



Surinder Mohan

He is a Law Graduate with PG Diploma in HR having 40 years of experience with several corporates including JK Synthetics, Punjab Tractors and Delton Cables. His last assignment was with C&S Electric Ltd as Vice President - HR, responsible for HR and IR of 7 manufacturing Plants at Noida and Haridwar. He is currently helping interested Organizations in sorting out challenging HR/IR issues as Head of S Management Services.



V.B Lal

He is a Post Graduate Diploma in Personnel Management and Industrial Relations from Ranchi University. He was working as Head Admin, Moser Baer India Ltd.

NMA Secretariat



CS Mishra, Executive Officer

He has more than 40 years of experience in the field of HR & Industrial Relations. He retired as DGM – HR from KRIBHCO. He is an MA (Gold Medallist) with Diploma in Personal Management & Industrial Relations.



Rihan Ali, Computer Assistant

B.Com

Brand management in the digital Age

Anywhere we turn to, we see the handheld devices, called the mobile and people peering into those constantly. As per a Nokia's annual Mobile Broadband Index (MBiT) report in 2023, Indians now consume nearly 20GB data per month on average. With the pandemic accelerating the digital transformation and reshaping how we communicate and consume, smartphones have become major access points for brands instead of additional access points.



Every time a person goes online either to chat or shop or search or connect on social media or read content etc, they interact in moments.

These are micro-moments of interaction which constantly influence consumers, create perceptions and offer opportunities for marketers to connect. Every day there are hundreds of such micro moments of interactions. Everything they see, feel, and read during any of their digital interactions creates perceptions, building images which can get stored in the hippocampus. So brand management is no more just promoting or advertising, but knowing how to elicit a positive response from the amygdala, knowing when to connect and how to engage in these micro-moments to create desired perceptions.

The difference in thinking and creativity is fuelled by consumer insights. Knowing when & how your consumers listen and respond to your message, how they analyze the information shared, what are their limitations, what are their aspirations or goals, what they care about and more, help brands to know what they are fishing for.

With so many virtual interactions where consumers are not only exposed to what they want to do but also a lot of other visual stimuli which can get repetitive and cluttered. The consumer minds have become more prone to getting bored and not register the brand message as it's intended to be.

Consumers want to dodge the noise and connect to what matters most to them. Going forward the trend will stay considering the current burnout rates. So, the better one knows their customer, the better one will be able to identify the shifting nuances of the consumer's behaviour and create unique communication to influence brand perceptions and engagement.

Today there is growing awareness and vigilance over sustainability, health, ingredients, packaging, processes etc which can stem from the basic need for better living conditions, clean air and good earth. The needs of individuals have also shifted quite a bit and generation gaps are happening way quicker, thanks to technological advancement.

Generation Alpha will be the future consumers or customers. Their way of living and their needs would be radically different from the current. E.g their need for safety could be heightened w.r.t environment. Or their addiction could be impacting fundamental social skills and mental health to the extent of obscuring reality and anxiety.

So here's a map that helps to stay anchored and evolve at the same time:



The more we listen to what consumers feel, say, or behave about the product or category, the more we know about them. With social listening tools like Meltwater, Mention, Sprout Social and more, brands can be active listeners along with old-school methods of grievance listening, research, etc.

Upskilling to learn the fitment of Artificial Intelligence, Blockchain, Augmented Reality, the SAAS software, etc to organizational goals. Understanding multiple perspectives and technology is a constant process which would need investment in quality resources, both human and tech. AI tools like machine learning for segmentation, personalization, and targeted marketing are powerful tools when used objectively.

Leading customers/ consumers to the answers of their questions and solutions to their problems is the way forward with engaging conversations or interactions in and out of the influential /powerful micro-moments. Being atop marketing trends as AR/VR and interactive content, can help brands to create relevant and engaging interactions in those micro-moments.

A leap in the way brand and marketing initiatives are tracked makes a lot of difference to overall goals and business growth. Prioritizing intuitive data points, what data points to look at, and why has become imperative now. An organization may be looking at clicks of digital ads, but neglecting the count of visitors visiting multiple pages may have a direct relation to query or sales that get visited at one go which is not looked at as a data point.

So fasten your seatbelts and hop on to new ways of brand connect.

Damayanti Barua is a marketing communications & brand professional with over two decades of experience across varied sectors like travel, retail and education. She is also an Accredited Management Teacher in Marketing Management, certified by AIMA. She holds a post-graduate in Marketing Communications, an MA in Sociology, and a Certificate in Leaders of Learning from HarvardX. She was felicitated by ASMA (Adoption of Social Media in Academia) as Visionary Marketing Leader for her contributions in 2020 and bestowed with the recognition Iconic Women Creating A Better World For All by All Ladies League & WICCI.

Leading the Gita Way: Timeless Lessons for Today's Leaders

Imagine stepping into a leadership role with high expectations, unclear challenges, and the pressure to deliver from day one. This uncertainty mirrors Arjuna's hesitation on the battlefield of Kurukshetra, where Lord Krishna's timeless wisdom brought clarity and courage. The Bhagavad Gita is not merely an ancient scripture—it is a living guide, offering leaders of today practical tools to navigate complex situations in boardrooms, classrooms, and entrepreneurial ventures.



1. Do Your Best, Let Go of the Rest

Lord Krishna's advice—"You have the right to work, but not to the fruits thereof" (BG 2.47)—reminds leaders to focus on effort, integrity, and process instead of obsessing over outcomes. In a corporate setting, this could mean prioritizing quality and ethics over short-term profit. For example, a start-up founder may spend months developing a product, only to face lukewarm reception. By focusing on lessons learned and refining the approach, the leader maintains momentum. Detachment from immediate results fosters resilience, encourages calculated risk-taking, and sets a healthy example for the team.

2. Lead with Your True Calling

The Gita's concept of 'swadharma'—one's unique duty—encourages leaders to align their work with their purpose. When leaders act in harmony with their values, they inspire trust and commitment. A school principal passionate about empowering rural students through technology can change the trajectory of an entire community. Similarly, a business leader committed to environmental sustainability might make bold investments in clean energy, signaling to employees and stakeholders that the mission matters more than just the bottom line. Purpose-driven leadership leaves a legacy far beyond financial statements.

3. Stay Calm in the Storm

Leadership is often tested in crisis. The Gita teaches equanimity—remaining steady in success and failure, gain and loss (BG 2.38). A CEO navigating a market downturn must balance investor concerns with staff morale while making difficult strategic decisions. Those who remain composed under pressure make better choices and keep their teams focused. Equanimity also prevents knee-jerk reactions that could harm long-term prospects. Leaders who embody calm confidence become anchors for their organizations in turbulent times.

