

## Management Development Program on 'Learning Tally in a different Way' By Mr. Nilay Shah



Mr. Nilay Shah along with the participants

An MDP was held on 17th December'14 on '**Learning Tally in a different way**' by faculty **Mr. Nilay Shah**. The faculty started the session with the introduction of the various common terms which are used in Tally in day to day life

The speaker connected the Tally with the Accounting entries which are especially useful to Accountants and also helpful to Corporate Sector.

## Glimpse of the Friday Evening Talks

**Date:** 5th December'14

**Speaker:** Mr. Maulik Bhansali, Co – founder and CEO of Netweb Software Pvt. Ltd

**Topic:** "People Connect in Organizations through Technology"

### Key Takeaways:

- Usefulness of Technology to connect and communicate in the current organizational scenario and usefulness of same in bridging the gap between people, processes and information.
- Requirement for the employees to connect, collaborate and coalesce in terms of organizational functioning.



Mr. Maulik Bhansali

**Date:** 12th December' 14

**Speaker:** Mr. Vilas Bhonde, Retd. Senior Manager of Bank of Baroda and author of the Gujarati book – Aham thi Soham Sudhi

**Topic:** "Shanti tu Kya Che"

### Key Takeaways:

- Materialistic things and money cannot buy you happiness, peace and serenity, our needs are unlimited

and this urge to fulfill our needs takes away peace.

- The 'Spiritual Aspect' of life provides satisfaction and that is key towards Peace.
- Complete balance between the psychological, social and spiritual life of an Individual can be gained through Spirituality



Mr. Vilas Bhonde

**Date:** 19th December'14

**Speaker:** Mr. Rakesh Mehta, Director HR of General Motors India, Halol

**Topic:** "Making of a Vision"

### Key Takeaways:

- The foresight and the Micro kind of direction helps to develop the vision and eventually helps a person towards their particular goal
- 'Leadership Compass Workshop' in which 3 important aspects are covered:



Mr. Rakesh Mehta

**Embrace:** It is very important that one should embrace the reality. There are internal as well as external realities which affects the working of the organization.

**Connect:** Connection is very important in today's world. It's necessary that each and every individual should be able to connect with each other while working in the organization.

**Lead:** Leadership commitment should be there from each individual. This is the uniqueness of General Motors.

**Date:** 26th December'14

**Speaker:** Mr. Dinesh Dasa, Director of Gujarat Tourism

**Topic:** "India @ 68"

### Key Takeaways:

- We are in 68th year of our independence and yet we have to consider the three commitments that come out quite clearly after 68 years of Independence that are, first, a focus on the practice of democracy and the guaranteeing of various freedoms of the citizens of India; secondly, the removal of the social inequality and backwardness; and thirdly, achieving economic progress, judged primarily in terms of how it affects the conditions of the poor in India.
- The analysis of all above three saying along with other parameter of national perspective was the essence of the Talk when we are celebrating 68th year of our independence.



Mr. Dinesh Dasa

## Samanvaya Theme - Social Media A Disruptive Force that has Altered Social Dimensions

By Dinesh Dasa, Director, Gujarat Tourism



Human civilization has brought about many great innovations that have changed the landscape of the world from time to time. Social media, a phrase being tossed around a lot these days, is the latest addition to the list.

Social media has enlivened many dormant recesses of human consciousness into the practical implementation of day to day life. It ranges from trivial affairs to the highest pinnacle of governance to enhance all sort of availability of comfort & awareness and added a new dimension to our sensibilities.

Merely being 'Tech Savvy' is no longer cool. One has to be 'Social Media savvy' to be in the game today. About 2/3rd of Indians online spend time on different social networking sites like Facebook, Twitter, YouTube, Instagram, etc. Even the trend of sending personal emails seems to have become obsolete as compared to social media. Interaction, live chat, status updates, image as well as video-sharing are few of the major aspects that play a role in the popularity of social media. The chance to filter customer according to target audience and engage with him throughout the day unlike TV, Newspapers make it an invaluable medium for brands. There have been examples of innovative use of social media in rehabilitation & rescue during natural calamities. Thus social media is not longer confined to mere casual messaging but is a full-fledged, integral part of human existence.

The spectrum of social media is spreading its wings to all corners of life, from gathering news to disseminate knowledge to students to help promote marketing from Politico-Social information to the masses.

