



SETTING COURSE FOR THE NEXT SPRINT

IMA India's 6th Annual CEO Strategy Roundtable

26th-28th July 2019, JW Marriott Mussoorie Walnut Grove Resort & Spa



Friday, July 26th 2019

Registration and Tea

3:00 pm – 3:30 pm

At the Ballroom, JW Marriott Mussoorie Walnut Grove Resort and Spa

Come together over tea to kick-off the 2019 offsite, a weekend of shared learning or, as we prefer to call it – collective wisdom

The Economy: India in the Context of a Changing World

3:30 pm – 5:00 pm

Adit Jain, *Editorial Director, IMA India*



A few important trends are shaping the global economy – some of these stem from economic changes, others from geopolitical considerations and some lie in the realm of business and management. These are all the more critical in the context of full-on global trade wars, an approaching slowdown in the advanced economies, and continuing stress within the Chinese economy.

We will begin the 2019 CEO Strategy Roundtable with an assessment of global mega trends as **Adit Jain** explains the shifts taking place and their implications for business. He will also comment on India's medium-term economic prospects in the context of a renewed mandate for the Modi Government. Adit is IMA's Editorial Director and has authored over a thousand pieces on business and policy issues over the years.

Discussion Break

5:00 pm – 5:30 pm

The New India: Policy Imperatives

5:30 pm – 7:00 pm

Anil Padmanabhan, *Managing Editor, Mint*



For the Indian economy to reach the USD 5 trillion mark by 2024 a number of challenges will have to be overcome. India would need a real GDP growth of over 8% a year against its most recent performance of under 6%. How feasible is the target and what will it take to get there? What challenges will come in the way and to what extent does the Budget provide the needed impetus? In a broader context, how is India's political economy likely to behave in the coming years?

Anil Padmanabhan has been a business journalist for over 30 years. He is currently Managing Editor of Mint, the business daily from the Hindustan Times group. He will provide an assessment of the recently-announced Finance Budget as well as a review of medium-term policy and economic prospects.

Cocktails and Snacks

7:00 pm – 7:30 pm

Mastering the Art of Precision

7:30 pm – 9:00 pm

Abhinav Bindra, *Olympic gold medallist, ace shooter and businessman*
(In a fireside chat with Adit Jain)



Abhinav Bindra – a name synonymous with precision – is the first Indian to win an individual gold medal at the 2008 Beijing Olympic Games. Right from an early age, Abhinav showed an interest in shooting, and at the age of 15 he represented India in the 1998 Commonwealth Games as the youngest participant in the tournament. A young idol to many, his journey towards excellence motivates people to work hard and persist to achieve their goals. Meet the man himself as he shares his life story, the challenges encountered and overcome, highs and lows in his life and the march to victory.

Dinner

9:00 pm

Saturday, July 27, 2019

India's New Security Strategy

9:00 am – 10:30 am

Commodore Uday Bhaskar, *Director of the Society for Policy Studies*



India's response to the terrorist attack in Pulwama through an air strike in Balakot marks a paradigm shift in India's approach to combating terror. Previously, audacious surgical strikes had provided the first glimpse of the changing approach. Strategically, the air strike is significant because, for the first time, a nuclear weapons state has orchestrated a strike on the territory of another. With the reappointment of Ajit Doval as the NSA in the Modi 2.0 regime, and his elevation to the rank of the cabinet minister, the discussion around a stronger, centralised security architecture has gathered momentum.

C Uday Bhaskar, a retired Commodore who served in the Indian Navy, is one of India's leading experts and critics on security and strategic affairs. He is currently the Director of the Society for Policy Studies (SPS), an independent think-tank based in New Delhi. He had served in the Indian Navy till 2007 for 37 years. Commodore Bhaskar will share his expert insights on India's new security architecture, the challenges and prospects.

Discussion Break

10:30 am – 11:00 am

The Miracle Man

11:00 am – 12:30 pm

Armstrong Pame, *Director, Youth Affairs & Sports, Government of Manipur*



IAS officer **Armstrong Pame** has made news for all the right reasons quite a few times. In 2012, he built a 100 km road connecting Manipur, Nagaland and Assam without any financial aid from the government. Since then he has kept busy with his many initiatives, a recent one starting when he decided to invite school students to his house every Friday for dinner. The 'Miracle Man' as he is fondly referred to, wanted to listen to their dreams and visions and have them express their desire about how they wished to see their district in the days to come.

His marvellous initiatives and his work in the civil services earned him the honour of 'India's Most Eminent IAS Officer'. In 2018, he even made it to the list of the 100 most influential future leaders. Listen to the man himself as he talks about his experiences and achievements, and importantly his drive to achieve despite myriad challenges.