4. Work with Integrity, Always

The Gita's vision of a divine work culture is built on self-control, honesty, and service—not ego or greed. In modern practice, integrity is about transparency, fairness, and respect for all stakeholders. A manager who ensures fair promotions, or a business owner who honours commitments despite costs, builds a reputation that endures. Integrity protects leaders from ethical pitfalls and strengthens relationships with employees, customers, and partners. In the long run, it is integrity—not opportunism—that sustains success.

5. Real-World Relevance

These principles are not philosophical ideals reserved for spiritual texts—they are highly applicable to everyday leadership. An entrepreneur facing repeated investor rejections can use detachment to stay focused on refining their pitch. A healthcare administrator committed to their 'swadharma' can drive patient-first policies despite bureaucratic hurdles. A teacher applying equanimity can keep students engaged even during disruptive circumstances. Leaders guided by the Gita's wisdom often create ripples of positive change that influence not just their immediate teams, but entire communities and industries.

6. Why It Matters Now

In today's world, leadership is often measured in quarterly results, social media followers, or instant recognition. However, rapid gains without values rarely last. The Bhagavad Gita offers leaders a compass for building enduring legacies—blending ambition with ethics, and strategy with compassion. These timeless lessons provide stability and clarity in a fast-changing, high-pressure environment. By embedding them into organisational culture, leaders can ensure long-term success while staying true to their values.

7. Conclusion

The battlefield of Kurukshetra may be centuries behind us, but its lessons remain timeless. Leading the Gita way means being steadfast in values, fearless in challenges, and humble in triumph. Keep its wisdom close—not as a relic of the past, but as a guide for shaping a future where leadership is defined by purpose, integrity, and courage. In doing so, leaders not only achieve success but inspire others to realize their own potential.

Dr. Shubham Tayal, Associate Professor at S.D. College of Management Studies, Muzaffarnagar, brings 15+ years of expertise in Economics, Finance, and Management. He inspires leaders through value-based education, leadership training, and integrating timeless Indian Knowledge Systems into today's world.

Caught in Middle Management?

Welcome to the Corporate Bermuda Triangle

You start your career like a young Sachin Tendulkar — smashing every target, dazzling everyone, and collecting praise faster than HR collects feedback forms in an “anonymous” survey. Then, somewhere in your 40s, you find yourself here: The Middle Management Zone. Sure, you’ve got a swank title (“Senior Group Associate Manager, Strategic Integration Initiatives, APAC Region”), but even you’re not sure what it means at family gatherings. Your day is now mostly:



- Upward management: explaining to your boss why something didn’t work.
- Downward management: explaining to your team why they must make it work.
- And sideways management: explaining to colleagues why you can’t help them because you’re stuck explaining to everyone else.

Before you know it, you’re on what I call the Escalator of Stagnation™ — moving, but never really going higher. Salary increments are enough to buy a slightly fancier coffee machine, but not enough to justify changing your LinkedIn headline.

Why are we stuck?

- Top roles are fewer: Fewer chairs than a game of musical chairs in an elevator.
- Leadership says they can’t find ready successors: Which is corporate-speak for “You’re good, but you’re not CXO material... yet. Maybe in the next decade. Or after you reincarnate.”
- Skills like clarity, collaboration, and balance are often underdeveloped—because no one told us that technical brilliance wasn’t enough.

Seven Timeless Skills for the Stuck but Still Breathing

Here’s how to climb out, without resorting to buying a Harley Davidson or moving to Goa “to start a beach café” (classic mid-life escapism plan).

1. Self-Management

You are the instrument. Keep it tuned. Ask yourself—is this meeting really necessary, or am I here because there was free coffee?

2. Clarity of Thought

Smart people make things sound complicated. Leaders make complicated things sound simple. If you can explain your project to your grandmother and she nods, you're halfway there (extra points if she doesn't fall asleep).

3. Focus

Everything is urgent until you decide what actually matters. Careers are built on impact, not on how many unread emails you heroically battled each day.

4. Accountability

If it's your baby, own it — even when the baby screams at 3 AM.

5. Collaboration

Forget “us vs. them”. Think “us + them = my promotion prospects”.

6. Balance

It's a corporate tightrope: too fast and you burn out; too slow and you get replaced by someone who talks faster in PowerPoint.

7. Rejuvenation

Remember, your career is a marathon, not a speed-eating hotdog contest. Sleep, upskill, laugh, and stop living like every day is “crunch time”.

A Real-Life Example of Growth



A former colleague of mine, Rajesh, was once the “Excel Ninja” of our company. He knew every formula, shortcut, and trick. Then one day, during a client meeting, someone asked him,

"But what do these numbers mean for the business?" Rajesh froze. His brain whispered: “This is not in my VLOOKUP training...” He decided to work on business context and—over time—evolved from The Excel Guy into The Strategy Guy. Today, Rajesh is two levels above the plateau he once hit... and he only uses Excel for his kid's cricket stats.

Ajay Gidwani is a certified Trainer (IIT Roorkee) with 20+ years in Education Management, Sales, and Consultancy, driving growth through Talent Development, Strategic Planning, and Performance Management.

Sustainable Development for Viksit Bharat @2047

Introduction: The Vision of Viksit Bharat @2047

As India marches towards its centenary of independence in 2047, the vision of a Viksit Bharat (Developed India) is no longer just a political slogan—it is a national mission. This vision transcends economic growth alone; it calls for a harmonious blend of prosperity, social equity, environmental stewardship, and cultural enrichment. Sustainable development is the bridge that connects our present reality to that aspirational future.



In the words of the Brundtland Commission, "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." For India, this means fostering inclusive economic growth, eradicating poverty, ensuring environmental protection, and embedding good governance practices into every sphere of life.

India's Development Journey: From Emerging to Leading

India's transformation since independence is remarkable. From a primarily agrarian economy to becoming the world's fifth-largest economy, our progress has been driven by technological advancement, industrial growth, and demographic dynamism. Yet, with this growth has come challenges—rising energy demand, urbanisation pressures, climate change vulnerabilities, income inequality, and resource depletion.

If India aspires to be a Viksit Bharat by 2047, the model of growth must be redefined—shifting from resource-intensive development to resource-responsible development.

The Four Pillars of Sustainable Development for Viksit Bharat

1. ECONOMIC SUSTAINABILITY: INCLUSIVE AND INNOVATION-DRIVEN GROWTH

Economic growth is essential, but the quality of growth matters even more. An inclusive, innovation-led economy will ensure that development benefits reach every citizen.

Key strategies:

- **Green Industrialisation:** Encouraging industries to adopt cleaner production methods, energy-efficient technologies, and circular economy principles.