Social Media, although a relatively recent phenomenon, is becoming an integral part of any brand/celebrity promotion and client base development. The perception of social media marketing has shifted quickly—it is no longer viewed as a passing trend. Having a flexible and well-managed presence in each of the "big three" (Face book, Twitter, and Google+) has become a must for any business seeking to secure a place in the marketplace. What could once be accomplished by a traditional website now needs to be supplemented by a robust and responsive utilization of the tools social media offers.

Social media are playing an increasingly important role as information source for travelers, movie-goers, foodies, etc. Social media itself is an aggregator of people's opinions & experiences on different options in the market ; thus enforcing reliability & subtracting unpredictability vis a vis visiting a new tourist site, restaurant or theatre.

Social media is a powerful medium which can augment the process of political change in many parts of the world. But does social media like Face book and Twitter actually cause a revolution? No. But these tools did speed up the process by helping to organize the people, transmit their message to the world and galvanize international support.

In the same way that pamphlets didn't cause the American Revolution, social media didn't cause the Egyptian revolution. Social media have become the pamphlets of the 21st century, a way with which people who are frustrated with the status quo can organize themselves and coordinate protest, and in the case of Egypt, revolution.

There are many ways that teachers and professors attempt to include technology in to the education of their students. One of the latest advancements of including technology in to education is the process of using social media to help improve the relatable nature of certain material. Social media can be used in a number of ways to enrich the education experience of students in various education programs. Some of the most unique ways to use social media in education include creating a social media page for people in history or literature, using a blog page to log discussions, presenting projects through an online video presentation tool, posting assignments, and getting feedback on data or questions through the social media. These are just a few of the most common methods in which to use social media to enrich the education experience for many students.

When it comes to education students love to use social media tools because they are familiar with the various interfaces. By using social media to present projects, the students will not even feel like they are really working on the project. Making projects fun will help to get the students engaged in learning instead of sitting and pretending to listen to a lecture. With the advances in technology, students are going to learn how to use social media responsibly. Therefore, by creating a project that has to be presented through social media, teachers are effectively coaching students on the responsible use of social media, as well as getting the information to assess the student's unique understanding of the targeted material. Furthermore, social media is a great way for teachers to get feedback on assignments as well as post new assignments. The assignments can be posted online and the students will receive an alert on their mobile devise or computing device. Most students have social media applications installed on their smart phones. Therefore, it makes education more readily accessible as well.

Social media is not only confined to common masses only but to politicians as well. Through different activities politics and politicians in India have brought social media into the limelight. It is expected that social media will play a huge role and influence in the all coming general elections to a great extent. It has registered it presence & importance now

than never before. The essence of democracy is people's participation and no other medium enable two way interactive and participative communication in a way now social media offers. The way our PM Shri Narendra Modi has pioneered the use of social media and reached out to all sections of the society is phenomenal and this ushered in a new age voter towards him. His use of social media in the elections has no parallels in history. Now, he is taking it further by innovating & inspiring various stakeholders in the Government to engage with the citizens through social media.

BJP veteran Shri L. K. Advani has summed it up beautifully:

*“The Internet (Social Media) has many attractive attributes but best perhaps is that it is owned neither by Government nor by any private media group. It is open to all and in these sense it is the most democratic of all the communication platforms invented by mankind.”*

Like all technological innovations, social media too has pros and cons. The way in which it is used determines its effectiveness and usability. However, the users of it, the mankind, is blessed with unique gift unlike other living beings on the earth i.e. ability to observe, think, analyse and discriminate. We are gifted with wisdom, 'vivek buddhi'. If social media is used with this, it can prove to be an effective tool to spread awareness; it could lead to real freedom promised by democracy.

## Social Media for Business

**By Ms. Deepti Mehta, Founder, 22nd Parallel (South Indian Restaurant)**

The entire world's a stage, said Shakespeare and as dramatic as it sounded, our generation has been lucky to see it actually happening over the last two decades. Like those who lived to tell stories of the second world war and the development of a new world order hence, we will live to tell stories of how the internet and social media changed our lives. We will live to tell the story of the journey from the physical to the virtual and the blurring boundaries therein.