Luncheon

12:30 pm – 1:30 pm

Viral Marketing

1:30 pm – 2:45 pm

Aashish Chopra, *Vice President, Content Marketing, IXIGO*



By 2020, India's 400-million strong internet user base is set to grow to 730 million and the smartphone user base to 702 million. 75% of these new users are expected to consume data in local languages. Moreover, they will consume more audio and video content than text. Consequently, the go-to-market strategy for businesses looking to gain new users will have to be different. Overwhelming 'content density' means consumers are seeing chaotic news feeds; there is excessive competition between brands; and consumers' attention spans are decreasing. 'Viral' has become the buzz word and cracking the viral code the holy grail of content marketing.

Aashish Chopra, an award-winning viral video marketer, will share the method in the madness behind viral videos, offering learnings from the trenches of content marketing.

Coffee break

2.45 pm – 3:00 pm

India's Women: The Secret to Economic Boom

3:00 pm – 4:30 pm

Radhika Gupta, *CEO, Edelweiss Asset Management*



India, the world's fastest-growing major economy, could do a lot better if it could fully leverage the power and potential of its women leaders. By some estimates, the country could boost its GDP by over 25% simply by giving equal opportunities to women. With only 25% of India's labour force being female, their contribution to GDP is currently just 18%, one of the lowest ratios in the world. Evidently, countries with more women in the workforce are economically more prosperous and progressive.

Radhika Gupta's story is not only fascinating but also inspiring. She left a lucrative career on Wall Street at 25, turned entrepreneur and founded an alternative asset management fund and sold it, and then became CEO of one of India's fastest growing mutual fund houses. Engage with the woman herself as she shares her journey of breaking stereotypes and making a place for herself, blazing a trail for others to follow.

Cedar, Oak, Pine: In love with nature

5:00 pm – 7:00 pm

A late afternoon walk

One of the finer pleasures of life is to ‘feel’ the mountains and to experience their majesty and their permanence. Take a nature walk among towering Deodars and through quaint settlements with the Himalayas on one side and the beautiful Doon valley on the other.

Inspiring Change

7:45 pm – 9:00 pm

Temsutula Imsong, *Founder, Sakaar Sewa Samiti*
(This will be hosted as a joint session with spouses over cocktails)



One of Prime Minister Narendra Modi's pet initiatives – the Clean India Mission or Swachh Bharat Abhiyan – has been making headlines for some time now. We have seen celebrities like Amitabh Bachchan pick up brooms and sweep sections of streets after being asked to serve as a sort of brand ambassador for the mission. But this time, it is not celebrities who are in the news. A young woman from Nagaland decided to take up the task of cleaning the Prabhu Ghat, one of the filthiest ghats in Varanasi, the PM's constituency. She started her mission in 2013 after quitting her fulltime job, and ended up cleaning the Prabhu Ghat in 2015. Engage with **Temsutula** in a discussion over drinks and snacks as she shares her spirited efforts that earned her the praise of the Prime Minister himself.

Dinner

9:00 pm

Sunday, July 28, 2019

Change, Personal Excellence and Success

9:00 am – 10:15 am

R Gopalakrishnan, CEO Mindworks, Executive Director, Tata Sons (retired)



It takes a strong work ethic and an even stronger sense of tenacity to reach the ‘top’. But does reaching the highest ranking position mean there is no more room to grow? Successful CEOs are involved in all aspects of the business while focusing at the same time on becoming better managers, strategists, problem solvers and better at many other roles. How should CEOs balance business objectives and personal goals? What attributes do they need to inculcate to be able to manage dilemmas and make effective decisions? How to be fulfilled and, importantly, happy?

R Gopalakrishnan (Gopal to his friends) is one of India's best known and most experienced business leaders. He has been a professional manager from 1967 – 31 years in Unilever and 17 years in the Tata Group. In the last decade, Gopal has become a prolific writer, churning out numerous insightful books on management and history. In his third innings, as the CEO of Mindworks, he mentors leaders, writes thought pieces and is actively engaged in both instructional and inspirational speaking. Engage with Gopal as he shares experiences and lessons drawn from a long and illustrious career.

Change of hats

Of the people, by the people, for the people

10:15 am – 11:30 am

MR Madhavan, Co-Founder, PRS



Does India’s Parliament truly function and govern the way it is supposed to? How many members of the public even bother to hold their elected representatives answerable to their obligations and promises? Amidst all the focus on media bytes and vote bank politics, the fundamental question about the role of Parliamentarians and their collective functioning in Sansad Bhawan is often missed.

PRS Legislative Research, an independent think tank set up in 2005, tracks the functioning of India’s Parliament and its processes. To citizens, it provides a resource base to understand the policy making process and know what their elected representatives are doing. To parliamentarians, it provides the data and analysis they need to contribute meaningfully to policy debates. PRS Co-founder **MR Madhavan** has, in many ways, the deepest and keenest insight into the country’s highest decision making body. Join him in what promises to be an engaging discussion about the policy making process in India – its strengths and weaknesses and the way forward.

Brunch and close

11:30 am



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To know more or to register for the Roundtable, write to

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