



# REPORT OF AFAA NEWAGE LEADERSHIP PROGRAM

A 4-day experiential and inspirational immersive event

August 23 - 26, 2023

Organised by

**Advertising Council of India (ACI)**

(A Division of STACA Trust)

a distinguished member of AFAA



**afaa**

ASIAN FEDERATION OF  
ADVERTISING ASSOCIATIONS

## Report of our New Age Leadership Programme

From 23rd August to 26th August 2023, the Asian Federation of Advertising Associations had organized a four-day multi-layer Experiential, Inspirational & Residential New Age WOLF to SMILE Leadership Programme for 25 future leaders from the Advertising, Marketing and Media Fraternity with the support of Mr. Manish Advani CEO, MIMO Potentio Private Limited, his colleague Ms. Taruna Vasa and over 20 industry leaders from organizations such as Microsoft, Sanofi, Aditya Birla Group, Mahindra Group, Indian Space Research Organization, Airbnb, Boston Consulting Group, IIM Ahmedabad, Amul, Ahmedabad Municipal Corporation, Cirque Du Soleil, SRK Group, Stories by Joseph Radhik, Self Employed Women's Association (SEWA), Capgemini, Proflex Systems, Visa, Tex Story, Siddharth Industries, Breach Candy Hospital, Adon Hair Care and Max India. In 4 days, participants got the opportunity to learn many lessons from diverse industries such as Telecom, Manufacturing, Automobiles, Real Estate, Information Technology, Hospitality, Hospital, Cirque, Banking & Financial Services, Textiles, Diamonds, Space, Education, Photography and Consulting.

### **CHAMP in Communications**

Participants will learn few ways in which they will become a CHAMP in Communications so they can resonate with diverse people and be more inclusive in their day to day dealings with others

### **The WOLF**

Participants will learn to identify and conquer the WOLF in form of (Worry, Obsession, Limitations and Fear) with positive and growth oriented mindset

### **SMILE at all Times**

Participants will learn to work with a SMILE even when they are experiencing provoking situations in life on the professional front

### **STRIVE for Excellence**

Participants will learn to work with a missionary spirit to STRIVE for Excellence on multiple outcomes by doing more in less time, with less resources and reduced costs

## New Age WOLF to SMILE Leadership Programme

## Day 1

Day 1 on 23rd August began with the Inaugural session at the Club House of Windsor Realty in BKC, Mumbai where Mr. Srinivsan Swamy, Chairman of the Asian Federation of Advertising Associations and Mr. Ramesh Narayan, Director - Strategy of the Asian Federation of Advertising Associations set the stage of the programme by sharing their thoughts on how participants will be able to get the most out of this programme only if they have the right attitude for learning. They also shared few tips on how they could extract the most from the 4 day programme.

After the inaugural session, participants had their first session with the facilitator of the 4 day programme, Mr. Manish Advani, to learn how to conquer the WOLF in form of (Worries, Obsessions, Limitations and Fear) which can stop individuals from working as per their full potential. This was followed by interactive sessions with industry leaders such as Mr. Binoay B, Vice President, Aditya Birla Group, Mr. Suresh Babu, Head of Business Operations & Support, Sanofi, Dr. Ashok Sinha, CEO, Adon Hair Care and Mr. Vijayant Rai, Executive Director, Microsoft India BFSI.



**Mr. Binoay B, Vice President Corporate Affairs, Aditya Birla Group** shared his experience of conquering the WOLF after going through diverse challenges in the telecom sector.



**Dr. Ashok Sinha, Managing Director, Adon Hair Care** shared how he was experiencing the WOLF during COVID as no one was undergoing hair transplants, this idleness gave him an idea of launching a product which he built from scratch and turned it into a multi-million dollar business in few years' time.



**Mr. Suresh Babu, Head of Business Operations & Support, Sanofi** inspired the participants by sharing his thoughts on thinking much bigger than their size.



**Participants had group discussions on applying the WOLF Concept in their respective areas of work**

During the 2nd half of Day 1 participants had the opportunity to immerse in experiential learning, they first visited Mahindra Towers where they learnt how Mahindra Group Conquered the WOLF by evolving from steel trading business seven decades ago, into a global brand that traverses nations and sectors.



