

# SAMANVAYA

ISSUE : VII ■ DECEMBER 2013



## Women Conclave on the theme Women as Game Changers

Women Conclave was organized with the objective to inspire women from various walks of life to reach beyond conventional boundaries and explore their potential. The conclave was graced by eminent speakers – **Ms. Kiran Mazumdar - Shaw** (MD - Biocon Ltd.), **Ms. Elizabeth Nanda** (Chief of HR & Training, Fabindia Overseas Ltd) & **Ms. Ansoo Gupta** (COO, Pinstorm India Ltd, India's largest advertising and marketing company)



**Mr. Sandeep Purohit, President, BMA**

The 1st session was addressed by **Ms. Kiran Mazumdar - Shaw** an Indian entrepreneur, Chairman & MD of Biocon Limited, a biotechnology company based in Bengaluru, a very dynamic Woman Entrepreneur and on the Forbes list of Worlds' 100 powerful women.



**Ms. Kiran Mazumdar - Shaw, Chairman & MD, Biocon Ltd**

She started her session by addressing various issues which are being faced by the Women

Entrepreneurs. She shared her own challenges before starting up her company including problems with suppliers and professionals who were not ready to work for her and many such problems. She started a business with a seed capital of only Rs.10,000/- from a garage in Bangalore which due to her sheer hard work became Asia's Largest Biotech Company. She was

determined to bridge gender divide as well as feels that women should work shoulder to shoulder with the men. Due to her effortless dedications and aspiration, Biocon is today one of the Leading exporter of enzymes, vaccines and novel molecular technology. She explained how Enzyme business built a large capability for her company through the power of Research & Innovation. According to her, sustainability of business is always through the Path of innovative thinking. Continuous innovations lead her to switch from Enzymes to biotech products. According to her, success comes only through Lifelong dedications. She focused on delivering affordable innovations and her ultimate motto that every citizen should have their access to life saving drugs. Due to her constant endeavour, Biocon is today world's 4th Largest Insulin producer. Striking a chord on Women empowerment, she stated that Ideas & Innovations does not have gender barriers. Biocon has 25% of Employees as Women including 1500 women scientists. Commenting on the Indian Entrepreneurship scenario, she feels that India has to change the business start up scenario as the Entrepreneurs are always entangled in too many provisions led down by the government which turns into hurdles for their business start ups. According to her the startup ratio should be less than a week compared to 3-6 months. She thanked the Internet revolution due to which the ideas are now spreading to bankers and suppliers. She also emphasized on how **"Crowd funding"** lead to large number of startups leading to New opportunities for women. She revealed the current **'Wings of Change'** as 40 % of workspace now comprises of women, 10 % are in senior management, 6 out of 10 banks in India are

headed by women. She discussed on (WEOW) Women entrepreneurs on the web concept through which Women are now empowered through Financial Security. She concluded by stating that Women empowerment is the key to unleash social change.

The 2nd speaker of the Women conclave was **Elizabeth Nanda**, Chief of H.R & Training, Fabindia Overseas Ltd. She began her session by stating that today's women should focus majorly on 2 aspects:

- 1) **Strengthen the Culture**
- 2) **Stay focused.**

**Ms. Nanda** started her session by stating that for both the Entrepreneurs and H.R., the main aim should be to Shape the talent and nurture the organization. According to her, alignment with the Organizational Goal should be the main aspect of any Entrepreneur or an H.R. head. She briefed on how transformation is more important in today's era. Women should take responsibility themselves; code of conduct should be formed and should be implemented than mere blaming each other. She shared a harsh truth in the life of a woman as there always occurs a dilemma in the life of a woman when it comes to preserving her dreams to a reality and other social decisions e.g. Wedding, child etc. She feels that Women entrepreneurs and H.Rs should always act as counselors to their subordinates and employees. She believes that empowerment always comes with responsibility. In the end she made a statement that summed up the full talk **"Power is within but the barriers are also within you"**



**Ms. Elizabeth Nanda, Chief of HR & Training at Fabindia Overseas Ltd**

The 3rd speaker of the conclave was **Ms. Ansoo Gupta**, CEO of Pinstorm Ltd., India's largest advertisement and marketing company. She has travelled around 45 countries in such a short span of time. She strictly believes that Gender diversity starts from home itself and it needs to be stopped. She emphasized on the usage of Network Marketing on Social Media which can be used as an important tool for leveraging business for women as it does not need any physical factor. She suggested that law should be amended for the women according to the requirement of the workplace like the Factories Act or any other Labour Law Act.