- **Startup and MSME Support:** Empowering grassroots innovation in renewable energy, sustainable agriculture, and green infrastructure.
- **Digital Transformation:** Leveraging AI, blockchain, and IoT for governance, supply chain efficiency, and climate monitoring.
- **Skill Development:** Preparing India's workforce for the green economy with training in ESG practices, renewable energy technology, and sustainable business management.

2. ENVIRONMENTAL SUSTAINABILITY: NET-ZERO COMMITMENT AND CLIMATE RESILIENCE

India has pledged to achieve Net-Zero emissions by 2070, but for Viksit Bharat @2047, we must accelerate our efforts.

Key focus areas:

- **Renewable Energy Leadership:** India's rapid expansion in solar, wind, and green hydrogen must be sustained. By 2047, renewable energy should power the majority of our industries and cities.
- **Afforestation and Biodiversity:** Large-scale tree plantation drives, restoration of degraded lands, and conservation of biodiversity hotspots.
- **Water Security:** Harnessing rainwater harvesting, efficient irrigation, and wastewater recycling to meet urban and agricultural needs.
- **Climate Resilient Infrastructure:** Designing cities, roads, and buildings to withstand extreme weather events.
- **Waste Management:** Moving towards zero landfill cities through recycling, composting, and extended producer responsibility.

3. SOCIAL SUSTAINABILITY: EQUITY, WELL-BEING, AND CULTURAL PRESERVATION

A truly developed India is not just richer, but fairer, healthier, and more compassionate.

Key priorities:

- **Poverty Eradication:** Ensuring no citizen is left behind through targeted social welfare, education, and livelihood programs.
- **Healthcare for All:** Building a robust, preventive, and affordable healthcare system.
- **Quality Education:** Embedding sustainability, ethics, and life skills into school and university curricula.
- **Gender Equality and Inclusion:** Empowering women, persons with disabilities, and marginalized communities to participate fully in economic and social life.

- Preserving India's Cultural Heritage: Integrating traditional knowledge systems—such as Ayurveda, Yoga, and indigenous farming—with modern science.

4. GOVERNANCE SUSTAINABILITY: CONSCIOUS AND ETHICAL LEADERSHIP

No vision can succeed without good governance. Conscious leadership—where decision-makers act not merely for profit but for the planet and people—is the foundation of sustainable governance.

Key governance reforms:

- Transparent Institutions: Strengthening accountability through digital governance, open data, and citizen engagement.
- ESG Integration: Embedding Environmental, Social, and Governance metrics into corporate and public policy evaluation.
- Decentralised Decision-Making: Empowering local bodies to take climate and development actions suited to their unique contexts.
- Ethical Independent Directors: Appointing leaders committed to the nation's development over personal gain.

Aligning with Global Goals and National Missions

India's sustainable development journey must align with United Nations Sustainable Development Goals (SDGs) while being rooted in our own Panchamrit Agenda announced at COP26:

1. Non-fossil energy capacity of 500 GW by 2030
2. 50% of energy requirements from renewables by 2030
3. Reduction of total projected carbon emissions by 1 billion tonnes by 2030
4. Reduction of carbon intensity by 45% by 2030
5. Achieve Net-Zero by 2070

These targets must be synergised with flagship initiatives like Atmanirbhar Bharat, Make in India, Smart Cities Mission, Gati Shakti, National Hydrogen Mission, and Digital India.

Role of Businesses, Academia, and Civil Society

Businesses:

Corporates must embed sustainability into their DNA, going beyond CSR compliance to integrate ESG principles into strategy and operations. The corporate sector can be a powerful force in climate innovation, renewable energy investment, and sustainable supply chain transformation.

Academia:

Universities and schools should function as incubators of green innovation and ethical leadership. Curricula must include climate literacy, sustainability practices, and experiential learning.

Civil Society & NGOs:

Grassroots movements, NGOs, and citizen groups are essential for behavioural change—whether in waste segregation, energy conservation, or biodiversity conservation.

Citizen Participation: The Heart of the Transformation

Policies and programs can only go so far; the mindset of the people will determine the success of Viksit Bharat @2047.

- Practicing sustainable lifestyles—reducing plastic, conserving water, choosing public transport.
- Participating in local governance—monitoring environmental compliance, joining urban forest initiatives.
- Adopting conscious consumption—supporting eco-friendly products and ethical businesses.

CONCLUSION: TOWARDS A DEVELOPED AND SUSTAINABLE INDIA

The journey to Viksit Bharat @2047 is a shared responsibility—of government, industry, academia, civil society, and citizens. Economic growth must go hand in hand with environmental protection, social equity, and ethical governance.

By embracing sustainable development as the central pillar of our national vision, India can achieve not just higher GDP, but a higher Gross Happiness Index. A developed India will not merely be measured by skyscrapers, but by clean rivers, healthy citizens, ethical institutions, and a resilient environment. The choices we make today will echo in 2047. Let us choose wisely, lead consciously, and act sustainably—for ourselves and for generations yet to come.

CS Deepak Jain

EC Member – Noida Management Association / Council Member – AIMA / Chairman – Program Committee, NMA / Founder – Vijayash Foundation / Deepak J & Associates

Stakeholder Management: The Art of effective Engagement!

Stakeholder management isn't just about keeping people informed - it's about making them feel involved, respected, and valued. Whether you're launching a product, leading change, or navigating a crisis, your ability to manage stakeholders can be your greatest strategic advantage.

Are you managing stakeholders well or truly engaging them? Let's self-assess.



Who is a Stakeholder?

Stakeholder not necessarily means senior member of organization. It also involves team members part of project or organization. A stakeholder is someone who has interest or is impacted by any decision, project, or outcome in a business or organization. They can influence or be influenced by the success or failure of an initiative or process. Example: people within the organization like Employees, Managers, Executives, Shareholders and people outside the organization like Customers, Suppliers, Partners, Regulatory agencies, Government agencies, Media, Community.

What makes people or functions to be a Stakeholder?

A person or function becomes a stakeholder if:

- Have a **financial interest** (e.g., investors)
- Are **directly impacted** by outcomes (e.g., employees, customers)
- Hold **influence or authority** (e.g., regulators, board members)
- Provide **resources or support** (e.g., suppliers, funders)

Impact on Stakeholder –

Different stakeholders are impacted in different ways basis their power and interest, like

Internal Stakeholders -

- Employees – affected by changes in operations, culture, or structure.
- Managers & Executives – responsible for decision-making and strategy.
- Shareholders – invested in the financial performance and growth.

Impact on Stakeholder –

Different stakeholders are impacted in different ways basis their power and interest, like

Internal Stakeholders -

- Employees – affected by changes in operations, culture, or structure.
- Managers & Executives – responsible for decision-making and strategy.
- Shareholders – invested in the financial performance and growth.