**AFAA Participants at Mahindra Towers in Worli**



Then they visited the creative office of celebrity wedding photographer Mr. Joseph Radhik who shared how after graduating from Indian Institute of Management, Indore then working for a short while with Colgate Palmolive, he pursued, excelled and evolved as one of the leading photographer in the world of wedding photography. He is the man behind the pictures of Ambani weddings, Virat and Anushka's wedding, Nick Jonas and Priyanka Chopra's wedding and many other high profile weddings which take place in India.



**Mr. Joseph Radhik, Celebrity Wedding Photographer  
addressing AFAA Participants**

Day 1 ended with a dinner interaction with Dr. Madhav Sathe who is an anaesthesiologist by profession, in addition to working with Breach Candy Hospital and Bombay Hospital, Dr. Sathe is also a social entrepreneur who has changed the way a charitable organisation can function. Under his leadership, The Bombay Mother and Child Welfare Society have taken up a multitude of strategic philanthropic initiatives in urban and rural areas of Maharashtra. He shared how one can conquer the WOLF by incorporating a larger purpose in one's life.



**Participants having a Question Answer Session with  
Dr. Madhav Sathe in small Groups at Caffe Allora in Palladium Mall, Lower Parel**

The main purpose of all the interactions participants had on DAY 1 was to drive three key components through the WOLF (Worries, Obsessions, Limitations & Fear) Concept:

- **Adversity Awareness:** The ability to recognize and acknowledge adversity when it arises.
- **Adversity Response:** The capacity to respond effectively to challenges, using problem-solving skills, resilience and determination.
- **Adversity Recovery:** The capability to bounce back from setbacks and learn from difficult experiences.

After participants were through with all the activities of the Day 1 they boarded the train for Ahmedabad.

## Day 2

Day 2 in Ahmedabad began with the session on STRIVE for Excellence by Manish Advani in the beautiful premises of Kamla Café run by the SEWA (Self Employed Women's Association) Foundation. In this session, participants learnt how to Simplify both Personal and Professional Life by Storyfying Life, how to evolve from Time Manager to Time Investor, leverage on Reflection to Re-Invent Oneself, create a culture of inspiration to maximise intensity, leveraging on virtues for increasing one's value and lastly working with explorers mindset to embark on the path of explosive growth. After the session participants got an opportunity to interact with two eminent leaders Mr. Sushil Tripathi, Vice President HR, PSP Projects and Mr. Mayur Patel, CEO, Proflex Systems who shared their thoughts on how they STRIVE for Excellence in their respective industries.