**Ms. Ansoo Gupta , COO of Pinstorm Ltd, India's Largest Digital & Advertising Company**



**Glimpse of the Women conclave**

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**RESOURCE TEAM**

**Ms. Aditi Tiwari** Chairperson | **Ms. Shilpa Parikh** Co-chairperson

**Committee Corner**  
**Young Managers Development Committee (YMDC)**

Hello Friends,

Here's wishing you all A VERY HAPPY & PROGRESSIVE 2014!

One of the Flagship programs of BMA - "Igniting Minds - Young India" (IMYI) since the



last four years is scaling new heights year after year. Targeted at the Youth, IMYI ignites and inspires them to shape themselves and shape India for a better tomorrow.

The year 2014 is important as India goes to vote to elect the 16th Lok Sabha. This election is significant and will have a long term impact in terms of the way Indians decide and the outside world will see India.

The IMYI 2014 theme "India votes 2014 - Youth in Leadership Role" is designed to capture the voice of Young India on this occasion of 'Festival of Democracy'. In this program youth will express, debate, discuss ways to make India stronger by not just committing to cast their vote but also putting forward the YOUTH AGENDA for the Lok Sabha Elections 2014. How can anyone afford to ignore this when over 65% of India's population is below 35 years and first time voters in the age group of 18-23 years comprise of almost 14% of the total electorate?

Fast-furious - dynamic - tech savvy youth of today is now eager to shape, participate and decide who should qualify to come to power when India is strongly emerging in all global platforms.

IMYI 2014 will have star speakers, debates in the form of mock parliament and a senior electoral officer sharing her experience on "what it takes to organize the massive – nation wide – election

process". It will also provide an opportunity to randomly selected participants to address the audience and many more exciting features!

IMYI 2014 is scheduled on 1st February, 2014, Saturday at C C Mehta Auditorium, MSU, Vadodara.

Registration, sponsorship, event tie-ups are on, just check-in at the BMA office, before it is too late!

YMDC members, Secretariat and the entire BMA Team are gearing up to make IMYI 2014 a Grand Success!

On behalf of the YMDC team, I appeal to all BMA'ites to participate, attend and also recommend IMYI 2014 to youth!

**Vikas Chawda** - Chairperson  
(Young Managers Development Committee)

**Social Action Development Committee (SADC)**

The Social Action Development Committee (SADC) is one of the sub committees of BMA which works for the betterment of society by taking up social and environmental causes and organizing training for people from various walks of life.

SADC is planning a unique programme for **Vadodara Mahanagar Seva Sadan (VMSS) Ward Officers**. They are an integral part of all major development work in the society. They will be imparted training workshop on "Managerial Effectiveness" in February 2014. The programme would help them in performing their tasks with enhanced efficiency.

We are thankful to our **Municipal Commissioner, Shri Manish Bhardwaj, IAS** and **HDFC Bank** for supporting this event.

**Jayant Shah** - Chairperson  
(Social Action Development Committee)

**Social Impact Project of BLING (BMA's Leadership Initiative for Nurturing Growth) Community Science Centre & Vadodara Marathon**

*'Vaho Vishwamitri Abhiyaan'*

Under Social Impact Project of BMA's BLING Committee, the school management clubs had actively participated in the 'Vaho Vishwamitri Abhiyaan' in the Vadodara half Marathon 'Run for Unity' held on 15th December '13

Last year's theme of the Social Impact Project was 'Drive for Healthy Democracy' where the students of the management clubs had actively participated towards importance of voting in elections. This year the theme of the social impact project was 'Vaho Vishwamitri' where the aim was to create a drive for a Clean Vishwamitri River, which was once a clean river flowing through Vadodara district is now being polluted by sewage and garbage. Banners and placards for this drive were provided by the **Community Science Centre** which has been proactively



Alacrity Navrachna School students in the Vaho Vishwamitri Abhiyaan

working for Clean Vishwamitri. Schools of the BLING Committee that had participated in this drive were:

- Navrachna Vidyan Vidhyalaya
- St.Kabir School
- New Era Senior Secondary School, Nizampura
- Baroda High School, Alkapuri

Banners for this drive were displayed by students at various check points of the Marathon.