What this has done has not only made the world a stage but such an inclusive and dynamic one that one constantly keeps shifting from being the performer in one moment to being the audience in the very next. And this is not only true at a personal level but also for your profession. As a corporate professional moving on to becoming a restaurateur in the post internet era, realising and harnessing the power of the social media was imperative for us to succeed in our venture.

Being a first generation entrepreneur came with its own set of challenges, one of them being limited financial means. Limited means meant tough decisions like sacrificing intangibles viz. marketing and advertising for focusing on creating a great product. Apart from the spending time with patrons during business hours to create a favourable dining

experience resulting in a positive word for us in the market, we consciously decided to explore the relatively cost effective social media to create the much needed space in the minds of our potential patrons. And I remain in awe of this social media just because it helped our will, time and energy compensate for a relatively shallow pocket when it came to effectively communicating with our patrons and reaching out to new ones.

We started with a simple but eye catching static website talking about ourselves thus giving us some visibility amongst the net savvy. Of course, the real traffic to our website only started after one of our oldest customers listed us on a hugely popular travel website providing reviews of travel related content. Within four months of being listed on the website and multiple reviews from patrons who cared for us, we went to becoming the number one restaurant in the city on this website. The mind space that this independent travel review sites helped create in our patrons, directly led them to visit our website and know more about us before trying out our food. As we saw increased traffic, we also got an official page for our restaurant on a popular social networking site where we could connect with our patrons to share news and updates with them making the communication dynamic. With close to a thousand followers on the social network, it gave us a fantastic opportunity to spread our wings within our community and beyond. One thing that this presence on the social media did was give us an opportunity to host, amongst others, a lot of tourists including expatriates who had a visit to our small restaurant planned as part of their itinerary, thanks to all that they had read on the social media. I can say with a fair amount of confidence this is something that even an expensive advertisement in the local media could not have guaranteed.

But unlike the popular notion of the social media being a great platform to expand business and talk to your stakeholders, the biggest contribution of social media to enterprises like ours is that it helps us listen, absorb and improve. Unlike a lot of marketing collaterals that talk about tripling your business and quadrupling your profitability just by having a significant presence on the social media, I believe that giving your stakeholders an opportunity to be heard is the real essence of harnessing the power of the social media. Because, it is only when you listen, absorb, improve and respond, growth happens. The world does not watch what you say, but how you respond to what is being said and in that they measure your stakeholder centric approach. Listening helps us stay alert and relevant to the ever changing priorities of our stakeholders and that, we believe is the biggest benefit that we have reaped out of the social media.

As I end, I only have this to say; social media or rather the stage that we perform in, is no longer, an exclusive area restricted to the audience. It is in fact an open invitation to the audience, in this case our stakeholders, to come and partake in our performance thus clearly setting their expectations with us and helping enhance our performances greatly.

## FRAMING MINDS

### “Social Media - A Tool to Leverage Business”

By **Ms. Vibhuti Bhatt**  
Director - One Advertising and  
Communication Services Ltd



**(Samanvaya):** Tell us something about yourself

**(Vibhuti Bhatt):** As Director, I lead ONE advertising & communication services limited - the largest advertising agency in the state. With over 25 years of experience, I help develop analytical strategies and innovative ideation for Brands. I am a result-oriented professional, and receive great satisfaction from offering effective marketing and advertising creative outputs to our valued clientele. Over the years, I have had the pleasure of working with several top local, national as well as international level brands like Intas, Tirupati, Gruh, Airtel, Tata Motors, Coca-Cola among many more.

**(S):** Tell us about your views on how you perceive the Social Media Websites to leverage Business especially for the small businesses.

**(VB):** I believe, one of the reasons social media is an effective marketing tool is that it gives brands and businesses the ability to interact and engage with the target audience- all with just a few clicks of a mouse. You don't have to be a Fortune 100 company to take advantage of social media. Due to the sheer number of people who actively participate in online social communities, it becomes essential for small businesses to join the social media movement.

The modern Indian consumers research purchases online and seek recommendations from friends and family. Therefore, it is in the best interest of most small businesses to have a vibrant and interactive social media presence. It is the best communication tool to reach today's screen age people.

**(S):** What according to you are the suitable Social Networking Websites to lead to help building up a brand?

**(VB):** Each social media platform offers a treasure of potential clients and customers. An agency like ONE takes the guesswork out of finding them and uncovers a world of social media marketing opportunities.