**Mr. Mayur Patel at AFAA Event in Kamla Cafe**



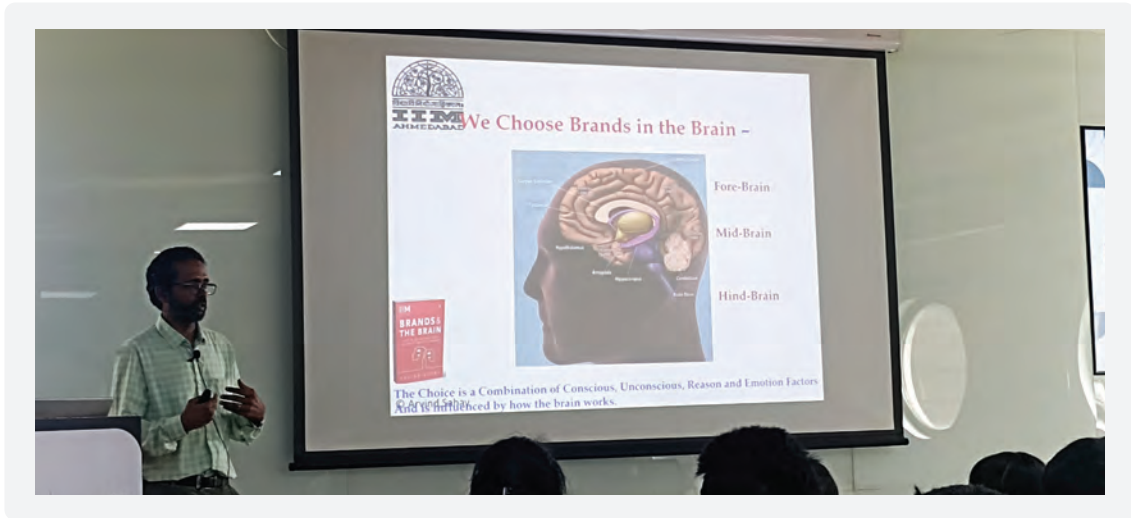


**Mr. Sushil Tripathi at AFAA Event in Kamla Cafe**

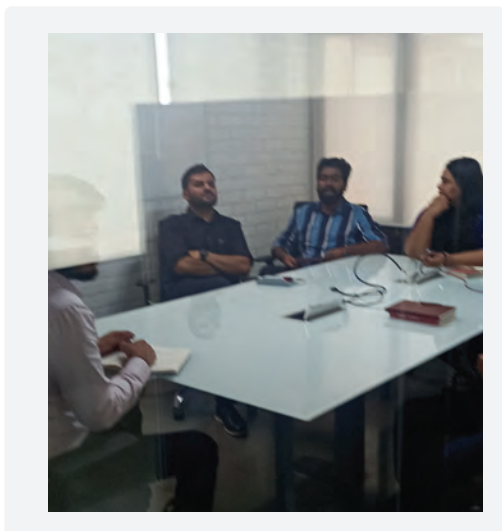
Similar to Day One, post-lunch on Day two, participants got the opportunity to visit multiple organization such as the Indian Space Research Organization where they had the opportunity to interact with Dr. Ravi Sankar who shared his experience of how ISRO strives for excellence while doing more in less cost, less time and with less resources. This was followed by a visit to Indian Institute of Management, Ahmedabad where participants got the opportunity to learn from the renowned professor Dr. Arvind Sahay, author of the book titled 'Brands and the Brain'. In his session he shared his thoughts on how brands can "STRIVE for Excellence" in the area of branding. This was followed by a visit to the Control Room of the Ahmedabad Municipal Corporation where participants learnt how technology is being used by the Ahmedabad Municipal Corporation to STRIVE for Excellence on multiple fronts from keeping the law and order in control to ensure optimum level of cleanliness and in many other areas.



**Dr. Ravi Sankar, Senior Leader at ISRO interacting with participants of AFAA**

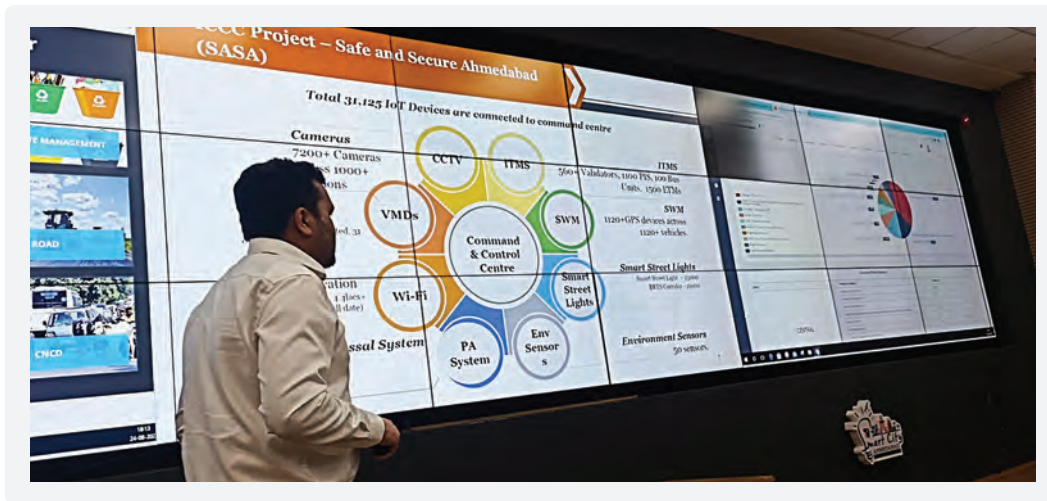


**Dr. Arvind Sahay interacting with participants of AFAA at IIM Ahmedabad**



At IIM Ahmedabad, we divided the participants into smaller groups to play a role of advisors to start-ups which were incubated in IIM Ahmedabad, participants while giving or sharing their expertise also got enriched with the start-up mind-set.