**Cracking an Interview by Mr. Bhaskar Joshi (GM-HR, Somaiya Group of Industries Ltd, Mumbai)**

A session on "Cracking an Interview" was organized by BMA to facilitate the young talent pool to learn about the intricacies of an interview. The session was addressed by **Mr. Bhaskar Joshi, GM – HR, Somaiya Group of Industries**. Mr. Joshi emphasized on various points related to the current job market, mentioning the current job scenario and job market conditions. He pointed out that there are 20 people for a single job in the market; hence competition is really tough. He stressed on the main tools to crack an interview are **Self Analysis, Improving Communication** and **Knowledge**. The three critical things that



Participants of Cracking an Interview Session

companies look for are: **Self Starter, Analytical Skills and Positive Attitude.** He elaborated on various points for resume writing and stressed on proper grooming, knowledge updation, proper voice modulation as well as presence of mind are observed the most during interview.

He highlighted various questions which are asked during interviews and explained how to tackle them

Mr. Joshi concluded by stating that the candidates should keep their future goals as well as growth in mind at the time of interview. Finally, he gave few key points which are to be kept in mind after the interview gets over as well as to learn from failure and analyse what went wrong and review the interview session after its completion.

## Book Launch of **EkMek ni Atariyethi**

BMA has come up with a new initiative “Meet the Authors” under this concept a Book Launch of **Jawahar Parikh’s “Ek Mek ni Atariyethi”** was organized. BMA really turned out to be an ideal platform for the book launch. Mr. Jawahar Parikh thanked BMA for this initiative for the book launch and elaborated on his book as how he decided to publish and circulate a News Letter registered and title it ‘**EkMek**’. There were various difficulties that he faced in circulating the news letter, still the news letter circulation reached out every corner of the society including schools to jails and turned out to be highly beneficial to the society. He also shared an incident as how a factory owner’s only son had decided to drop his studies and how he was motivated to study further after reading “**EkMek**” and changed his entire life. The reviews and responses by the readers motivated Mr. Parikh to increase the number of copies that were distributed all over. Various renowned Gujarati authors, readers and even religious figures inspired him to continue the new letter by providing their articles for the news letter. Donations from various readers and institutions helped him not to discontinue the news letter.

The book “**EkMek ni Atariyethi**” is the compilation of the best selected articles from 500 Articles consisting of 6 volumes of ‘**EkMek**’ rolled into a single book. It took around a period of 3

months to compile this book consisting of 144 pages.

In the end, he reviewed a short story from the book for the audience and launch the book along with the Office Bearers of BMA.

## Poem Review **Still I Rise**

You may write me down in history  
With your bitter, twisted lies,  
You may trod me in the very dirt  
But still, like dust, I'll rise.

Does my sassiness upset you?  
Why are you beset with gloom?  
'Cause I walk like I've got oil wells  
Pumping in my living room.

Just like moons and like suns,  
With the certainty of tides,  
Just like hopes springing high,  
Still I'll rise.

Did you want to see me broken?  
Bowed head and lowered eyes?  
Shoulders falling down like teardrops,  
Weakened by my soulful cries?

Does my haughtiness offend you?  
Don't you take it awful hard  
'Cause I laugh like I've got gold mines  
Diggin' in my own backyard.

You may shoot me with your words,  
You may cut me with your eyes,  
You may kill me with your hatefulness,  
But still, like air, I'll rise.

Out of the huts of history's shame .. I rise  
Up from a past that's rooted in pain .. I rise  
I'm a black ocean, leaping and wide,  
Welling and swelling I bear in the tide.

