

# Ghaziabad Management Association

(Affiliated to All India Management Association)



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1st January 2026

Dear Corporate/ Institutional Member,

**Ghaziabad Management Association wishes you all with your families a very Happy, Safe, Healthy and Prosperous New Year 2026.**

**GMA, in association with KIET, is glad to present a 2 day Management Simulation Game 'CHANAKYA' on 15<sup>th</sup> & 16<sup>th</sup> January, 2026.**

**This year the venue would be KIET GGroup of Institutions, 13 Km .Stone,Delhi - Meerut Road, Ghaziabad.**

The Management Simulation Game will be conducted by **ALL INDIA MANAGEMENT ASSOCIATION**. The other details like introduction, objectives, methodology and for who, along with other relevant information about the event are given in the attached documents. The other details like introduction, objectives, methodology and for who, along with other relevant information will be shared soon.

You may kindly start preparing the team/s for participating in "Chankaya".

**You are requested to nominate a team made of 4 participants or a team of minimum 3 participants.**

**Participation fee is Rs. 20,000/- + 18% GST per team of FOUR participants.**

**An organization may nominate a lesser number of participants, but will not be less than THREE. In such a case, the participation fee will be Rs. 6,000/- + 18% GST per participant.**

The fee covers Games manual and other documents, logistics etc. required for the game; Morning and afternoon session refreshments and Lunch on both days. **Details of participation are required to be sent in the Nomination form attached.**

**The nominations will be accepted on a first come first served basis.** The nominations along with participation fee should reach GMA **on or before 10<sup>th</sup> January 2026.** The payment may be paid through cheque drawn in favour of 'Ghaziabad Management Association' payable at Ghaziabad; or directly transferred to GMA account as mentioned in the Nomination Form;

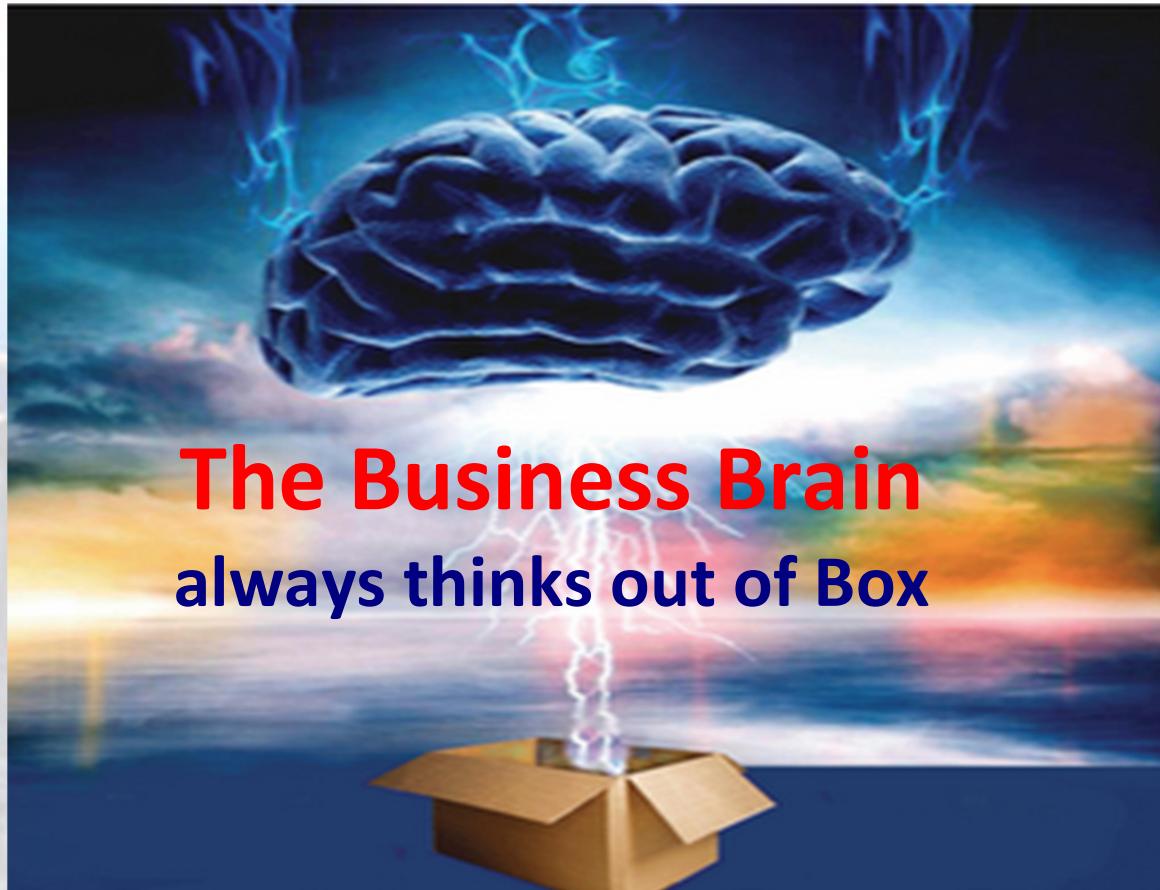
### Brief of 2 day Business Simulation Program