Shri. Ramya Bhatt, Deputy Municipal Commissioner, Ahmedabad Municipal Corporation arranged for a presentation on how technology is being used by the Ahmedabad Municipal Corporation on STRIVING for Excellence.

Towards the end of Day two, participants were divided into 5 groups to interact with global leaders such as Dr. Saju Skaria, Vice President, Capgemini, Mr. Amit Shahani Partner, BCG, Mr. Stefan Haves, Senior Director - Cirque Du Soleil, Mr. Bharat Melang, Senior Director, Visa and Ms. Sonia Ng, Head of Optimization, Airbnb who virtually joined from North America and European region to share their experience on how they STRIVE for Excellence.

To conclude, on Day 2 participants learnt to STRIVE for excellence which is a continuous journey rather than a destination. It's a commitment to personal and professional growth, a dedication to doing one's best, and an ongoing pursuit of improvement and innovation.

## Day 3

On Day 3, participants travelled from Ahmedabad to Surat. In Surat, the day began with a session by Manish Advani on how one can become the CHAMP in conversations by learning to communicate after listening vs. before listening, incorporating humility, ability to admit mistakes, being mindful in dealing with others to personalising relationships with diverse stakeholders. This was followed by an interaction with Mr. Kapil Rajpurohit, CEO, TexStory who was the host of the event, he shared his thoughts on how as a start-up they have learnt to think much bigger than their size, how they have leveraged on the elements of CHAMP in conversations to get registered as vendors with some of the renowned brands in the country that too as a start-up.



### **Mr. Kapil Rajpurohit CEO, TexStory interacting with participants of AFAA**

From Texstory, participants went to Siddharth Industries where they had the opportunity to interact with Mr. Karan Juneja, CEO, Siddharth Industries and Mr. Gaurav Bhasin, CEO, Home Max India who shared their experience on how being the CHAMP in conversations has helped them in building their respective brands. This was followed by a visit to SRK Group, well-known name in finest quality and exclusive natural diamonds, crafted by expert artisans and world's most advanced technologies where participants learnt how artisans extract maximum number of Carats from raw diamond stones through customized approach. Similarly, if participants become a CHAMP in the conversations they have with others they will be able to extract maximum number of carats, as the relationships they will build will be at the highest possible level.

Our Day 3 ended with a dinner interaction with Mr. Anurag Dalmia and Mr. Madhav Khaitan, two leading entrepreneurs from Surat who are active in the Entrepreneur Organization (EO) Surat Chapter. Mr. Dalmia was one of the best hosts we had during our journey. He hosted all the participants over dinner.



## Day 4

On Day 4 participants travelled by bus from Surat to Mumbai, during the journey Manish Advani had individual interactions with the participants. During those interactions he walked them through the SMILE program which involved sharing tips on creating an eco-system for exponential growth.

### Conclusion

The Four-day leadership programme culminated with presentations by participants on how they can create minimum 10,000 jobs in different cities in the state of Gujarat such as Surat, Ahmedabad, Bharuch, Navsari and Valsad. Participants came up with some amazing ideas which can help in driving inclusive growth in a meaningful way. One of the participants who excelled in his presentation was selected for advanced leadership programme in Malaysia.





## Pratik Singla

CEO/Creative Director, Goldmine Advertising



My experience in the New Age Leadership Programme was enlightening to say the least. The range of insights truly stood out, from banking innovation to creative entrepreneurship, and impactful change making perspectives as well. Witnessing diverse industries, including textiles and diamonds, shed light on contrasting realities. This journey underscored the significance of valuable lessons that are much needed in becoming a good leader such as ethics, perseverance and good communication. Beyond the sessions, late-night discussions and shared experiences emphasized the untapped potential of humanity's stories. In the end, it left me inspired by the collective power to shape a more positive and impactful future amidst the participants of this course. Thank you for the incredible opportunity.