Leaving behind nights of terror and fear .. I rise  
Into a daybreak that's wondrously clear .. I rise  
Bringing the gifts that my ancestors gave,  
I am the dream and the hope of the slave

.. I rise

.. I rise

.. I rise.

- Maya Angelou



Book Launch - 'EkMek ni Atariyethi'

The poem was written by Maya Angelou, based on her own experiences of racism, sexism, criticism and oppression that she faced for being a black woman writer during the time of racial prejudice.

'Still I Rise' is a beautiful and awe-inspiring poem. The poem talks about rising above all oppressions and depressing circumstances. Maya Angelou uses hard hitting and powerful lyrics that touch the reader and at the same time give a sense of upliftment. The poem though portraying a serious issue raises the spirits of the reader and makes you smile because of Angelou's brazen style.

By using the imagery of oil wells and gold mines, she evokes the image of material wealth. Angelou depicts that even material prosperity doesn't hold weight against a person who has courage, conviction and passion.

"You may shoot me with your words.....but still, like air, I'll rise" beautifully depicts how strength of character and belief in oneself will help us rise above all negativities, criticisms and abuses hurled at us. Rhetorical questions like, 'Does my haughtiness offend you?', 'Does my sassiness upset you?' throw a challenge at all those who have tried to oppress or put down the poetess. It also gives the reader a sense of courage to stand up against all odds and rise above them. Using images like 'air', 'ocean', 'tides', 'suns' and 'moons' which are all indestructible and never ending, the poet creates the image of an indomitable spirit. Just like air, the ocean and other elements of nature can't be trapped; similarly we also need to break free from the trappings of self-doubt, guilt or fear.

The poem also indicates rising above the prejudices of race, gender, sex or religion and pursue whatever one truly wants to achieve. The last lines, "I rise, I rise, I rise" drive a point that no matter what the stumbling blocks, cruel words or expressions of contempt, the protagonist will be triumphant and so should we.

This poem serves as a great motivational lesson for young professionals and young entrepreneurs. Any new job or venture that you take up might seem like a far-fetched idea to many. Also, there will be people out there to discourage you but it is important to persevere. It is possible that you may face difficulties in the beginning but rising above them is the challenge. Even while managing one's employees, it is important to motivate them than just blindly instruct them. One's perseverance, motivation and courage are the keys to success on both personal and professional fronts.

- Poem review by Ms. Aastha Sethi

## Appeal Note

### RENEW YOUR SUBSCRIPTION

For members who have not renewed their BMA membership for the year 2013-14, kindly renew your membership at the earliest and avail all the benefits further.

## Framing Minds

### A path to the top... An Interview with Mr. Nilesh Parikh,

Managing Director,  
Jecon Engineering Ltd.



**Samanvaya (S):** Sir, tell us something about your background, education, past work experience and your association with Jeccon Engineers Pvt. Ltd.

**Nilesh Parikh (NP):** I was born in a middle class family. My parents were deaf and mute. I studied at the Experimental School-Vadodara and then pursued a Diploma in Mechanical Engineering- MSU-Vadodara. I later also attended a PG course in Export Marketing Management at BPC Vadodara, as well as a Diploma in Public Speaking at Mumbai.

I started my career with M/s Jyoti Ltd, as a Trainee Engineer, I worked with Mumbai based company for 2 years and then I shifted to Vadodara and joined a private company. I left for UAE to work with a British company on short-term assignment basis and some other companies in Doha-Qatar also. During this tenure I acquired good command in the field of Mechanical Maintenance projects in Oil and Gas industry. My prime motive has always been to provide 100% effort in all my tasks and to accomplish them successfully.