1. We use proprietary software "**Chanakya**" for the 2 day Simulation Program that is conducted by the faculty from AIMA.
2. All participants are divided into team of 3 members. Each will be designated the position of CEO, CFO, COO, CMO to take care of each function of the company.
3. Hypothetical case scenario is presented to the participants. They have to take decisions to maximize the winning criteria. Every round newer developments is intimated to them like strike by labor, increase in cost price etc. Case will be on a particular industry that we have developed taking into view the real world conditions. For Example we have Steel Industry case where there are 4 different finished products of different selling price and two raw materials are required to produce these finished products.
4. First day will start with short briefing of 1-2 hour that detail about the game, followed by 5 Qtrs/ decision round of anhrs each that are spread over 2 days.
5. Teams will compete in the market to maximize pre-defined winning criteria by selling company product line in the market.
6. Participants give their Decisions and we input them in our software "Chanakya". Based on the decisions taken by the whole group our dynamic programme calculates the winning criteria.
7. They will decide on the pricing of the product, advertising of the product, taking bank loan to maintain the cash flow, buy plant & machinery etc. All team members will take decision to out-perform their competitors.
8. We play 5 rounds and in each round we give market updates like change in labour cost for producing the finished good, increase in raw material cost, change in government policy that can increase taxation on the finished goods etc.
9. All decisions taken by team will affect their competitors too. For Example, one team taking Advertisement will be able to sell more in the market compare to others who are not spending on advertisements.
10. Exercise covers all aspects of business i.e. Finance, Marketing, Operations etc. There are lot of decisions need to be taken by a team in each round, so all 4 members have to participate diligently to meet the deadline.

Chanakya 4.0

Management House, 13 Institutional Area, Lodi Road, New Delhi 110003

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AIMA's **Chanakya** sharpens  
these brains through  
Business Management Simulations

**Inimitable  
tool of learning and  
thrilling experience to participants**



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## **Executives need Entrepreneurial Thinking & Acting Competency**

### **CHALLENGES**

The basic challenge for the corporate is to sensitize its functional heads and the next bottom line on Entrepreneurial Approach in their thinking and action. To focus on this emerging issue, the administrators, planners, decision makers and implementers need grooming to tackle business situations emerging in the economy by way of innovation, understanding business dynamics and linking these with their operations. This needs creation of a diversified route of new thoughts, polishing skill of scrutiny to evolve probable way out with the working team.

The highly competitive business environment does not permit current and budding managers to adopt conventional approaches to take the business forward. And therefore, it demands highly planned strategy for not only survival but also taking lead among the competitors. The right approach to plan and control the business must be inculcated in work culture of an organization.

