

No: AIMS/ /2010 – 2011

6<sup>th</sup> May, 2010

**22<sup>nd</sup> AIMS Annual Management Education Convention 2010**  
On  
**“India 2020: Challenges and Opportunities in Management Education”**  
At  
**India Habitat Centre/India International Centre, New Delhi**  
Organized by  
**Shiva Institute of Management Studies, Ghaziabad**  
**(26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> August, 2010)**

Dear Sir/Madam,

Greetings from **Association of Indian Management Schools (AIMS)**.

The Association of Indian Management Schools is a non-profit professional organization which was founded in 1988, and today it has grown into a powerful network of management institutes across the country. We are proud of the fact that all the prominent Management Institutes of the country are members of the Association.

AIMS also represents Indian Management Schools in various International associations such as the **European Foundation for Management Development (EFMD), Association to Advance Collegiate Schools of Business International (AACSB), Association of Collegiate Business Schools and Programs (ACBSP), Association of Management Development Institutions in South Asia (AMDISA) and Global Forum on Management Education**. It is officially represented in different bodies of Government of India connected with Management Education and is striving its best to be the **‘Principal Voice of Management’** in India and Abroad.

AIMS also conducts **AIMS Test for Management Admissions (ATMA)** every year in February, which is one of the five tests recognized by AICTE & Ministry of HRD, Govt. of India, for all India admissions to Post Graduate Management programs like MBA, MCA, PGDM , etc.

AIMS, this year, is organizing its flagship program – the **22<sup>nd</sup> AIMS Annual Management Education Convention** on 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> August 2010, at India Habitat Centre & India International Centre, New Delhi. The theme of the convention is **“India 2020: Challenges and Opportunities for Management Education”**.

**The Convention will also focus on the sub-themes like:**

- *Future of Management Education: Challenges and Opportunities*
- *Innovations in Management Education – National and International perspective*
- *Corporate Social Responsibility and Management Education*
- *Role of Government in Management Education*
- *Role of Management Education in Next Generation Entrepreneurship*
- *Re-orienting Management Education to meet the Challenges of Change*

Prominent academicians from Management Education fraternity and business elite from Industry – both from India and abroad - are being invited as speakers for inauguration/valediction/panel discussions and for addressing different sessions.

I also take the opportunity to inform you that Hon'ble Dr. APJ Abdul Kalam, Ex-President of India, has consented to inaugurate the AIMS Convention on 26th August 2010 and will deliver the inaugural address.

AIMS is glad to welcome your esteemed institute and invites you and your team of faculty members/students to participate in the 22nd AIMS Annual Management Education Convention at New Delhi on 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> August, 2010.

We look forward to your active participation, so that we have the privilege of your valuable insights on various issues related to management education to enable us to develop better future leaders for India and world at large.

As a tradition of the Annual Convention, AIMS recognizes the best talent in management education by bestowing upon the below mentioned awards in the following categories.

- **AIMS-ISB Best Case Writing & Presentation Award**
- **ICFAI Best Teacher Award**
- **J.L. Batra Best Research Paper Award**
- **Best Student Paper Award**
- **AIMS-WeSchool Innovation Award**
- **Ramaswamy P. Aiyar Best Young Teacher Award**

We are also forwarding the details of the above-mentioned awards to be presented during the Annual Convention.

Please feel free to contact the 22nd AIMS Annual Convention team from Shiva Institute of Management Studies:

- **Dr.J.L.Raina**  
**Convention Director**  
22nd AIMS Annual Management Education Convention 2010  
E-mail: [aims2010@shivaims.edu.in](mailto:aims2010@shivaims.edu.in)  
Mobile:09810814028

- **Prof.N.N.Pandey**  
**Convention Coordinator**  
E-mail: [aims2010@shivaims.edu.in](mailto:aims2010@shivaims.edu.in)  
Mobile:09213620926
  
- Mr. M. Venkateshwarlu  
**Officer on Special Duty-AIMS**  
Tel: 040-2337 0024/34 or mobile:09866207695  
E-mail: [aims.secretariat@gmail.com](mailto:aims.secretariat@gmail.com)  
Website: [www.aims.org.in](http://www.aims.org.in)

The **Brochure & Registration details** will reach your office soon and will also be made available on the AIMS website **[www.aims.org.in](http://www.aims.org.in)**.

Yours truly,

**Prof. Dr. Shefali Gautam**

***President, AIMS***

***Encl: Details on five awards, from SI. No 2-6.***