## Shubhra Dutta

Programmatic Lead, Group M



As I reflect on my experience with the New Age Leadership Programme, I can't help but smile. It not only honed my leadership skills but also expanded my horizons by introducing me to a network of incredible leaders and peers, who hailed from different parts of India, from Media and Communications background. The camaraderie and shared passion for leadership development among our group was truly inspiring. I left the program with a renewed sense of purpose and a toolbox filled with practical insights that I can apply in my daily work.

The program's decision to break away from the traditional classroom model and immerse us in the real-world contexts of leadership was a stroke of genius. It transformed the way we learned, making it not only informative but also engaging and memorable. This innovative format also facilitated a deeper connection between participants and trainers. It created an environment where questions were encouraged, discussions were dynamic, and learning was a two-way street. We had the chance to observe these leaders in their natural habitat, gaining insights into their decision-making processes, strategies, and leadership styles.

Another key differentiator that made the New Age Leadership Programme truly exceptional was our active involvement in mentoring start-ups. This aspect of the program allowed us to move beyond being mere recipients of knowledge and positioned us as contributors and mentors in our own right. It was an enriching experience to not only learn but also to share our domain expertise with budding entrepreneurs. Mentoring start-ups gave us a chance to apply the leadership principles and skills we were learning in a practical and tangible way. This hands-on mentoring was a win-win situation; not only did we help others on their entrepreneurial journeys, but we also solidified our own understanding of leadership.

I am deeply grateful to the organizers and facilitators of this program for setting a new standard in leadership training. Special shout out to Manish and Taruna for their unwavering support through the training period. The New Age Leadership Programme has undoubtedly left an indelible mark on my leadership journey, and I wholeheartedly recommend it to anyone seeking to enhance their leadership skills in a dynamic and immersive environment.

## Rhea Jain

Associate Brand Strategy Director, L&K Saatchi & Saatchi



Before the program started, I was a little uneasy with the word 'Leader', I didn't consider myself as one and didn't really know how to be one. This program surely moved the needle on that. Our sessions during the four day program were both inspiring and enriching. We were exposed to senior leaders and founders of various organizations, giving us deep insight into the secret behind their success. I also learnt that there is no set definition of 'leadership', carving our own way and finding our own purpose is key. Every conversation was a learning experience.

The exposure is immense. Much gratitude to Manish Sir and Taruna!

## Hardik Bulsara

Associate Director, E-Commerce, GroupM



I want to express my gratitude to AFAA for orchestrating such a remarkable program. It featured an intensive curriculum covering leadership topics like strategic thinking, communication, teamwork, problem-solving, and decision-making. It provided hands-on learning experiences with corporate visits, industry workshops, and networking, connecting us with other professionals from advertising, marketing, and media.

Participating in this program was an enriching experience that provided valuable insights into numerous companies and enabled me to interact with influential leaders. Each session had its own valuable takeaway, and I would like to extend special recognition to Manish Advani for his tireless efforts in ensuring the success of this event.

## Milan Modi

Business Director, Madison World



The 4-day multi city program, a mix of case study + practical exposure to so many business owners, has broadened the horizon of learning. We have learnt so much from this experiential program, right from team bonding, focus on love, try to solve a problem, there is no right time than now, and finally how to deal with Positive and Negative Wolf. Heartfelt thank you to Taruna and Manish for organizing this event, would love to be part of more such events.

## **Harsh Vardhan Asthana**

**Sr. Manager - Marketing, Vazir Group**



As a participant in the first-ever exclusive 4-day workshop hosted by the Asian Federation of Advertising Association (AFAA) in 2023, I found myself amongst a diverse group of 25 dynamic marketing professionals. The experience was nothing short of enlightening. We shared insights, debated evolving industry trends, and learned from each other's experiences. My expectations were not only met but exceeded as we delved into the latest strategies, technologies, and global perspectives in advertising and marketing. The workshop fostered collaboration, broadened my horizons, and left me with a renewed sense of enthusiasm and a deeper understanding of the ever-evolving world of marketing.