**(S):** How has the company evolved over the years in your tenure?

**(NP):** When I took over this company, it was in an idle condition but it was well equipped with all the required statutory registrations like PF, Labour License, etc. I took over the company's operations in the year 2003 with a first year turnover of around Rs.2 lakhs which reached around Rs. 10 crores subsequently in the year 2010-11. The company started taking contracts in Vadodara initially. We then expanded operations to Jamnagar, Dahej, Surat, Maharashtra, Paradeep-Odisha, UAE, Qatar etc. mainly with all leading Petrochemicals, Refineries, Gas, Power, and Fertilizer plants. The total manpower was around 8 to 10 persons initially. It has now grown to 200 persons working on a regular basis. We have also mobilized 1000 workmen during peak time on contract basis. We have provided technical backup to an Iraq based company and signed an MOU with a Dubai based company for providing skilled manpower and supervisory staff. I believe that our company's main strength is that we have skilled workers who are teamed up with experienced engineers and supervisory staff to handle critical jobs in a shorter time span.

Detailed planning, mobilizing resources in short notice period, timely and safe completion of projects are the main factors for our company's growth. Mostly all the jobs which are to be performed have an "Urgent" tag, as we have very less down time for all the plants.

One more thing which I have started in our organization is monthly monitoring of profits of each site. In this way we can monitor our sites and control our expenses. This also helps for assessing future jobs.



**(S): What about the thrill and excitement being at the helm of the affairs – the pluses and minuses?**

**(NP):** We have been working under tremendous pressure, as our all projects require to be executed in specific time frame. Demands of clients are high as far as time, quality and safety are concerned. However, good homework and detailed planning always helps in executing a project smoothly without any further stress.

I have always enjoyed working under stressful conditions as this is what provides me the strength to deal with any situation. It gives me a great pride working with India's topmost refineries and petrochemicals plants. As ours is a risk oriented business, our people have to work in some of the most hazardous chemical plants - higher safety precautions are mandatory for us.

Moreover, arranging finance is major challenge as these being labour oriented jobs and wages have to be paid in time even if we do not receive our payment from client in time.

**(S): What is your leadership style?**

**(NP):** One of my senior friends who is a Project Director of a large company observed my working style as a 'One Man Army' as my organizational culture was such that all my clients and subordinates were directly communicating with me for all the operational activities. I was constantly travelling from one site to another. I took that remark seriously and decided to change my organization's culture and recruited more senior staff and started delegating to them. Now I can sit in my office focusing on systems as well as on new business development. Every business has some risk associated with it but one should dare to expand it by taking greater risk. My business has grown because of cordial relations with clients, sub contractors, and suppliers. I have a cordial corporate culture in my organization where all my employees feel free to discuss any issues with me.

**(S): Any high moment in business or a project you would love to remember?**

**(NP):** In October 2010 it was really a very big challenge as we took one big shutdown project which was to be completed within 20 days with a Jamnagar based refinery. We were required to mobilize 500 people including staff in addition to nearly 500 people working on other projects. The total strength went up to around 1000 people across all sites. During this year the company's turnover went up from Rs. 4 crore to Rs. 10 crore. It was a remarkable period for our company.

**(S): People factor – how do you handle human resources and their dynamics?**

**(NP):** My business requires a lot of labour hence we have a powerful Human Resource team to deal with them. Besides our regular staff, we need to deal with all the labour sub contractors, gang leaders, and labourers. We are extremely dependent on our labourers as the smallest of mistake can lead to a hazardous situation. We exercise utmost care while recruiting staff and labourers. Our first priority has always been to judge the behavior of a person rather than his skills.

**(S): What are your hobbies and pastime activities?**

**(NP):** I am a voracious reader. I read a lot of books and magazines

but my favorite book is 'The Business Maharajas' by Geeta Piramal which describes life story of the Great business legendaries like Ratan Tata, Dhirubhai Ambani, Rahul Bajaj, Goenka, Aditya Birla etc.

I am also fond of watching news channels, especially Times Now. I support organizations of the Deaf and Dumb - especially the Mook Badhir Mandal.

**(S): Sir, what is your normal working day like?**

**(NP):** My morning starts with a quick exercise and meditation. I reach office at around 10.00 am. I work in my office till 6.30. I don't like to work more than 8 hours daily. On the weekly off days I like to spend time with my family especially my daughter and also try to attend social functions.

