

# MMA AWARDS FOR MANAGERIAL EXCELLENCE (MAME) - (YEAR OF INCEPTION: 2002)

## **Recognition for Managerial Excellence**

MMA has always promoted sound management knowledge, experience and ideas in various disciplines. With the objective of annually awarding excellence in managerial thinking, action and demonstrable results to companies and institutions\* who have their corporate or registered office in any of the Southern States of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Puducherry, MMA instituted this award in 2002 with the support of M/s Ashok Leyland Ltd.

## **Awards for 4 segments**

MMA Awards for Managerial Excellence is designed to recognise and reward companies and institutions that are broadly comparable. To this end, four Awards are given in the following categories:

Category A: Award for Managerial Excellence - Manufacturing Sector

Category B: Award for Managerial Excellence - Services Sector

Category C: Award for Managerial Excellence - SME Sector

Category D: Award for Managerial Excellence - Educational Institutions

Definition of Small & Medium Enterprises (SME): Organisation with an annual turnover of upto Rs.100 crores (nett sales - i.e. excluding all taxes such as excise duty, service tax, cess, etc)

## **Parameters for judgement**

MMA Awards are given to companies/institutions who have excelled in their business segment. The focus is on overall managerial excellence rather than on select functional areas of excellence. Therefore the judgement is likely to be based on the company's vision and goals and how managers have directed the various disciplines of management in a focused manner to meet or exceed the objectives set.

## **Independent Jury**

MMA Managing Committee has constituted an independent jury comprising people with proven track record of excellence in their chosen fields. The process of adjudication will be facilitated by President MMA and a Consultant chosen for the Award to help in the process of shortlisting the candidates by providing industry information and analysis of various submissions made by nominee companies/institutions. The Awards will be presented by the Chief Guest at the AGM of MMA.

# MMA BUSINESS LEADERSHIP AWARD (YEAR OF INCEPTION: 1969)

The Madras Management Association confers the MMA Business Leadership Award on an outstanding Indian business leader, once every two years, since 1969. This Award was instituted in 1969 by Mr A Sivasailam, Chairman, Amalgamations Group in memory of his father the late Shri S Anantharamakrishnan, Founder of the Amalgamations Group and past president of Madras Management Association. The award is presented once in two years to an Indian business leader, adjudged as outstanding by a panel of eminent jurors forming the selection committee. The awardee also delivers the Anantharamakrishnan Memorial Lecture at the award function. The award is in the form of a silver trophy.

## **Objective of the Award**

To recognise and honour those who have set glorious examples of outstanding leadership in business, both at a personal and at an institutional level, who shall be an authentic choice of the management profession in India.

### Profile of an Outstanding Leader:

- A captain of industry, steering his organisation with a vision to heights greater than already attained.
- An ethical and principled business person motivated by social conscience.
- An accomplished Professional Manager, with self-confidence in one's own self and ideals with faith in others.
- A humane, humble and honest leader.

The MMA Business Leadership Award will be conferred on one such person, the authentic choice of the management profession at large. It is with this objective that the Award has been instituted to honour those who have set glorious examples of outstanding leadership in business, both at personal as well at institutional levels.

Till now seventeen luminaries of the Indian Industry have been honoured by this esteemed Award. Every one of them, an outstanding leader of global acclaim, an exceptionally active proponent of the social responsibility of business and a fine individual who in essence emulated Sri S Anantharamakrishnan's business philosophy and beliefs.

## The renowned recipients of the Award

Outstanding leaders who have forged the future of our country and have done us proud.