External Stakeholders

- Customers – rely on the product or service.
- Suppliers & Partners – depend on business continuity and collaboration.
- Regulators & Government Agencies – enforce compliance and legal standards.
- Media – shape public perception and reputation.
- Communities – impacted by environmental, social, or economic effects.

Why is Stakeholder Management required?

Stakeholder management is imperative to success of any project, change or business. It matters and makes a difference from friction to flow. Best technical solutions won't help if it can't be implemented successfully. People may have different motivations for wanting a change to succeed or fail. These individual motivations can be influenced. The better you manage your stakeholders, the stronger your outcomes will be.

So ask yourself: Are you managing stakeholders—or truly engaging them?

Poor stakeholder management leads to:

- Misaligned goals
- Resistance to change
- Delayed projects
- Damaged reputations

Effective stakeholder management leads to:

- Stronger collaboration
- Faster decision-making
- Higher project success rates
- Enhanced brand loyalty

Process for Stakeholder Management involves –

- Identifying Stakeholders
- Analyse Stakeholders
- Develop Engagement Strategies
- Communicate Effectively
- Monitor and Adopt

Stakeholder Analysis – Technique for effective Stakeholder Analysis requires several steps. Refer below table for steps to be followed in the order from left to right.

Stakeholder Type	Group	Impact on Stakeholder (High, Medium, Low or H, M,L)	Level of Influence of Stakeholder on project success (H, M, L)	Stakeholder's current attitude towards project (+,0, -)	Explanation of Stakeholder attitude	Score	Score Action Plan for Stakeholder

Higher Scores = More attention and focus needed on that stakeholder (Source – AIGPE)

Step 1. Provide names or project role

Step 2. Define level of impact on Stakeholder. Assign Score considering impact on stakeholder. Example High has a score of 3, medium -2, low -1

Step 3. Define Stakeholder's level of influence on project success. Use categories High, Medium, Low and assign same score as above

Step 4. Define Stakeholder's current attitude towards project, Supportive (+), neutral (0), not supportive (Assign scores as below - + be 1, 0 be 2, - be 3)

Step 5. Provide explanation as to why you think Stakeholder is Supportive, Neutral or Not Supportive of the project / change

Step 6. Calculate scores based on ratings defined. Higher the score, the more should you focus on that stakeholder

Step 7. Create an Action plan for those stakeholders who have highest score

Example –

Stakeholder Type	Group	Impact on Stakeholder (High, Medium, Low or H, M,L)	Level of Influence of Stakeholder on project success (H, M, L)	Stakeholder's current attitude towards project (+,0, -)	Explanation of Stakeholder attitude	Score	Score Action Plan for Stakeholder

Project Sponsor	Head of Transformation	L	H	0	Multiple priorities	(1+3+2)=6	Engage with results anticipated and financial benefits expected
Champion	GPO	H	H	-	Previous failed projects	(3+3+3)=9	Engage with results and feedback, VOC participation Early inclusion in solution development,
Stakeholder	Head of GBS Finance	H	H	+	Frontline face to clients, need better news	(3+3+1)=7	Engage with results and feedback, VOC participation

Best Practices

- **Start early:** Stakeholder analysis and engagement should be conducted at early stages (e.g. planning phase).
- **Be empathetic:** Understand their pressures and priorities.
- **Stay transparent:** Share both wins and setbacks.
- **Build relationships:** Trust is your most valuable currency.
- **Measure impact:** Use KPIs like stakeholder satisfaction, engagement scores, and issue resolution time.

To conclude

Stakeholder management is more than a checklist and communication plans—it's about relationships. When people feel heard, respected, and involved, they become allies, not obstacles. Whether you're launching a product or leading change, remember success is shared, and it starts with meaningful engagement.

Effective stakeholder management doesn't happen by accident—it's built through intentional strategy, empathy, and continuous learning. Start by mapping your stakeholders, listen actively, and adapt as you go.

CA Vaishali Mittal is a Chartered Accountant and Professional in Global Process Ownership.

Strategic HR in the Age of AI: Balancing Technology with Human Touch

Introduction:

In today's rapidly evolving workplace, Human Resource Management (HRM) is undergoing a significant transformation. With the integration of Artificial Intelligence (AI) and automation into HR practices, the role of HR professionals is shifting from traditional administrative functions to strategic business enablers. This article explores the opportunities and challenges of AI in HR and how organizations can leverage these technologies without compromising the human element.



Key Highlights:

- Use of AI-powered tools for resume screening, predictive analytics, and chatbot-enabled candidate engagement.
- Ensuring fairness, transparency, and elimination of biases in AI-driven hiring processes.
- Role of data analytics in understanding employee needs and enhancing engagement.
- Personalized learning paths through AI for continuous professional development.
- Real-time performance tracking and feedback mechanisms enabled by AI.
- Aligning employee goals with organizational objectives using data insights.
- Automating compliance with labour laws and regulatory requirements.
- Leveraging people analytics for strategic decision-making.

Challenges and Ethical Considerations:

- Addressing data privacy, ethical AI usage, and maintaining trust.
- Balancing automation with empathy in HR interactions.

Conclusion:

AI is not here to replace HR professionals but to augment their capabilities. HR leaders must focus on building digital competencies, ethical frameworks, and a people-centric approach to navigate this transformation effectively. The future of HR lies in the strategic integration of technology and human values. Organizations must invest in reskilling their HR teams, adopt responsible AI practices, and prioritize employee well-being to foster a future-ready workforce.

This article is written by Duryodhan Parhi, AGM-HR, C&S Electric, Noida.

The Global Slowdown: A Confluence of Conflicts, Caution, and Climate

As we step further into 2025, the world economy is showing unmistakable signs of stress. From retail to manufacturing, services to technology, industries across the globe are grappling with a deceleration that is more systemic than cyclical. This global slowdown is not merely the result of one or two economic shocks; it is the outcome of a complex intersection of geopolitical unrest, inflationary headwinds, climate disruptions, and rapid technological transformation. Understanding this convergence is essential to navigate what lies ahead.



Geopolitical Conflicts and Global Instability

One of the most immediate contributors to the current economic strain is geopolitical tension. The Russia-Ukraine war continues to strain Europe's energy grid and disrupt global grain markets. Conflicts in the Middle East have intensified oil price volatility, while rising tensions in the Asia-Pacific region, particularly around Taiwan and the South China Sea, have created uncertainty in global manufacturing and trade routes.

These geopolitical flashpoints have resulted in sanctions, retaliatory tariffs, and shifts in alliances that affect not only government relations but also business strategies and consumer confidence. Global investors are hesitant, and supply chains are recalibrating amid concerns of long-term decoupling, particularly between Western economies and China.