## **Nitesh S. Jain**

**Associate Business Director, Starcom India**



I came into the program with the expectation of gaining skills to manage clients, team members and excel at organization. This program was designed to impart leadership knowledge in ways and means beyond that. True to its name, it was truly New Age. We were not confined to sessions in a room; we visited leaders on their respective turfs. We met leaders across various streams and sectors, which broadened our perspective on leadership. A common theme observed across the leaders was humility and always looking at the bigger picture. I am more humble now than I was before and have become more inquisitive to understand the bigger picture.

## **Madhura Karkera**

**Consultant - Business & Marketing Solutions Group, Hansa Cequity**



AFAA's New Age Leadership Program gave the exposure of how new age leaders can mould their leadership styles with strategies, operations, financial concepts, techno-functional and advertising concepts together in one shell. Through WOLF, SMILE and STRIVE for excellence modules, by meet-ups with industry leaders right from IIM-Ahmedabad to Mahindra, Microsoft to ISRO, Proflex to Tex Story and many more worthy, I was able to chalk out important skills to keep in mind on a regular basis. Couldn't have asked for a better insightful yet fun learning session. A big thank you to AFAA for providing me this opportunity.



## **Kartik Bhatt**

**Manager, Marketing & Communications, South Asia, Marriott International**



Over four intense days, we immersed ourselves in a learning experience led by industry leaders. Despite sleepless nights and exhausting training, the program was expertly designed to transition from challenging to exquisite, emotional to inspiring and ultimately, rejuvenating. Looking back, it's an experience not to be missed.

We formed teams, worked tirelessly until 4 AM on presentations, only to rise at 5 or 6 AM for the next day's plans. The calibre of leaders we encountered, the diverse locations we visited, and the engaging activities we participated in were so dynamic that each step of the journey left us feeling inspired.

Manish and Taruna's dedication motivated each independent individual to give their best in return.

## **Raghav L Narasimhan**

**Associate Solution Advisor, Deloitte**



The 4-day event was rife with exhilarating and exhaustive moments. Each and every single minute was filled with learning.

I personally really loved getting a close up view of start-ups work and how businesses scale up.

The trip to Ahmedabad and SEWA's story was especially inspiring, with how when you put your mind to it anything can be achieved.

The structure of SEWA and the way they created these small restaurants was inspiring and innovative.

It was also a magical experience seeing ISRO right after the Chandrayaan 3 launch.

Overall, it was a great experience and I'm glad I've made many fond memories of it.

## **Ruchira R Mokal**

**Associate Account Director, Hansa Research Group Pvt. Ltd.,**



This four-day cross cities New age leadership program was more than what I had expected. It was once in a life time experience, meeting 24 young leaders who are doing great in their respective fields, interacting with them, being one of them was a privilege.

I believe the program was built upon four key pillars: Educate, Experience, Explore, and Experiment. It went beyond the confines of traditional classroom learning, encouraging participants to delve into the real world, gaining hands-on experience, exploring learning opportunities, and experimenting to contribute positively to our world. Thanks to the organizers for providing more than what I could have expected.

## Ayush Gupta

Sales Head, 94.3 My FM



Thank you to Manish Advani for such a wonderful gesture. You said during our programme that the most powerful thing in the world is writing and the way each one of us is described is indeed beautiful and blissful. God bless you always sir.

Always believed that customisation & personalization works wonders, hence proved once all over again.

## Janbal Muttiah

Corporate Communications, Aurion Pro



Dear Manish Advani,

My joy ran like a little boy running barefoot on summer grass as I read your kind words.

I'm enormously grateful for the thoughtful training that wasn't just a bunch of 'sessions', but a 'seismic' shift in perspective! It was refreshingly meaningful among the so many new-fangled programmes out there in our big beautiful world that are frying people's brains (can't even eat that bheja fry!).

A roaringly BIG shout out to Tarun, Latha, AFAA Ma'am, and all at AFAA (Pray you haven't turned deaf!).

Now to my dear beloved (24 X♥ Please take one ♥ for each. Don't fight! Be good children. If your dil maange more, slide into my DM).

Well, our minds high-fived, our dreams did the cha-cha, and our thoughts had a tea party—what an ensemble! I'm truly thankful for you, fox, sorry, 'folks'!

