

The Annual CFO Strategy Roundtable 2022

GROWTH THROUGH DISRUPTION
RISK • RETURN • RESILIENCE



16th - 18th September, 2022



The Leela Palace, Jaipur

Friday, 16th September 2022

Welcome Lunch

Sukh Mahal, Hotel Leela Palace

1:30 PM onwards

Come together over lunch to kick-off the 2022 offsite, a weekend of shared learning or, as we prefer to call it, collective wisdom.

Meet and Greet

Jaigarh, Hotel Leela Palace

3:00 PM - 4:00 PM

IMA team will guide you through the activities planned for the next few days. Like each year, we will make these days enjoyable and memorable and importantly, also leave you with enough time to explore the beautiful city of Jaipur on your own or in the company of friends newly made and those caught up with annually at our meeting.

The Entrepreneur's Journey: The Winding Road to Success

Neelam Mohan, Founder and CEO, Panchvati & Magnolia Blossom

4:00 PM - 5:00 PM



Starting a married life as a student, early motherhood and building a business empire that is unthinkable for many, Neelam Mohan's story has trials and tribulations that can inspire each of us at professional and personal levels. Neelam is the founder of Magnolia Martinique Clothing which started with just four tailors in 1993. Today, the firm employs over 3,000 people and has a turnover of Rs 130 crores. Neelam has won several awards and accolades for being a 'star exporter'. Leading by example, she pioneered the idea of creating a home for senior citizens in 2009. Called Panchvati, it is a state-of-the-art facility for the elderly, and now she focuses entirely on this project.

Join us for an enriching session as Neelam shares her life journey to becoming a successful entrepreneur.

Friday, 16th September 2022

Camel Polo

5:15 PM - 7:00 PM



Among the world's most ancient sports, the game of polo is 'as exclusive as elusive' in the city of Jaipur. The very name invokes a vision of aristocracy and excellence, of style and rare athletic prowess. The game stands for glamour, power, elegance, teamwork, class and above all – royal tradition. Immerse yourself in a friendly game of Camel Polo, a royal sport of the Maharajas of Rajasthan.

Dinner

8:00 PM onwards

Saturday, 17th September 2022

Majestic Jaipur

9:30 AM - 1:30 PM



Dive headfirst into the world of forts and palaces, kings and queens with this splendid half-day sightseeing tour of Jaipur. We will visit the marvellous Birla Temple, the world heritage site Amer Fort and local bazaars. Relive the traditional culture through the work of modern-day artisans of this majestic city – Neerja International, the company that brought modern aesthetics to the medieval art of Blue Pottery. Neerja's craftsmanship is amazing and people are willing to wait for a particular product for as much as six months since the process is completely manual and painstaking.

Lunch

2:00 PM - 2:45 PM

The Art of Living Mindfully

Dimple Mehta, Director, Soul Diets

3:30 PM - 4:30 PM



If there is one thing the pandemic year has reminded us it is the importance of the practice of mindfulness, which builds core emotional and mental strength and opens the door to confident actions and purposeful decision-making. Mindfulness helps build mental agility and develop a mind that is focused, curious and creative. It helps to explore ways to take micro-steps towards a strong mind that is resilient, less prone to interruption and maintains focus. What is the science behind mindfulness? How can one live mindfully? What techniques can help calm the mind?

Dimple Mehta, Director, Soul Diets Foundation, is a mindfulness and character strength coach, drama-based pedagogy and parenting expert, and author. For the past 15 years, Dimple has been providing mindfulness and character-strengthening training and pedagogies to help individuals, corporates, schools/institutes, NGOs, and cadets to discover and experience happiness. She will decode the science behind mindfulness and share simple yet powerful techniques to live in the present moment.

Saturday, 17th September 2022

Bringing the Entrepreneurial Spirit to Design

5:00 PM - 6:00 PM

Archana Surana, Founder, Arch Academy of Design & Business



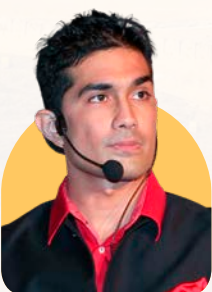
There is no defined way to learn the creative art of designing. However, there are many institutions that can help aspiring designers to grow and sculpt their craft and innovative thinking. ARCH College of Design and Business, based in Jaipur, is one of the institutions that provides budding designers with forums and platforms to exhibit their work both nationally and internationally. The inception story of this college starts from two residential rooms. Under the leadership of Archana Surana and through the challenges and efforts of establishing the concept of design, the institution has progressed hugely to become a knowledge hub for higher education in the field of design.