Three of the biggest social media platforms today are Facebook, LinkedIn and Twitter. Facebook is the largest social media platform in the world. Many small businesses use LinkedIn as a means of establishing a business presence. Twitter is a gold mine for finding new customers, where knowing what's trending is key to reaching the right audience.

Aside from the Big Three, other noteworthy social media platforms include Google+, Instagram, Pinterest & YouTube.

**(S):** What are the lessons to be learnt from the Social Media Networking according to you?

**(VB):** Social Media Marketing can be overwhelming, frustrating and often confusing to navigate for SBUs. However, by planning ahead, doing in-depth analysis and being strategically dynamic, one can conquer this media segment.

**(S):** What strategies do you believe should be used for the Marketing and Networking in the Social Media?

**(VB):** The first step in creating a social media strategy for every small business is to define its goals. It can be helpful to take an organized approach to ensure the goals are both concise and realistic. What do you want to achieve through social media? How will you use social media to promote your business? Who is your target audience?

**(S):** How did you made the Best use of the Social Networking Sites for your own organization?

**(VB):** Several of the brands we currently handle are swiftly rising in reach and repute, up the social media ladder. Whether it's generating Facebook likes, ideating engaging activities on the company Facebook page, creating impactful LinkedIn profiles or making tactical web banner ads, our dedicated social media team is adept at hitting bulls-eye amongst the online clutter, and garnering optimum brand value.

**(S):** What according to you are the disadvantages of using Social Media Networking Websites?

**(VB):** While social media gives you the chance to build brand awareness and customer loyalty, there is also the danger of compromising brand image. You need to have a clear idea of how to handle negative feedback about your business. You need to ensure that what you post and how you interact with people presents a professional image to the world.

For small businesses the key issue is also resource - if you don't have a competent marketing team to manage a social media campaign, it can be a drain on your time and a potential distraction from your core business.

**(S):** Any advice / suggestions which you want to share to our readers

**(VB):** Successful social media strategy is more about listening than talking. The right message interjected at the right time at the right person can lead to bigger ROI. Because of the viral nature of social media, one well-timed interaction with the right person can quickly spread across the Web.

એન્જિનિયરીંગ અભ્યાસ માટે શ્રેષ્ઠ વિકલ્પ (સાવલી) વડોદરામાં

# K. J. Institute of Engineering & Technology S. B. Polytechnic, Savli

(Approved by AICTE, Affiliated to GUJARAT TECHNOLOGICAL UNIVERSITY)

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અને ધો. ૧૦ પછી ડીપ્લોમાં- અભ્યાસક્રમો

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- Automobile
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- Computer
- IT

- કોલેજ કેમ્પસમાં વિદ્યાર્થી ભાઈઓ અને બહેનો માટે હોસ્ટેલ છે.
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**Forthcoming Events**

**INDUSTRIAL RELATION  
 ITS LEGAL POSITION AND ISSUES, CONCERNS AND  
 REMEDIES, PROCESSES AND NEED FOR  
 MANAGEMENT’S VISION BY MR. K. B. LELE**

With high level of inflationary pressures on individual workers, they are finding it difficult to bridge the gap between their income/wages and expenses. As a result it is found that the tendencies to form own internal union or join outside union is increasing rapidly.

Further, because of more and more employment of contract labour in industries, the workers are finding themselves insecure and getting reduced to minority group and their jobs are at stake.

Because of these reasons and other causes the industrial relation conflicts are increasing and affecting discipline and productivity on shop-floors. In order to focus on issues, concerns and remedies, this MDP is designed to meet the needs of the plant and HR/IR executives of Industrial organization.

**CONTENTS**

- An overview of relevant labour laws- interfacing the IR functions.
- IR-problems, issues, concerns and remedies.
  - Recognition of Trade Union-Law and Practice, Management’s vision.
  - Handling of IR Conflicts- agitation, go-slow, strikes and lock-out and relevant judgments’ of Supreme Court.
  - Concept of Collective Bargaining and Negotiation skills in getting a settlement/Agreement with Union.
  - Proactive IR-Practices and Policies.
  - Designing of a model of IR policy and function in Industry.

**WHO SHOULD ATTEND?**

This one-day programme is organized for Factory Managers/Engineers, Supervisors from production, quality, materials & Administration, for HR and IR executives and Management Students.