### **WHY TO THINK AS AN ENTREPRENEUR**

The industries are operating in highly competitive surroundings. As a result, the success rests on the application of brain and quick decisions of the Managers. Awareness among the clientele and market uncertainty makes the business increasingly challenging and aggressive.

The present scenario demands fast decision makers to effectively and efficiently utilize their ability to analyze resources, constraints and the market trend to grab the maximum business with profitability. In nutshell an eagle eye's view is required in all areas of business. Thus, the Managers need to be versatile in their approach of dealing the business issues to realize Entrepreneurial Thinking.

### **EFFECTIVE CHANGE IN LEADERSHIP BY ENVISIONING & IMPLEMENTING STRATEGIES FOR EXCELLENCE**

Planning is very crucial component to adapt Entrepreneurial approach that requires elevated level of visioning, coordination and strategic thinking to implement winning strategies and to facilitate transition from a functional specialist to strategic leader with a global organizational perspective.

### **DIAGNOSTIC APPROACH TO BRING EXCELLENCE**

Identification of issues of concern to be addressed during periodic review needs rationale thinking, prioritizing issues based on significance, resource constraints, challenge & impact and necessity avoiding unproductive efforts on time and energy is a crucial matter to move towards excellence. This requires strategies for fostering an environment of Creativity.

This program is a software-based game. It focuses on planning, prediction and analysis in operations, material sourcing/procurement, inventory control, R&D, marketing and finance. The software that generates the results collates participants' decisions. It allows the use of many contemporary situations and variables that ensure better and faster learning.

## FOCUS

- To understand the basic concept of competitive business and evolve a comprehensive strategy for overall growth.
- To convert strategy in planning and execution involving peers and lead or follow the group.
- Improve and develop competency in Amalgamation of Planning and decisions and comprehend skills required for effective and well-organized business.
- To pass through confronting situation emerging in business issues, challenges of external and internal forces, sudden economic up-downs, unforeseen crisis and opportunity to grow business.
- To analyze situation by seeing the effect of decisions made by the team in each round of play.
- To sensitize and make participants understand importance of business statistics to strategy formation and evolve analyze various options to come to the consensus as a Team.
- Use of business information to position themselves better in the cutthroat competition. to compete in national and global economy.
- Understand importance to operate business under constraints of resources

### Ultimate focus

- **Inculcate the holistic view and vision to convert the executives as versatile asset for an organization to handle any business situation.**

## PREPARATION TO EXPERIENCE UNCERTAINTY AND BREAKING SILO



It is difficult to attain expertise in every field for a human being. The educational background and occupation or profession fixes people working in their own created silo. The working culture, systems and procedures also compel them to fix a mindset and restrict them to come out of their domain as they work on specialization and functional basis rather than on holistic approach.

Many a times, people do not understand the rationale for decisions made at the top and percolate down for implementation. As a result, sometimes it may create resistance or differences of opinion while executing the plan. It leads to generating arguments and becomes difficult to reach to consensus.

The whole exercise binds all participants to start working in their comfort zone and experience other functionalities with rest of the members. They are to converse on logical aspects of others' domain, understand and relate with their comfort area of work. They make them feel the linkages and importance of other functionalities directly or indirectly connected to their domain. Sensitization is developed through discussions; fact findings and analysis of the scenarios come up from different domain as challenge in each round of exercise.

It also develops interpretation skills while working with other members. "I am always right and think in right direction" proves sometimes to be incorrect and gives a greater learning that better and experienced or intelligent persons may turn out more helpful in enhancing one's interpretation skills, assessment skills and analytical skills. Lot of ideas emerge for exchange of views, thoughts and probabilities.

At the end of exercise, while doing de-briefing, the strategies and decisions are discussed openly and that gives broad impression about whole business task and input as to how the competitors think in different ways.



## ROLE PLAY AND MOVING TOWARDS VERSATILITY

Participants are also provided with the option to exchange their role within the team. The CEOs are allowed to change their teams either by the faculty or by themselves (optional). This helps the participant to have 360-degree perspective and in turn, to the management to give them higher responsibilities and place at various levels and functions. The participants get comprehensive view about competition in the business and tackling tactics.