Economic Stress and the Cost of Capital

Post-pandemic recovery has not gone as smoothly as many anticipated. Inflation, once seen as transitory, has proven stubbornly persistent across both developed and emerging markets. Central banks, including the US Federal Reserve, the European Central Bank, and the Reserve Bank of India, have responded by tightening monetary policy, raising interest rates to curb inflation.

While these measures have managed to cool down overheated segments like real estate and speculative tech, they have also made borrowing more expensive. This has led to reduced investment, slowed hiring, and postponed infrastructure projects. In the private sector, start-ups and mid-sized enterprises are finding it increasingly difficult to raise funds or expand operations.

Environmental Disruption and Climate Risks

Extreme weather events have become alarmingly frequent, further complicating the global economic outlook. Droughts in agricultural regions, unseasonal rainfall, wildfires, and rising sea levels are not just environmental concerns—they are economic disruptors.

Crop failures in major exporting countries have triggered food inflation. Supply chains, especially those reliant on predictable weather and transportation routes, are being forced to adapt or break. Insurance costs are rising, and companies are being pushed to rethink logistics, procurement, and even their operating geographies.

The pressure to adopt environmentally sustainable practices is also growing. ESG (Environmental, Social, and Governance) compliance is no longer a buzzword but a mandate. While this transition is essential, it comes with a cost that many businesses are still grappling to absorb.

Technology Disruption and the AI Transition

The rise of generative AI and automation technologies has sparked a wave of both excitement and anxiety. On one hand, businesses are exploring how AI can drive efficiency, reduce costs, and open new revenue streams. On the other hand, these technologies are already reshaping labour markets.

Sectors like IT services, customer support, media, and even legal and healthcare are seeing early signs of AI-driven restructuring. Companies are pausing hiring and reevaluating roles. The fear of displacement is not unfounded, especially for mid-level knowledge workers who may be hardest hit.

Meanwhile, the implementation of AI systems requires significant investment in infrastructure, training, and compliance. For small and medium enterprises, this barrier to entry is further slowing down digital transformation.

Changing Consumer Behaviour and Market Sentiment

At the heart of the slowdown is the consumer. Inflation, job uncertainty, and the psychological aftershocks of the pandemic have made consumers more cautious. Spending is shifting from discretionary items to essentials. High-ticket purchases are being deferred, and demand for luxury goods, travel, and even real estate is cooling.

This shift in consumer behaviour is affecting both brick-and-mortar businesses and e-commerce platforms. Despite digital adoption being at an all-time high,

growth is not matching pre-pandemic optimism. Subscription fatigue, value-conscious shopping, and demand for ethical brands are shaping a new kind of consumer economy.

Regulatory Overhaul and Cybersecurity Demands

Governments and regulatory bodies are catching up with the rapid pace of digital transformation. Data privacy laws like the GDPR in Europe and India's DPDP Act are setting new standards for how companies collect, store, and use data.

Simultaneously, the threat landscape in cyberspace has expanded. High-profile breaches and ransomware attacks have made cybersecurity a top priority. Businesses now have to allocate larger budgets toward compliance, data protection, and disaster recovery—often at the cost of growth initiatives.

What Lies Ahead?

The global economic slowdown is not a temporary pause; it is a signal that the global business environment is undergoing a fundamental shift. Traditional growth levers such as cheap capital, global labour arbitrage, and rapid consumerism are being replaced by resilience, sustainability, and digital intelligence.

To navigate this transition, businesses and policymakers must:

- Build adaptable and transparent supply chains
- Invest in sustainable technologies and practices
- Embrace AI with responsibility and inclusion
- Focus on skills over roles to future-proof workforces
- Foster global cooperation in trade, climate, and digital governance

This period of uncertainty may feel like a headwind, but it also carries the seeds of innovation and long-term stability. Those who invest in adaptability, ethics, and environmental consciousness will not just survive but lead in the new global economy.

Durgesh K. Pandey is a technology leader with over 18 years of experience in IT, currently leading digital transformation initiatives across retail, fashion & Fintech verticals. An M. Tech.in AI & Data Science Engineering from IIT Patna, he blends strategic thinking with hands-on innovation. Durgesh is passionate about AI, ethical compliance, and preparing organizations for future-ready leadership.

Inclusive Leadership and Women Empowerment: Driving Growth, Equity, and Innovation

Inclusive leadership and women empowerment have become critical to organizational success, social equity, and sustainable development. As workplaces evolve to embrace diversity, equity, and inclusion (DEI), leaders must move beyond token representation to genuine empowerment. Inclusive leadership ensures that all individuals—particularly women—are valued, supported, and provided equal opportunities to contribute and lead (Nishii, 2021). Women empowerment, on the other hand, involves removing barriers that limit women's participation in economic and decision-making processes. Together, these two forces redefine modern organizational culture and drive innovation, productivity, and social progress. Women constitute nearly half of the global workforce, yet gender disparities in pay, representation, and leadership persist (World Economic Forum, 2023). Empowering women is not only an ethical obligation but a strategic necessity. McKinsey & Company (2023) found that gender diversity on executive teams correlates strongly with profitability—organizations in the top quartile for gender diversity are 36% more likely to outperform competitors. Gender-diverse teams bring multiple perspectives, enhance creativity, and foster stronger problem-solving, which directly contributes to financial and innovative performance (Catalyst, 2022).



Inclusive leadership is the mechanism through which empowerment is sustained. It involves equitable practices, empathy, and active engagement with diverse perspectives. Inclusive leaders establish transparent hiring and promotion policies, advocate for equal pay, and ensure that evaluation systems are free of gender bias. Such practices create an environment where merit prevails over stereotypes. Furthermore, inclusive leaders promote flexible work arrangements—such as remote work options, paid parental leave, and on-site childcare—to help women balance personal and professional responsibilities (Ely et al., 2020). By acknowledging women's unique challenges, inclusive leaders transform potential barriers into opportunities for inclusion and growth. Mentorship and sponsorship are also essential to women's advancement. Mentorship facilitates knowledge transfer and confidence building, while sponsorship provides women visibility and advocacy at higher organizational levels (Ibarra et al., 2019). These leadership behaviors bridge the gap between aspiration and achievement. Alongside this, organizations must ensure psychological safety—

spaces where women can express opinions without fear of bias or retaliation. Regular training on unconscious bias, diversity awareness, and inclusive communication fosters respect and mutual trust across gender lines (Deloitte, 2023). Empowering women through inclusive leadership benefits not only organizations but society at large. Women reinvest up to 90% of their income in their families, improving education and health outcomes (UN Women, 2022). When organizations prioritize inclusion, the positive ripple effects extend to communities and economies, accelerating progress toward Sustainable Development Goal 5: Gender Equality.