Let me say this - if life was a cookie, memories of time spent with you are chocolate chips (I won't eat you, cross my heart).

## Niyati Shah

Associate Business Director, Lodestar UM, IPG Mediabrands



The four-day Experiential, Inspirational, WOLF to SMILE program provided me with leadership training that encouraged me to develop crucial abilities such as communication, problem-solving, and team building. This was encouraged through listening to some of the most successful leaders in India and learning from their thinking, actions, and speech. There was an increase in my self-confidence and a better understanding of my own strengths and weaknesses.

Such programs enable us to approach challenges such as worry, obsession, limitations, and fear from a different perspective and ultimately conquer them with a positive and growth-oriented mindset. Embracing challenges with a positive mindset is the key to overcoming them.

## Nicola Joseph

Digital Solutions, Hansa Cequity



The program itinerary was super exhaustive and covered so many different industries and leaders. The topics around leadership were so relevant in today's world where we need to find a middle ground between personal ambitions, responsibilities towards colleagues and the organization and personal development. We often get carried away by competition and targets that we lose sight of why it is that we began.

The city of Ahmedabad and Surat were really great choices because we had such a different perspective about them and the people. It simply goes to show that with a clear vision, integrity and confident leadership - anything is possible.

Thank you for this experience!

I got to meet such wonderful mentors in Manish Advani and Taruna Vasa and their individual journeys were so inspiring. It takes a lot of courage to start again and I am so humbled that they did.

As for the program, it was extremely thoughtfully planned and organized. With mentorship from global leaders to interactions with leaders who are just started out - the learnings will remain with me for life.



## Siddharth Varma

CEO, GPLUS



Reflecting on an incredible journey at the Asian Federation of Advertising Association (AFAA) Leadership Program!

It's been almost two weeks since I returned from an unforgettable multi-city adventure across Mumbai, Ahmedabad, Surat, and back to Mumbai. My time at AFAA was nothing short of transformative, filled with enriching experiences, inspiring people, and valuable insights that I can't wait to share with you all!

Throughout this journey, I had the privilege of meeting 24 exceptional young leaders, each of them spearheading large business units across the country. These individuals left an indelible mark on me with their passion, dedication, and unwavering commitment to excellence.

I would like to express my deepest gratitude to our remarkable guides and mentors, Manish Advani and Taruna Vasa, who played an instrumental role in ensuring our journey was not just smooth but also incredibly enriching. They kept us on the right path, pushing us to learn at every corner.

During this adventure, I had the chance to learn with industry giants such as Binoay B from the Aditya Birla Group, Vijayant Rai of Microsoft, and Joseph Radhik of Stories. I got a first-hand look into the inner workings of Mahindra and Mahindra's rise to excellence, gained insights from Mayur Patel of Proflex, and discovered the incredible impact of Kamla Cafe in generating over a million jobs.

I was truly humbled to visit ISRO, engage with Dr. Arvind Sahay at IIM Ahmedabad, and exchange ideas with the brilliant minds at Ahmedabad Municipal Corporation. My conversations with emerging leaders like Kapil Rajpurohit at TexStory and my deep dive into the diamond industry, beautifully curated at the Shree Ramkrishna Exports Pvt. Ltd. group, were eye-opening experiences.

Here are some key takeaways:

**Change, Challenge, and Innovate:** In a rapidly evolving world, embracing change, embracing challenges, and fostering innovation and collaboration are vital for personal and professional growth.

**Bhagwad Gita as a Key Teacher:** The timeless wisdom of the Bhagwad Gita resonated with all of us, guiding our actions and decisions throughout the program.

**Problem is Progress:** Every problem we encountered became an opportunity for progress and learning. Embracing challenges with a positive mindset is the key to overcoming them.

I'm excited to continue this journey of growth and learning, and I can't wait to see how these experiences will shape my future endeavours. Thank you to everyone who made this adventure possible #AFAALeadershipProgram #TransformativeJourney #LearningAndGrowth.

And, of course, none of this would have been as fun and memorable without the fantastic people I met along the way, who have now become friends for life.