Archana is a design educator, mentor and social entrepreneur with 28 years of experience innovating in design education. She successfully carries forward a legacy of 22 years as the Founder and Director of ARCH College of Design & Business. She has established strong pathways in Design Education, as well as Mentoring, through the Women Mentors Forum. Archana has many awards and recognitions in her fame, the most prestigious of them received at the hands of our former President – Dr APJ Abdul Kalam. She is a CII council member for over 10 years, a former FICCI Ladies Organisation Board Member, and is a mentor to many and a mentee to Fortune 50 Most Powerful CEO. Meet the woman as she shares her incredible learning experiences, motivations to bring a change and future plans.

Mind games: Inside the Mysterious World of the Mentalists

7:30 PM - 8:30 PM

Mohit Rao, Mentalist



Mentalism, in performance, involves the demonstration of seemingly evolved mental abilities, even paranormal ones. In practice, it entails psychological illusions that blend psychology, hypnosis, suggestion, cold reading, neuro-linguistic programming (NLP), misdirection, and a number of other subtle skills of observation to create the illusion of a sixth sense. In the written form, it all sounds technical and esoteric. In practice, the experience ranges from the astounding to the absolutely delightful!

Mohit Rao, a Mind Reader, Mentalist and Corporate Entertainer, has the ability to 'read your mind, control your thoughts and even influence decisions'. Using his skills, he has predicted the exact closing of the BSE Sensex live on national television, hypnotised over 25,000 people worldwide and used telepathy to drive a car blindfolded! Experience an hour of sheer bewilderment, mystery, joy and thrill as he regales us with his inimitable skills.

Indulging in Local Delicacies

8:30 PM onwards

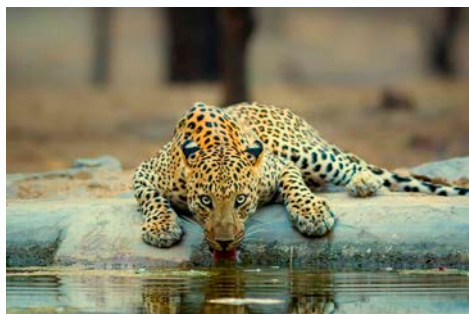
Enjoy the traditional delicacies of Rajasthan – *laal maas*, *daal baati*, *bajre ki roti*, and much more – in a sit-down dinner with friends and peers.

Sunday, 18th September 2022

Jungle Safari

Jhalana Reserve Forest

5:00 AM - 9:00 AM



Situated right in the heart of Pink City Jaipur, Jhalana is becoming a favourite destination to spot leopards in the wild. Besides leopards, you will be able to spot other smaller fauna including striped hyena, spotted deer, blue bulls and wild boars. Palm, babul, bamboo and acacia trees continue to be methodically planted throughout the quartz hills and flat-lands of the Aravalli that Jhalana is set in. For this reason, it has also become an ideal destination for migratory birds,

despite being in the heart of the city! An open gypsy safari, which takes about 2.5 hours, is the best way to explore Jhalana Forest Reserve. Don't miss the experience!

Note: The distance from the hotel to Jhalana Forest is about 40 minutes. The safari itself takes 2-2.5 hours to complete so the total timeframe for the excursion is ~3.5-4.0 hours. As safari timings are strictly regulated, guests must be ready to leave the hotel by 5:15 AM sharp. We will make travel and logistical arrangements. Jhalana Reserve regulations require all visitors to confirm their presence well in advance along with an ID document.

Because Life is for Living

Avani Lekhara, Indian Paralympian and Rifle shooter

11:30 AM - 12:45 PM



A major car accident in 2012 injured her spinal cord, making **Avani Lekhara** dependent on a wheelchair. Three years on, after her father's encouragement, she decided to try out her hand in professional shooting and archery. As luck would have it, she got inspired to take the former seriously after reading India's first individual Olympic gold medalist Abhinav Bindra's autobiography. In the 2021 Tokyo Paralympics, the 19-year-old Avani won the

'Best Female Debut' honour for her record-breaking gold medal. Her intense belief and her commitment to excel are inspirational. Meet the girl who did the nation proud and hear her experiences that provide inspiring lessons.

Brunch and Close

12:45 PM