**(S): How do you cope with stress?**

**(NP):** Stress is unavoidable in this business. Various stress relieving techniques, especially meditation learnt at 'Art of Living' which have helped a lot to reduce my stress level.

**(S): What kind of support do you receive from your family?**

**(NP):** My parents could not do much for us due their condition, but their blessings drove me to reach my goal. My wife keeps supporting me in my business as and when required and in my absence she also looks after the office.

**(S): How do you manage your work life balance?**

**(NP):** I try to accomplish my work through appropriate time management. There are so many tasks which are required to be done at the same time so I always keep a note of all my pending work and address them accordingly. Financial reward by way of incentives to employees has become a major motivation nowadays as they have to work extra hours at sites, sometimes round the clock during emergency jobs to fulfill the commitments to clients.

**(S): Your views on contribution to society?**

**(NP):** I feel that providing employment to people is one way by which I can contribute to society as keeping them self sustained would help them as well as the company to prosper.

We train new people to make them skilled so that we can overcome shortage of skilled manpower.

**(S): Any incident from your life from which you have learnt a core lesson of life?**

**(NP):** Having faith in people is a must but having too much faith on people has led to miserable conditions many times. There are few incidents that I cannot describe in detail but now I am very careful about this. We should always be ready with alternative options for every individual / sub contractors or agency to avoid a bad situation.

**(S): Any advice/ suggestion that you want to share with our readers?**

**(NP):** These days, I see many young people who want to earn money without any hard work. This leads to unethical practices especially due to their short cuts. I would like to suggest to the young upcoming businessmen especially that they should not run after money. Instead their main focus should be on systematic planning. Utmost dedication to work is always rewarding.

# Forthcoming Events

## INTERNATIONAL CONFERENCE ON WOMEN AND MILLENNIUM DEVELOPMENT GOALS

A SOCIAL WORK RESPONSE

13-14th February, 2014

ORGANISED BY

**FACULTY OF SOCIAL WORK**

The Maharaja Sayajirao University Of Baroda, Gujarat, India



IN COLLABORATION WITH

**GENDER RESOURCE CENTRE  
WOMEN AND CHILD DEVELOPMENT DEPARTMENT  
GOVERNMENT OF GUJARAT, INDIA**

**WOMEN'S STUDIES RESEARCH CENTER  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

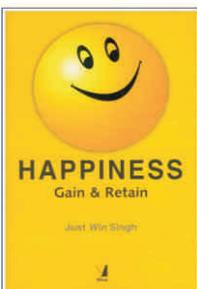
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Interact with Authors, Book Launch of  
**HAPPINESS – GAIN & RETAIN**  
by Just Win Singh

**Date** : Wednesday, 22nd January 2014  
**Time** : 6:15 to 7:30 pm  
**Venue** : IG Patel Hall , Faculty of Social Work, MSU,  
Opp. Fatehgunj Post Office

**Note** : This event is free of Cost. Last date to Register is  
Saturday, 18th January 2014

**Academic Partner** : Faculty of Social Work

### MANAGEMENT DEVELOPMENT PROGRAM (MDP)

#### Organizational Excellence Through Personal Effectiveness – Team Building (Fifth Discipline)

A unique training module based on the Fifth Discipline by Peter Senge, with a focus on the learning organization at its core.

Effective action in organizations depends on the working relationships among individuals and groups both inside and outside of the company, as well as the quality of the conversations they have on crucial issues. People communicate to understand complex situations, build shared meanings, and make decisions. The tools and skills you learn will enable you to improve Quality and speed of key business choices , Commitment of individuals and groups to delivering on their promises, Effectiveness of collective, trust, openness, and productivity within and among the teams in the organization and Professional development of participants.

#### Six Key Leadership Responsibilities will be addressed:

- Personal Leadership
- Making the case for change
- Building shared vision
- Thinking systemically
- Engaging others
- Taking action

#### Tools used:

This program focuses on the use of two tools namely 360° feedback and Johari Window to analyze an individual's personality - turning the mirror inward

#### Learning Methodology:

The program is structured as  
25% lecture  
50% exercises  
25% experiential learning

**Faculty** : Mr. G U Shrinivar has more than 34 years of experience and has worked in the capacity of Vice President-HR, ABB Ltd. Currently he is working as Director of Trainman Associates India.