Chanakya 5.0

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# Case Studies on real experience

Aima has developed more than 10 case studies in association with management professionals as well as by its own on real experience basis. We call these cases as 'hypothetical'; however, the input taken from the relevant industries are on reality. The circumstances of challenges, resources, uncertainty, probabilities reflected in the Quarterly updates give a real feeling of running an industry.

This works as 'Simulator' and while making error or omissions, participants get to realize the effect and impact without damaging to a real business.



## Learning by Doing

Following are knowledge components that help the participants to enhance their awareness and energies their understanding ability while they carry out each aspect of business by themselves:

### KNOWLEDGE COMPONENTS

- 1) Thinking in entrepreneurial perspective – Vision and Mission
- 2) Identifying issues of concerns
- 3) Optimization of resources – Machine (capacity), Material, Money,
- 4) Importance of data analysis
- 5) Applying strategy into Action Plan, execution (decision), and review
- 6) Rotation of responsibilities to ensure versatility.
- 7) Basic concept of cost effectiveness
- 8) Understanding financial statements and utility
- 9) Prediction of market probabilities – tackling uncertainties
- 10) Assessment of Vendor's terms and conditions
- 11) Tendering process
- 12) Management of Fund flow
- 13) Concept of Demand and Supply assessment in cutthroat competition
- 14) Application of statistical and mathematical concepts
- 15) Concept of depreciation
- 16) Inventory management

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- 17) Realization of risk factor in the business (Calculative Risk)
- 18) Approach to lead or follow
- 19) Behaviour – Submissive, democratic, authoritative, persuasive, etc
- 20) Knowing financial and business terminologies

## Takeaways from the program

The participants can:

- Experience practical examples in the areas of corporate governance leading to Entrepreneurial approach, ethics and sustainability with business growth
- Comprehend operative and strategic decision-making process under constraints of time, resources and information.
- Get a comprehensive understanding of the financial impact of their judgement, action and execution.
- Understand cross-functional relationships and roles among various management functions leading to planning, execution and review of business growth
- Build up competitive cutting edge essential in today's market behavior.
- Get exposure to experiment to gallop a company in a competitive simulated environment without causing damage to a live company.
- Find out rationale of their action correlating with finance and economic environment
- Sensitizing themselves about human behavior while working together
- Appreciate significance of collective participation for achieving a common goal.
- Get a synoptic view of a company's operations.

# Nomination Form

# CHANAKYA

# **BUSINESS MANAGEMENT SIMULATION GAME CONDUCTED BY AIMA**

For GMA

# ON 15<sup>TH</sup>& 16<sup>TH</sup>JANUARY 2026 KIET CAMPUS

**13Km. Stone, Delhi – Meerut Road, GHAZIABAD**

NAME & ADDRESS  
OF THE  
ORGANIZATION

**CONTACT PERSON  
TEL. / FAX.**

## E-MAIL

SI. No.	NAME OF THE PARTICIPANT	DESIG-NATION	E-MAIL ADDRESS	MOB./ PHONE NO.

**Fee: Rs. \_\_\_\_\_ Cheque No. \_\_\_\_\_ Dated \_\_\_\_\_ of  
\_\_\_\_\_, Bank In favour of GHAZIABAD  
MANAGEMENT ASSOCIATION, payable at Ghaziabad, may be sent to:**

Executive Director,  
Ghaziabad Management Association,  
406-408, Ansal's Satyam Building,  
Raj Nagar, GHAZIABAD 201 002.

Or

**Execute direct transfer through net banking – our details are as under**

Account Name – GHAZIABAD MANAGEMENT ASSOCIATION

Account Number – 32366679703; Bank – state Bank of India, Raj Nagar Branch  
IFSC – SBIN0007873

Or

**Members can also pay the registration amount through UPI / paytm. The relevant QR code is also attached.**

Phone :Mobile 9818838616; 8860248242; E-mail: gmaghaziabad@gmail.com