Sl. No	Name	Year
FIRST	Mr J R D TATA	1969
SECOND	Mr ARVIND MAFATLAL	1971
THIRD	Mr BHARAT RAM	1973
FOURTH	Mr V KRISHNAMURTHY	1975
FIFTH	Dr VERGHESE KURIEN	1978
SIXTH	Mr S L KIRLOSKAR	1981
SEVENTH	Mr KESHUB MAHINDRA	1983
EIGHTH	Dr A S GANGULY	1985
NINTH	Mr S S NADKARNI	1987
TENTH	Mr ADITYA V BIRLA	1990
ELEVENTH	Mr HARI SHANKAR SINGHANIA	1992
TWELFTH	Mr K M MAMMEN MAPPILLAI	1994
THIRTEENTH	Dr S RANGARAJAN	1996
FOURTEENTH	Mr N R NARAYANA MURTHY	1998
FIFTEENTH	Mr F C KOHLI	2000
SIXTEENTH	Mr BRIJMOHAN LALL MUNJAL	2002
SEVENTEENTH	Mr SUNIL BHARTI MITTAL	2009

## **MMA OUTSTANDING WOMAN MANAGER OF THE YEAR AWARD (YEAR OF INCEPTION: 2002)**

The MMA Competition for Outstanding Woman Manager of the Year Award is a part of MMA's effort to recognise professional excellence amongst women managers.

The Competition has been held every year since 2002 as a run up to the Women Managers' Convention organised on the occasion of International Women's Day.

"Outstanding Woman Manager of the Year " Award which includes an attractive cash prize, a trophy and a Certificate presented to the Awardee by the Chief Guest during MMA Women Managers' Convention held on the occasion of International Women's Day each year.

## **BEST YOUNG MANAGER AWARD - (YEAR OF INCEPTION: 1996)**

MMA has been organising the MMA Competition for Tomorrow's Managers every year since 1996 as a run-up to the Annual Convention on the same theme as the Convention and is restricted to Young Managers below 35 years of age. MMA is organizing this Competition to involve young managers in the cause for inculcating best management practices in young minds. This competition provides opportunities to young and budding managers to demonstrate their knowledge, experience, professional excellence and creativity in the area of business management.

The Award is presented during the MMA flagship event – MMA Annual Convention.

# MMA CHANAKYA – THE MASTERMIND

A competition, titled “Chanakya – The Mastermind”, was introduced by MMA during the year 2010 to select the Best Management Student of the Year, titled “Chanakya”.

## Shortlisting of Applicants:

The applicants will be screened on the basis of (a) Their past academic performance, (b) significant achievements, (c) Significant competitions won and awards obtained and (d) an essay on the subject “ Why I am I the Best manger?”. From this large set of applicants, the list will prune to a manageable candidates.

## Preliminary Round:

The short-listed Participants will go through THREE rigorous rounds of evaluation by the distinguished Panel of Jury and these include: (1) Psychometry Tests to evaluate their thinking and problem solving skills, (2) Group Discussions to evaluate their ability to handle pressure situations and team working skills and [3]”Just-a-minute” Extempore competition to judge their speed of response and ability to think on their feet. This will lead to the identification of the 10 finalists who will compete with each other on stage during the Grand Finale of the MMA All India Management Students Convention held annually.

## Final Round:

The Award will recognize the best management student on his\her all round abilities based on a series of contests and criteria leading to a fitting finale on stage where the chosen finalists will participate in the final two rounds in front of the audience, Chanakya, the legendary strategist is renowned for his\her management, administrative and thinking skills. The winning student will be a master strategist and will be the Chosen one to be crowned “Chanakya”. The winner of the MMA “Chanakya-The Mastermind” for the year would win a Cash Award of Rs. One Lakh!

The Final Round will be conducted in TWO Rounds. The FIRST Round comprised a Thematic Application Test. The participants were shown a crazy/ funny video and given a minute to think. They then spoke for a minute on the video by providing their interpretation and perspective with wit and eloquence. This exercise was done on stage and watched by the audience. Each student was shown a different video. The panel of judges will evaluate each of the finalists students on pre-agreed criteria and the bottom five were eliminated.

The SECOND round was a replication of the finals of Miss Universe / World Format with each finalist picked up the name of a judge from a lot and the judge asked him/her a question. The Panel of judges will score them on a pre-agreed criteria and select the “Chanakya - The Mastreemind” for the year and will be Awarded Cash Prize of Rs One Lakh with a Trophy and Certificate.