Mr. Shrinivar has blended modern scientific approach of management with spirituality and Indian Mythology, and ethos and designed various training programmes, developed Expertise as Trainer for the internationally acclaimed book on "Seven Habits of Highly effective people" .

Has conducted training programmes abroad at Dubai, Malaysia for Kaizen and Seven Habits of Highly Effective People

**Date** : 21st – 22nd January, 2014 | **Time** : 9:00 am to 5:00 pm

**Venue** : The Gateway Hotel (Taj)

**Fees** : Students : 3000/- Patron Members : 4000/-Members : 4500/-Non Members : 5000/-  
(above fee is exclusive of Service Tax, 12.36%)

### INTERNATIONAL MANAGEMENT DEVELOPMENT PROGRAM (IMDP)



#### For the first time in Baroda, BMA Brings to you... Etiquette for Global Business by Sabira Merchant

Ms Sabira Merchant completed her studies in Liberal Arts from Switzerland. Being a expert communicator and a lover of stage, Sabira was inclined towards the theatre and made her First breakthrough with Theatre group's "The World" And it was followed by "The Wild Duck",

"Tughlaq", "Duet for one", "The Idiot", "Winter Set" and many more.

In the 70's Sabira became very popular on the television circuit as her show "What's the good word?" ran for a record 15 years on Doordarshan (India's only terrestrial television network)

Besides being a theatre and film personality, Sabira is an expert guide on speech, diction, etiquette, grooming, stage presence and public speaking.

She has the honor of having trained a whole lot of beauty contestants including past Ms. Universe – Lara Dutta Ms. World – Yukta Mookhey, Diana Hayden, Priyanka Chopra etc. The male pageants too have witnessed her students putting up a fabulous performance. Aryan Vaid, Raghu Mukherjee – Mr. India 2002 to name a few.

Even the corporate and general public from various walks of life regularly benefit from her knowledge and experience in communication and overall personality development to lead a happy and successful life.

#### About the programme

The sessions are aimed towards personal/corporate finesse improvement, which is not only personalized but also customized. It meets organization as well as personal needs of an individual as a separate and as a part of the team as a whole. Participants are helped to create self-awareness empowering them to shed their inhibitions and negativity. Particular care is taken to enhance their pronunciation, diction, voice modulation, communication skills, phone etiquette and table manners in particular.

The pedagogy deployed i.e. the lectures, role plays, exercises, interactive discussions supplements for social and business graces of international protocol are proved to be best case examples providing individuals to master the art of Public Speaking.

The course is tailor-made fitting each individual's parameters of day to day requirement and yet a uniformed eye-opener which step by step opens the window of a new world.

It is an introduction and exploration of the self and a realization of your personality and potential.

**Date** : 20th February 2014 | **Time** : 9:00 am to 3:00 pm | **Venue** : The Gateway Hotel (Taj)

**Fees** : Student - Rs. 2500 | Patron/Life Member - Rs. 3000 | BMA Member - Rs. 3500 |  
Non-Members - Rs. 4000 (above fee is exclusive of Service Tax, 12.36%)

**For Registration Contact** : 0265-2344135 or Email : bmaroda1@gmail.com

**Rush your Registrations**  
**BMA organizes the 5th Edition of IMYI – an exclusive YOUTH focussed programme on...**

**“India Votes - 2014 : Youth in Leadership Role”**

- Sub Themes**
- Ideology or Individual Drives Leadership - **Shaktisinh Harishchandrasinh Gohil** (Spokesperson of a leading National Political Party) and **Jay Narayan Vyas** (Spokesperson of a leading National Political Party)\*
  - Ethical Leadership and Politics - **Prakash Iyer** (Author of The Habit of Winning)\*
  - India Votes 2014 - My Voice – **Anita Karwal**, IAS (Chief Election Officer)
  - Mock Parliament-India of My Dreams – Hosted by **Ms. Rama Moondra**, Alumni IIM – Calcutta, Finishing and Grooming course in Paris and M.S. in Psychotherapy from Atlanta, Georgia
  - Politics as Career - **Smriti Irani** (Actor and Politician)
  - Real life Story - **Michelle Kazim Kamle**, a 19 year old brave heart from Mumbai