## Rohit Nair

Brand Director, L&K Saatchi and Saatchi



Thank you L&K Saatchi & Saatchi and Shiv Chitkara, Vice President at L&K Saatchi & Saatchi, for this incredible opportunity.

Special thanks to Manish Advani, for your invaluable guidance and support throughout the #AFAA New Age Leadership Programme.

*Testimonial from L&K Saatchi and Saatchi*

We are delighted to share that L&K Saatchi and Saatchi's Associate Brand Strategy Director Rhea Jain and Brand Director Rohit Nair were among the 25 promising young leaders under the age of 35 who recently attended the #AFAA New Age Leadership Programme organised by the Advertising Council of India. From a visit to ISRO's Space Application Centre in Surat to hobnobbing with decision makers from leading technology giants, the programme provided

participants a ringside view of the latest advertising and communications trends across different sectors. The programme also allowed the participants an opportunity to interact with their counterparts from different organisations and share their learnings and experiences with each other.

## Sahil Panchal

VP, MD's Office, Zee Group



I'm extremely grateful to you to organise this. Very grateful to all the places we visited, the response, time, attention they gave us It's very rare nowadays:). In Leadership, Age is just a number ) We got an opportunity to be a part of an immersive multi-city leadership programme organised by The Advertising Council of India. We were a bunch of 25 young leaders below 35 years from different parts of India representing our brands/agencies. We did a multi city tour in a span of 4 days. Mumbai - Ahmedabad - Surat - Mumbai. We got a chance to meet and learn from top level leaders of brands like Vijayant Rai-Microsoft, Suresh Babu-Sanofi, Joseph Radhik - Stories, Shubha Shetty - Mahindra Group, Sushil Tripathi - PSP Projects, Mayur Patel - Proflex, Ramya Bhatt - Ahmedabad Municipal Corporation, ISRO - Indian Space Research Organization, Arvind Sahay - IIM Ahmedabad,

Kapil Rajpurohit - Tex Story, Anil Bayati- Amul, Rajesh Karia - GHK Hospitality, Dhruval Dholakia Govind Dholakia, Shree RamKrishna Exports, Karan Juneja - Banno Swagger, Anurag Dalmia - Dalmia Chemicals Ltd.

## Abhishek Gupta

Cinematographer, Renowned Movie Houses



My name is Abhishek Gupta, I am truly impressed with the AFAA New age Leadership Program. It was an awesome experience attending immersive experiential Leadership Programme. I learned a lot from all the speakers. What I acquired from the training was more than what I expected. I enjoyed everything about the training. Kudos to the organizers. The speakers for all the training sessions spoke eloquently, and how pragmatic they made each session was awesome. I had a great time diving deeper into all that was taught in all the sessions.

I certainly hope to see more great initiatives from you in the future.

## Bhavik Dhruv

Data Driven Digital Performance Lead, Group M



I am delighted to share my incredible experience as part of the New leadership program. This journey has been nothing short of transformative, and I feel immensely grateful for the opportunity to be a part of it.

Over the course of this program, I had the privilege of visiting multiple cities and immersing myself in diverse cultures and perspectives. These experiences have expanded my horizons and enriched my understanding of the world in ways I could have never imagined. The exposure to different environments and the chance to interact with people from various backgrounds.

I'm very grateful to Mr. Manish and Taruna who played a pivotal role in shaping my leadership skills and guiding me towards personal growth.

I can confidently say that their mentorship has had a profound impact on my life, both personally and professionally.

I also want to extend my sincere gratitude to the AFAA team for their impeccable organization and coordination throughout the program.

Lastly, I would like to express my appreciation for the incredible group of young leaders who were part of this program with me. The camaraderie and collaborative spirit we shared were inspiring, and I have formed friendships that I believe will last a lifetime.

In conclusion, this leadership program has been an invaluable chapter in my life, and I am leaving it with a wealth of knowledge, unforgettable memories, and a newfound sense of purpose. I want to extend my special thanks once again to Mr. Manish, Taruna and the entire AFAA team for making this experience possible. It has truly been a life-changing journey, and I am excited to apply all that I have learned to make a positive impact on the world.