In conclusion, inclusive leadership and women empowerment are interdependent strategies that drive both organizational excellence and societal transformation. Inclusive leaders act as catalysts, ensuring equity, empathy, and opportunity for all. Empowered women, in turn, contribute to economic growth, innovation, and social change. Hence, the pursuit of gender equality through inclusive leadership is not merely an ethical responsibility—it is a strategic imperative for a sustainable and equitable future.

This article is written by Dr. Sapna Mathur who is currently serving as Faculty at Sharda School of Business Studies, Sharda University.

References:

- Catalyst. (2022). Why diversity and inclusion matter: Quick takes. Catalyst.*
- Deloitte. (2023). Women @ work: A global outlook. Deloitte Insights.*
- Ely, R. J., Ibarra, H., & Kolb, D. M. (2020). Taking gender into account: Theory and design for women's leadership development programs. Academy of Management Learning & Education, 19(2), 237–258.*
- Ibarra, H., Carter, N., & Silva, C. (2019). Why men still get more promotions than women. Harvard Business Review.*
- McKinsey & Company. (2023). Women matter: Gender diversity and business performance. McKinsey Global Institute.*
- Nishii, L. H. (2021). The benefits of climate for inclusion for gender-diverse groups. Academy of Management Journal, 64(3), 712–738.*
- UN Women. (2022). Progress on the sustainable development goals: Gender snapshot 2022.*
- World Economic Forum. (2023). Global gender gap report 2023.*

NMA in Action

MDP Program “Leadership & Managerial Skills”

NMA Organized a MDP Program on “Leadership & Managerial Skills” on 22nd August 2025 at NMA House.



(Lighting of Lamp by Dr. Yogendra Singh, President – NMA, S.S. Yadav, Director (HR), KRIBHCO, Dr. SB Mitra, Advisor - DGH & Ministry of Petroleum & Natural Gas, Uttam Lal, Director (HR), NHPC, Bhudev Singh, ED - Indraprastha Gas, PNG (SBU) and S.N Singh, VP – HR, Uflex)





(Group Photograph)

Flag Hoisting on 15th August 2025



(Flag hoisting Ceremony at NMA House)

Apprenticeship Solution – A Progressive Tool for Skill Building

NMA in collaboration with VONE India Services organized a program on “Apprenticeship Solution – A Progressive Tool for Skill Building” on 12th August 2025 at NMA House.



(Group Photograph)

Yoga Day on 21st June 2025





NMA Election 2025-2026



Program on “Managing the Contract Labour”

NMA organized a MDP Program on “Managing the Contract Labour” on 17th April 2025 at NMA House.



(Lighting of Lamp by Dr. Yogendra Singh, President – NMA, S.S Yadav, Director - HR, KRIBHCO, Sandeep Mittal, Past President, NMA, V.K. Sharma, Subhasis Mitra, Anuja Sehgal and CS Mishra)





Conference with IMS, Noida on 29th March 2025



Ms. Anuja Sehgal, Chairperson - Women Empowerment Committee, NMA moderated two panel discussions.

International Women's Day & Holi Milan

NMA organized a program at NMA House to celebrate the International Women's Day & Holi Milan on 12th March 2025. The speakers CS Deepak Jain, Dr. Amita Srivastava, Aditi Jain, Manjusha Adlakha and Anuja Sehgal spoke on Gender Equality and the importance of Women's Rights.



Union Budget Program

NMA organized a budget program on 5th February 2025 at NMA House. The eminent speakers were CA Sandeep Mittal, CA Pratyush Prashar and CS Deepak Jain. The program was well attended by members.



Flag Hoisting Ceremony on 26th January 2025



(Flag hoisting Ceremony at NMA House)

Program on GST Amnesty Scheme

NMA organized a program on GST Amnesty Scheme in collaboration with Institute of Cost Accountant of India (Noida Chapter) on 19th January 2025 at NMA House. The eminent speakers CMA Sachin Kathuria and Shri Rakshit Sharma participated in the discussion.





Charitable Program on 18th January 2025

NMA organized a charitable program at NGO “One Hand for Happiness” on 18th January 2025 at Village Garhi Chaukhandi in Noida. Around 200+ poor kids were distributed sweaters, stationeries and meal.





1st Women Development Conference

NMA organized first Women Development Conference at Hotel Fortune, Noida on 14th November 2024.



(Lighting of the lamp by Dr. Yogendra Singh, President – NMA, Conference a Chair Ms. Veena Swarup, Former Director - HR, EIL and distinguished Guests/ Speakers)





The Vedic Way of Corporate Governance

NMA organized an evening lecture program on "The Vedic Way of Corporate Governance" on 19th October 2024 at NMA House by Advocate Shri Sanjeev Kumar Baliyan. Mr. Baliyan is the visionary founder and Managing Director of Clairvoyant Professionals Pvt. Ltd. as well as the Managing Partner at Clairvoyant Advocates & Consultants.



Program On “How Important Soft Skill for Everyone”

NMA organized a program on Soft Skill on 21st September 2024 at NMA House. Shri Virendra Kumar Sharma, a seasoned HR professional was the speaker at this interactive program.



(Mr. Aditya Mukesh, Treasurer – NMA, welcoming the speaker)

PROGRAM ON “LIVING LIFE BY DESIGN NOT BY DEFAULT”

NMA organized a program on “LIVING LIFE BY DESIGN NOT BY DEFAULT” on 7th September 2024 at NMA House. The speaker was Shri Akhilesh N Singh, an eminent speaker, corporate trainer and author of the Book “Design Your Life”.



Budget Program

NMA organized Budget program on 30th July 2024 in collaboration with Institute of Cost Accountant of India, Noida Chapter. The eminent speakers were Chief Guest CMA Manoj Kumar Anand, CMA Parmanand Goyal and CA Sandeep Mittal.



MDP Program “Code on Social Security 2020” 12th July 2024



(From left to right Dr. V.K Tomar Dean - Jaipuria Institute of Management, V.K. Sharma, S.N. Singh, Past President – NMA, Dr. Yogendra Singh, President – NMA, Dinesh Jain, Past President – NMA, Sandeep Mittal, Past President – NMA and C.B Sharma, Secretary - NMA)





Yoga Day, 23rd June 2024





Program on Women's Day

On the eve of International Women's Day 2024, an evening program was organized at NMA House on 9th March 2024. The Speakers Ms. Piyali Roy and Ms. Inna Jolly spoke on gender equality, women's rights and special justice. The program was presided over by President Shri Sandeep Mittal and vote of thanks was given by Ms Anuja Sehgal.