**Special Attraction** :A college registering 50 students in IMYI can nominate two of its students as speakers in the “Mock Parliament”

**Free Entry to the two students nominated for mock parliament**  
 Free Entry to Special Workshop on “Debating Skills” prior to IMYI on 27th January 2014

**Date** : 1st February 2014 | **Time** : 9:00 am to 2:00 pm  
**Venue** : CC Mehta Auditorium

**Fees** : **Students** - Rs. 250/- | **BMA Member** - Rs. 350/-  
**Non-Members** - Rs. 450/- (above fee is inclusive of Service Tax, 12.36%)

Organizations/Individuals interested in sponsoring students for IMYI can get in touch with BMA

**Disclaimer** : BMA reserves rights to modify the content, date and details as required without assigning any reason what so ever at its sole discretion

**For Registration Contact** : 0265-2344135 or Email : [bmabaroda1@gmail.com](mailto:bmabaroda1@gmail.com)

**FRIDAY EVENING TALKS**

Sr.	DATE	TOPIC & SPEAKERS
1.	10.01.2014	Smart Parenting – Preparing Children for 21st Century by Ms. Priti Zaveri
2.	17.01.2014	Emotional Freedom Techniques by Ms. Anupama Singh
3.	24.01.2014	EQ-The key to Success by Dr. Sunita Nambiyar
4.	31.01.2014	Corporate Governance by Mr. Bimal Bhatt

**Venue** : BMA, Guru Narayana Centre for Leadership, Anmol Plaza, Old Padra Road, Vadodara.

<b>Ms. Arti Basu</b>	- Editor	<b>Editorial Team</b>
<b>Ms. Amita Jaspal</b>	- CEO	
<b>Ms. Shivangi Singh</b>	- Sr. Program Officer	
<b>Ms. Minal Padhiar</b>	- Tr. Program Officer	
<b>Mr. Sagar Mehta</b>	- Hon. Secretary	

**From the Editor’s Desk**



Dear Members,

Happy New Year - 2014, after being contended, from New Year celebrations welcome back to BMA.

One more peak was scaled at BMA in December 2014 when BMA embarked upon a new programme of **"Meet the Author"** under its banner of **"BMA Book Café"**. Other programmes that were part of December were Women conclave with theme **"Women as Game changers"**, BLING activity of school students with CSR campaign of **"Vaho Vishwamitri Abhiyan"** in association with Community Science Centre under the banner of Vadodara Marathon's **"Run for Unity"** on 15th December 2013. A cracking session on **"Cracking an Interview"** by a HR stalwart was also a very valuable training programme of December.

Our regular column of framing minds bring you our esteemed Patron member to share his experience and learning from a path to the top and a poem **"still I rise"** bringing us new awakening and to strengthen the new year resolution into Action with a beautiful management lesson on motivation.

Be blessed with Saint Valentine's message to take part in February Programmes for the **5th edition of IMYI** with a very apt theme **"India Votes 2014 - Youth in Leadership Role"**, an international conference on theme **"Women and Millennium Development Goals"** where BMA is partnering with FSW, to some great MDP training sessions for individuals and corporate members with year's much awaited **"International Conference on Business Etiquette"** by Sabira Merchant (remember "What's the good word? on Doordarshan).

Becoming a BMA member is showing its results to its members but again BMA makes an appeal to renew their subscription to take discount benefit to register for these very competitive paid programmes and off-course attend our regular free yet valuable programmes such as Friday Evening Talk and Book Launch programme which are open to all citizens of Vadodara.

...do not forget to get connected to BMA through its BLOG and TWITTER ...the followers are increasing at an amazing speed... Best regards and happy reading...

Happy & Safe Makar Sankranti..

Yours,

**Sagar Mehta**

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