



CONCEPT



STRATEGY



BUILD

# 27<sup>th</sup> National Competition for Business Management Simulation (NMG - 2018)



ADVERTISE



MARKET



FINANCE



ANALYSE



COMPETE



WIN!

*Chanakya*  
Business Simulation

Growing Business Should  
Now Be The Tendency In  
The Competition

Co-Sponsors



Associate Sponsor



Knowledge Partner



Academic Partners



## About National Management Games (NMG)

NMG is a unique platform for Corporate Managers to experience the thrill of Managing Business in competitive mode. It is one of the most awaited and prestigious annual event based on Business Management Simulation, Organized by AIMA. The participants get exposed to the intricacies of running a company with focus on resource management, market trends, cost analysis, product positioning, production planning, inventory control etc. The winners of NMG represent India in the Asian Management Games (AMG).

- A team of maximum 3-4 members participate in preliminary round on both the days.
- Functional Heads are appointed by the team to adopt the roles of CEO, COO, CFO and CMO.
- Each team represents an enterprise.
- A Hypothetical Business Case is presented to each team with economic data and financial reports.
- Each team works out of strategy in operations, marketing, finance and product development with an aim to reach the pre-set goal.
- This is done using AIMA's sophisticated software, 'Chanakya' that simulates an economic environment for all the teams.

## How To Enter The NMG?

A team of maximum 3-4 members from different functional areas can be nominated by the Corporate and Institutional faculty. Multiple teams can also be nominated.

1. Send the enclosed Registration Form to AIMA or access website <http://chanakya.aima.in>
2. All Registration Forms must accompany participation fee by DD/Cheque favouring "All India Management Association" payable at New Delhi.
3. Participant Manual (Soft Copy) will be sent to familiarize participants with Management Simulation on requirement basis on receipt of participation fee.
4. Participants nominated for the competition may be changed before enrolling for registration to prelim round. No change is permitted after the team is registered in the prelim round.
5. Decisions of the Games Administrator during competition will be final and binding on all participating teams and sponsoring organizations.

## Your Takeaways

- Learning by Doing
- Understand the working relationships in management functions
- Hone operative and strategic decision making skills
- See the financial implications and impact of decisions taken by various functional areas
- Understand the importance of team work



## Competition Format

- All the participating teams are required to report at the venue at 8.30 a.m (sharp) for registration. The teams registered will participate in the Prelim Round of the two days and compete to enter the Regional Round for the third day.
- Only qualifying teams will stay for the Regional Final; it is a non-residential programme. However, lunch, tea and snacks will be served during the Competition.
- Participants must bring calculators and at least two laptops in a Team. Each laptop must have administrator rights to remove any settings and have Google Chrome & Mozilla Firefox as browser. Each laptop must also be capable of connecting to local wi-fi network.
- Organizers will not be liable to entertain any requests for providing laptops at the venue.

## Dates and Venues

VENUE		DATES	ADDRESS
Mumbai (Western Round)	Training Round Prelim Round Regional Final	21 May 22 – 23 May 24 May	Prin L N Welingkar Institute of Management Development & Research L Napoo Road, Near Matunga (Central Rly) Mumbai - 400019 Cordinator - Capt V N Kanade Mobile : 09820605300 Ph: 022-24178300, Ext: 130
Bhubaneswar (Eastern Round)	Training Round Prelim Round Regional Final	4 June 5 – 6 June 7 June	KIIT School of Management, KIIT University KIIT Campus - 7, Krishna Campus Bhubaneswar - 750124, Odisha Cordinator - Prof. Surya Mishra Mobile: 09853117544 Ph: +91-674-2375700, 2375780
Bengaluru (Southern Round)	Training Round Prelim Round Regional Final	18 June 19 – 20 June 21 June	Xavier Institute Of Management & Entrepreneurship Electronics City, Phase – II, Hosur Road, Bangalore - 560 100 Cordinator - Prof. Sam Placid Mobile : +919810465000 E-mail: samplacid@xime.org
New Delhi (Northern Round)	Prelim 1 Training Round Prelim Round	2 July 3 – 4 July	Amity University Sector 125, Noida, Uttar Pradesh Gate Number 1 Cordinator - Anil Sharma
	Prelim 2 Training Round Prelim Round, Regional Final	9 July 10 – 11 July 12 July	
<b>GRAND FINALE : 13 July, 2018</b> The Claridges, 12 Dr A.P.J Abdul Kalam Road, New Delhi – 110011			

## Teams Nomination

- The nominating authorities may send Teams nomination through email indicating choice of venue and participant's contact details.
- The Cheque/DD for participation fee may be sent by Courier immediately after nomination. AIMA will confirm nomination only on receipt of the fee.
- Fee once paid, cannot be withdrawn or adjusted against any other programme of AIMA. However, on dropouts, the alternative team may be nominated.
- The fee must be paid to AIMA latest by a week before the start of the Regional Round.
- The nominating authorities must intimate the participants about the competition format and venue details.

## Training Round

Teams nominated under Premium Slab (participation with extra training) are entitled to go through brief training on the day indicated in venue details. All such teams must report at venue at 9.30 am on day of training.

## Some Prominent Past Champions

2017 - Power Grid Corporation of India Ltd  
 2016 - Power Grid Corporation of India Ltd  
 2015 - NTPC Ltd

2014 - Indian Oil Corporation Ltd  
 2013 - Indian Oil Corporation Ltd  
 2012 - Power Grid Corporation of India Ltd

## Standard Slab - Participation Fee

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 28,000 per team	₹ 30,000 per team
4 – 6 Teams	₹ 26,000 per team	₹ 28,000 per team
7 Teams & above	₹ 25,000 per team	₹ 26,000 per team

## Premium Slab - Participation Fee (With Extra Training)

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 38,000 per team	₹ 40,000 per team
4 – 6 Teams	₹ 36,000 per team	₹ 38,000 per team
7 Teams & above	₹ 35,000 per team	₹ 36,000 per team

- AIMA GSTIN No. 07AAATA1644A1ZH
- AIMA PAN No.: AAATA 1644 A
- GST will be charged extra
- Participation Fee through Cheque/Demand Draft should be sent in favour of "All India Management Association", payable at New Delhi.
- For online registration, please visit [www.apps.aima.in/eventmgmt/Fill\\_Details.aspx](http://www.apps.aima.in/eventmgmt/Fill_Details.aspx) or <http://chanakya.aima.in>

## Prizes

**Champion Team:** Rolling Challenge Trophy & ₹ 1,00,000/-  
**Runners Up I :** Trophy & ₹ 60,000/-  
**Runners Up II :** Trophy & ₹ 40,000/-  
Note - Two Teams will represent India in Asian Management Games



## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 67 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

### For Registration Contact:

Ravi Jangra

Deputy Director - Centre for Management Development (CMD)

AIMA, Management House, 14, Institutional Area, Lodi Road, New Delhi – 110 003

**M-** (+ 91) 9811811231 | **T-** (+ 91) 11 2464 5100 Ext. 310 | **D-** (+ 91) 11 2460 8513

**E-** [rjangra@aima.in](mailto:rjangra@aima.in) / [managementgames@aima.in](mailto:managementgames@aima.in)

**Website:** <http://chanakya.aima.in>