Budget Program on 3rd January 2024

Noida Management Association organized a “Budget Program” on 3rd February 2024 at NMA House. The Key speakers of the program were CA Sandeep Mittal, CA Pratyush Parashar and CS Deepak Jain.



MDP Program “Right to Information Act, 2005” on 18th January 2024

NMA Organized a one day MDP Program on “Right to Information Act, 2005” and “The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013” on 18th January 2024 at NMA House. This program was well received by delegates representing PSU and Private Sector Companies.



(From Right to Left Sandeep Mittal President - NMA, S.N Singh, VP-HR, Uflex, Anil Kumar Lahoti, Former Chairman - Railway Board, Dinesh Jain, President - Legal and Corporate Affairs, Uflex, R.P Singh, Director - (HR & Legal), IFFCO, Dr. SB Mitra, Advisor - DGH & Ministry of Petroleum & Natural Gas, Dr. Yogendra Singh, Sr. VP – NMA and C S Misra, NMA).



Blankets Distribution, Dec 2024

As part of its social commitment, NMA distributed blankets to the poor in view of acute cold conditions.



(Blankets Distribution)



(Group Photograph)

डॉ योगेंद्र सिंह प्रेसिडेंट नोएडा मैनेजमेंट एसोसिएशन द्वारा सांसद डॉ महेश शर्मा को बधाई दी



नोएडा (कंटेनर इंडिया ब्लॉक) आज नोएडा मैनेजमेंट एसोसिएशन, नोएडा के प्रेसिडेंट डॉ० योगेंद्र सिंह, पूर्व प्रेसिडेंट एन. एम. ए. एवं वरिष्ठ अधिकारी (एन. एम. ए.) युनिकोम लिमिटेड श्री एस. एन. सिंह, वरिष्ठ प्रेसिडेंट (एनएमए) श्री वी. के. तोमर, श्री संजीव अडवाली, श्री संजीव ठाकुर, श्री सी. एस. मिश्रा एवं श्री कोशिका शर्मा जी ने डॉ० महेश शर्मा को लौखरी वार मोक्ष बुद्ध नमर सोट से लीकसभा सदस्य बनने पर बधाई दी।

नोएडा मैनेजमेंट एसोसिएशन ने कम्बल वितरित किए

भास्कर समाचार सेवा

नोएडा। सदी और कोहरे ने गरीबों एवं वंचित वर्ग के लिए एक आफत मचा दी है। गरीब वंचित लोगों को ठंड की विभीषिका से बचाने के लिए एसोसिएशन ने उन्हें कम्बल वितरित करने की व्यवस्था की। विदित हो कि हर वर्ष नोएडा मैनेजमेंट एसोसिएशन समाज के जरूरतमंद लोगों के सहयोग के लिए प्रतिबद्ध रही है। इसी क्रम में एसोसिएशन ने विगत इस वर्ष भी इस पुनीत कार्य के लिए एकजुट होकर आगे बढ़कर काम कर रहे हैं। एसोसिएशन ने वर्ष 2023 का समापन कंबल-वितरण के साथ करने का निर्णय लिया। ज्ञातव्य हो कि नोएडा मैनेजमेंट एसोसिएशन के आसपास बड़ी संख्या में मजदूर रहते हैं। एसोसिएशन ने उन तक पहुंच कर उनका पंजीकरण के बाद उन सभी को कंबल वितरित किया। इसका शुभारंभ संस्था के वर्तमान अध्यक्ष संदीप मिश्रा के द्वारा हुआ। साथ में संस्था के पूर्व अध्यक्ष एस एन सिंह, एम. के. रुस्तगी, सुरेंद्र मोहन, एस के तोमर, ए. के. गुप्ता, दुर्गेश गर्ग, एस कुमार, चित्तरंजन कुमार, पराग कुमार एवं संस्था के कार्यकारी अधिकारी सी एस मिश्रा सी एस मिश्रा का महत्वपूर्ण योगदान रहा। सभी सदस्यों ने इस पुनीत कार्य में सहयोग दिया।

नोएडा मैनेजमेंट एसोसिएशन ने कम्बल वितरित किए

नोएडा। सदी और कोहरे ने गरीबों एवं वंचित वर्ग के लिए एक आफत मचा दी है। गरीब वंचित लोगों को ठंड की विभीषिका से बचाने के लिए एसोसिएशन ने उन्हें कम्बल वितरित करने की व्यवस्था की। विदित हो कि हर वर्ष नोएडा मैनेजमेंट एसोसिएशन समाज के जरूरतमंद लोगों के सहयोग के लिए प्रतिबद्ध रही है। इसी क्रम में एसोसिएशन ने विगत वर्षों की भांति इस वर्ष भी इस पुनीत कार्य के लिए एकजुट होकर आगे बढ़कर काम कर रहे हैं। एसोसिएशन ने वर्ष 2023 का समापन 'कंबल-वितरण' के साथ करने का निर्णय लिया। ज्ञातव्य हो कि नोएडा मैनेजमेंट एसोसिएशन के आसपास बड़ी संख्या में मजदूर रहते हैं। एसोसिएशन ने उन तक पहुंच कर उनका पंजीकरण के बाद उन सभी को कंबल वितरित किया। इसका शुभारंभ संस्था के वर्तमान अध्यक्ष संदीप मिश्रा के द्वारा हुआ। साथ में संस्था के पूर्व अध्यक्ष एस एन सिंह, एम. के. रुस्तगी, सुरेंद्र मोहन, एस के तोमर, ए. के. गुप्ता, दुर्गेश गर्ग, एस कुमार, चित्तरंजन कुमार, पराग कुमार एवं संस्था के कार्यकारी अधिकारी सी एस मिश्रा का महत्वपूर्ण योगदान रहा। सभी सदस्यों ने इस पुनीत कार्य में सहयोग दिया।



डा. योगेंद्र सिंह चुने गए एएमए के अध्यक्ष



नोएडा मैनेजमेंट एसोसिएशन की कार्यकारिणी का गठन • सी. संस्था जास, नोएडा : सेक्टर-62 स्थित नोएडा मैनेजमेंट एसोसिएशन (एएमए) का चुनाव शनिवार को संपन्न हुआ। डा. योगेंद्र सिंह को एसोसिएशन का अध्यक्ष चुना गया। नदीम खान को वरिष्ठ उपाध्यक्ष, डा. वीके तोमर उपाध्यक्ष, सीडी शर्मा को सचिव और आदित्य मुखेश को कोषाध्यक्ष और विधेनश दुबे को संयुक्त सचिव चुना गया। चुनाव अधिकारी सुरिंदर मोहन की देखरेख में चुनाव संपन्न हुआ। 16 सदस्यीय समिति का भी गठन किया गया। डा. योगेंद्र सिंह ने कहा कि समिति प्रबंधन से जुड़े लोगों को संगठित करने व समस्याओं को उठाने को लेकर प्रमुखता से काम करेगी।

