



A 4-day experiential and inspirational immersive event

June 19 - 22, 2025

Organised by

Advertising Council of India (ACI)

(A Division of STACA Trust)

a distinguished member of AFAA

ABSOLUTELY FREE
for promising Young Leaders

afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

Insightful visits to institutions / Organisations in Mumbai Pune Nashik

Salient Features of the Programme:

- Negotiation Skills
- Complex Problem Solving
- Customer Centricity
- Stakeholder Management
- Visionary Outlook
- Entrepreneurial Mindset
- Art of Continuous Learning
- Embracing Change
- Working with Missionary Spirit
- Leading with Purpose
- Taking Ownership
- Reflect to Re-Invent
- Time Manager to Time Investor
- Gratitude to Altitude
- Inspiration to Perspiration
- Receiving & Giving Feedback
- Reverse Mentoring
- Multiplying Outcomes
- Taking Calculated Risks
- Creating Personal Brand

4 days of multi-city WOLF to SMILE Programme for young leaders

Join us for a transformative 4-days New Age Leadership Programme (NALP 3.0) in which participants evolve through Experiential Learning by visiting diverse places in Mumbai, Pune and Nashik designed exclusively for young leaders ready to thrive in today's dynamic world. This immersive journey will empower participants to embrace change with confidence, while evolving in the way one thinks, acts, and communicates. Through interactive Sessions, real-life simulations, and guided reflection, young leaders will uncover the power of conscious communication—aligning thoughts, actions, and words to lead with clarity and impact. Don't miss this opportunity to build the mindset and skills essential for leadership in our fast-changing times.



Manish Advani, Programme Facilitator

Manish Advani, Founder & CEO MIMO Potentio is an eight Times TEDx Speaker, recipient of International Green Apple Award at the House of Commons in the British Parliament, recipient of Microsoft Presidents Award for improving Customer and Partner Experience, has over 2 decades of experience of working in leadership position / consulting / conducting sessions with large corporates such as Mahindra Group, Microsoft Canada, Jaguar & Land Rover, Schindler, New Jersey Department of Transportation, ISRO, Barclays, BNY Mellon, Apar Industries in diverse roles such as Change Management, Leadership Development, Marketing, Public Relations, Risk Management in diverse geographies such as India, United States of America, Canada, United Arab Emirates, Kingdom of Bahrain and Singapore.

Manish graduated with Management Degree with Suma Cum Laude from New Jersey Institute of Technology, USA, has done one year management Programme from Harvard & IIM Ahmedabad and Brand Building Programme from Stanford.

Programme Schedule

Day 1 Mumbai and Pune (19/06/2025)

Theme: Conquering the WOLF (Worries, Obsessions, Limitations & Fear)

08:30 am - 09:30 am

Breakfast

09:30 am - 10:00 am

Inaugural with Mr. Srinivasan Swamy, Chairman, AFAA and
Mr. Ramesh Narayan, Director - Strategy AFAA

10:00 am - 10:45 am

Key Note Address by Mr. Hrishikesh Mafatlal, Chairman Arvind Mafatlal Group*

10:45 am - 11:00 am

Tea Break

11:00 am - 12:30 pm

Introduction Session to the Programme and Conquering the WOLF

12:30 pm - 01:15 pm

Lunch - Interaction with IIT Entrepreneurs either BKC or SINE

03:30 pm - 04:30 pm

Interaction with Diverse Tech Leaders

01:15 pm - 06:00 pm

Travel to Pune via Atal Setu

06:00 pm - 06:45 pm

Session at Kern Liebers Germany Automotive Company

07:00 pm - 08:00 pm

Check in at the PYC Gymkhana and Dinner

08:00 pm - 09:00 pm

Interactive Session with Mr. R K Behera, Chairman, RSB Group at Kothrud

09:00 pm - 10:00 pm

Special Session on Hasya Yoga and Tratak at Kothrud

Day 2 Pune and Nashik (20/06/2025)

Theme: STRIVE for Excellence on Multiple Fronts

07:00 am - 09:00 am

Breakfast at PYC Gymkhana

09:00 am - 10:00 am

Session by Mr. Gaurav Nijhon at Atenx Performance Studio

10:30 am - 12:00 pm

Session at Tata Management Training Centre along with STRIVE for Excellence Learning walk

01:00 pm - 2:00 pm

Lunch at Rajguru Nagar

02:00 pm - 05:00 pm

Multiple interactions in Rural Villages of India

05:00 pm onwards

Leave for Nashik / Dinner at Nashik

Interaction with Diverse Global Leaders in North American Region

Day 3 Nashik (21/06/2025)

Theme: CHAMP in Communciations

07.00 am - 08.00 am

Breakfast

08:00 am - 11:00 am

Experiential visit to Sahyadri Farms

11:00 am - 12:45 pm

Experiential visit to Moët Hennessey

12:45 pm - 03:00 pm

Lunch at Peruchiwadi famous place for Missal in Nashik along with

Session on CHAMP in Communications

03:30 pm - 04:00 pm

Visit to Bliss Pharma

04:45 pm - 05:30 pm

Session on CHAMP in Communications and SMILE all the While

06:00 pm - 06:30 pm

Session with Mr. Janak Sarda, Vice President, India Chapter of International Advertising Association

09:30 pm

Dinner at Nashik

Day 4 Pune and Mumbai (22/06/2025)

Theme: SMILE at Every Step in Professional Life

07.30 am - 08.30 am

Breakfast

08:30 am - 12:30 pm

Leave for Mumbai

12:30 pm - 02:30 pm

Presentations by Participants, Closing - Working Lunch

Participants will also be interacting with many leaders like

Dattatray Nagale
Managing Director
Kern Liebers India Pvt. Ltd.

Gaurav Nijhon
Coach
Olympics, Wimbledon

Hrishikesh Mafatlal*
Chairman
Arvind Mafatlal Group

Vilas Shinde
Chairman
Sahyadri Farms

Sanjay Nayak*
Head - Enterprise Learning
TATA Management
Training Centre

Amrut Vare
Brand Ambassador
Moët Hennessy

Sagar Mundala
Managing Director
Bliss Pharma

Tushar Jagdale
Hasya Yoga Expert

Neeraj Rathi*
Chief Information
Security Officer
Angel One

Who is the programme for?

This experiential Programme is designed to make promising young professionals under 35 years of age into future leaders. Young marketers, brand managers, advertising executives, space and time marketers, market research executives, digital and analytics executives etc, are likely to benefit from the Programme.

Free Registration

Interested young professionals should send their brief profile to Secretary General, Advertising Council of India (ACI), a division of STACA Trust at afaaindia@gmail.com on or before 31st May 2025.

Candidates will be shortlisted based on their evident leadership potential for an on-line interview. 25 participants will be selected based on their profile and the views of the interviewing panel.

This will be an all expenses paid programme sponsored by the Advertising Council of India (Ex-Mumbai).

About AFAA & ACI

AFAA is an international association for the development and support of the advertising industry of Asia. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programmes to elevate the standards and viability of advertising at the Asian level.

The Advertising Council of India (ACI) is a distinguished member of AFAA from India and is an operational arm of STACA Trust. ACI has as its constituents the Indian Society of Advertisers, Indian Broadcasting and Digital Foundation, Advertising Agencies Association of India, India Chapter of International Advertising Association and The Advertising Club. It promotes the development of skilled manpower resource for the advertising industry and it believes in shaping future leaders for a stronger tomorrow.

For details contact

Secretary General

Advertising Council of India (ACI),
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Please feel free to Contact our Programme Facilitator
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Free registration deadline 13th June 2025