नोएडा मैनेजमेंट एसोसिएशन ने जरूरत मंदों को बांटे कंबल



नोएडा (युग करवट)। नोएडा मैनेजमेंट एसोसिएशन ने विगत वर्षों की भांति इस वर्ष भी नोएडा शहर में अलग-अलग जगहों पर कार्यक्रम का आयोजन कर जरूरतमंद लोगों के बीच कंबल का वितरण किया। नोएडा मैनेजमेंट एसोसिएशन के अध्यक्ष संदीप मिश्रा ने बताया कि सदी और कोहरे ने गरीबों एवं वंचित वर्ग के लिए एक आफत मचा दी है। उन्होंने बताया कि विगत वर्षों की भांति इस वर्ष भी नोएडा मैनेजमेंट एसोसिएशन ने पहले मजदूरों का पंजीकरण किया गया। फिर 1101 कंबल वितरित किए। इस दौरान पूर्व अध्यक्ष दिनेश जैन, एएसएन सिंह, एके गुप्ता, दुर्गेश गर्ग, सीएस मिश्रा सहित अन्य लोग मौजूद रहे।

NMA Membership

Subscription fee

For Organizational Members:

Organization Turnover	Annual Fee (Rs.)	Life Membership (Rs.)
Upto 5 Crore	2,000/-	
5 Crore to 50 Crore	3,000/-	
50 Crore to 100 Crore	5,000/-	
Over 100 Crore	10,000/-	1,00,000/-
Institutions	3,000/-	30,000/-

For Individual/Professional Members:

Category	Annual Fee (Rs.)	Life Membership (Rs.)
Individual/Professional Member	600/-	6000/-
Student Member	300/- (for two years)	

1. An opportunity to interact with Professionals from across the Industry
2. Invitation to monthly evening lectures organization by NMA free of cost
3. Special discount on seminars and workshops organized by both NMA and NMA
4. Members receive the NMA's quarterly News-letter "Management Paradigm" complimentary

For any queries and enrolling as members, please contact:

The Executive Officer

Noida Management Association

C-20/6A, Sector 62, Noida-201301

Ph.: 0120-2400033, Mob.: 9811102132

Email: info@nmanoida.org, web: www.nmanoida.org

Please keep NMA updated for any change in your address/other details:

Membership No.

Name: _____

New Address: _____

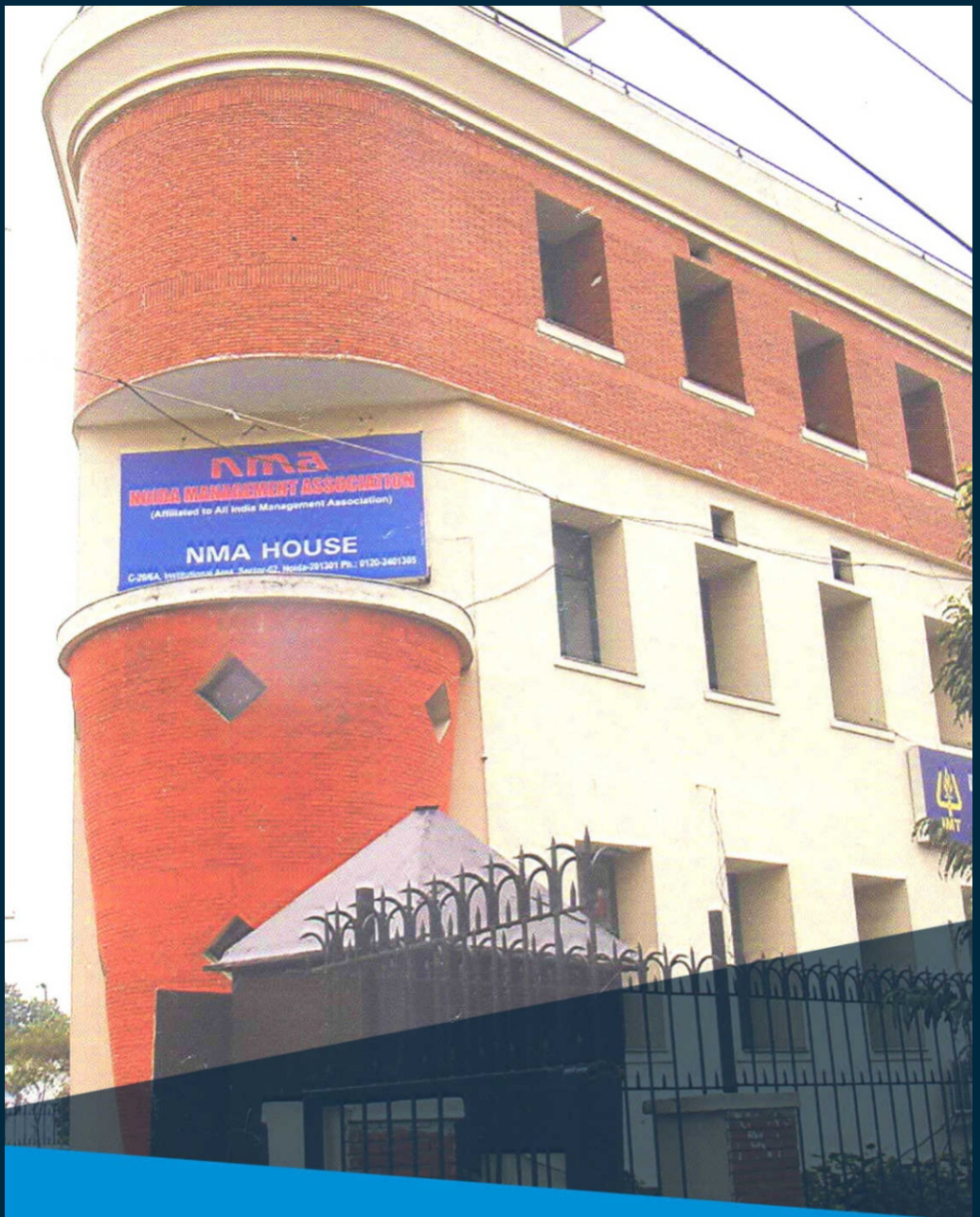
Email: _____

Mob.: _____

Please email to info@nmanoida.org or send to:

Noida Management Association, C-20/6A, Sector 62, Noida-201301

Phone No.: 0120-2400033 | Visit us: www.nmanoida.org



NMA HOUSE

C-20/6A, Sector-62, Noida - 201301

Phone No. : 0120-2400033 | Visit us : www.nmanoida.org

Email : info@nmanoida.org