**Date :** 3rd February 2015 | **Time :** 9:30 am to 5:30 pm | **Venue :** BMA

**FEES**

**Students:** Rs. 800 | **Patron / Life Member:** Rs. 1,250 |

**Members:** Rs. 1,500 | **Non Members:** Rs. 1,800

(Exclusive of Service Tax, 12.36%)

(Discount of 10% will be applicable on more than five participants  
 15% will be applicable for more than 10 participants)

**PROJECT MANAGEMENT  
 The Managerial Process**

High-performing organizations are more successful because they emphasize strategy, improve efficiency by applying global standards & framework and — perhaps most tellingly — cultivate talent resources that embrace these practices to deliver successful programs and projects.

Organizations that complete more projects on time, on budget and achieving business objectives and forecasted ROI are ones that also report a higher level of organizational agility. Managing change, mastering risk and standardizing project management practices leads to achieve the goal.

This program is designed gain insights towards achieving project goals aligned with organizational strategy.

**FACULTY**

Ms. Minaxi Vaishnav holds PMP, a Global Project Management Credential from PMI, USA.

**OBJECTIVES**

To provide you with the knowledge and skills to perform professional project management in your day-to-day work environment

To gain insights into the project management framework & BEST PRACTICES defined by PMI, USA which can be applied to different industry segments for managing various projects.

To increase your understanding of the impact of various project management processes towards success of project.

To understand the strategic role of PMO ( Project Management Office)

**CONTENTS**

Introduction | Organizational Influences and Project Life Cycle | Project Management Processes | Developing Project Charter & Identify Stakeholders | Developing the Project Scope Statement | Creating Project Schedule | Developing the Project Budget & Communicating the plan | Project Quality Management | Planning Project Human Resources & Developing Project Team | Managing Communications | Risk Planning | Conducting Project Procurement | Measuring & Controlling Project Performance | Controlling Work Results | Closing the project & Understanding Professional Responsibility

**Date :** 12th March 2015 |

**Time :** 9:30 am to 5:30 pm **Venue :** BMA

**FEES**

**Students :** Rs. 800 | **Life/Patron Member:** Rs. 1,250

**Members:** Rs. 1,500 | **Non Members:** Rs. 1,800  
(Exclusive of Service Tax)

For more Details, Contact :

**Baroda Management Association**

2nd Floor, Anmol Plaza,

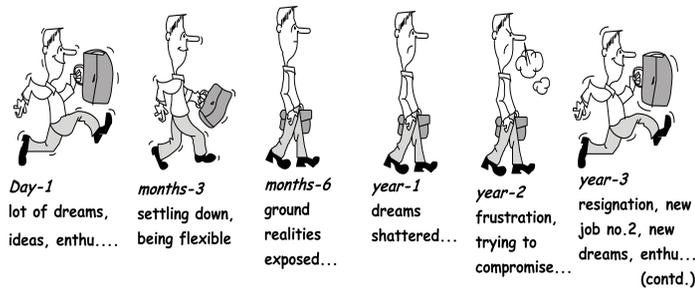
Old Padra Road, Vadodara – 390 015

Phone : 2353364, 2344135, 6531234

email: bmamdp@gmail.com

**Humour in Management** By Parimal Joshi

*New job in India Inc. !!!*



-cartoon by parimaljoshi@hotmail.com

 **Baroda Management Association**

**Office Network Security and Online Safety Concerns**

You must be aware of the growing dangers of Cyber Crime and its rapid evolution in India with the prime targets being the Corporates, Banks and also Government Departments. "Online Safety awareness has become the need of the hour."

The entire workshop will be hands on and fully practical based. The participants themselves will have to do all the things on their computers. For each module & concept which will be taught, we will be giving a software for each module which can be used later on.

**PROGRAMME SCHEDULE**

**Session 1**

**Why IT Security ?**

1. Types of Cyber Crime (Nigerian Scams, Credit Cards, Net Banking Frauds)
2. Recent Internet Banking frauds & their Modus-Operandi
3. Cyber Crime Cases (Past, Present & what can we expect in future)
4. Social Networking Frauds (How the youngsters are becoming the targets of Facebook Scams)
5. How the Cyber Criminals Operate & how Cyber-Crimes are Committed
6. Data Leak & Data Protection

**Employee Monitoring**

- Complete PC Hacking (How to hack the entire computer)
- Hacking Key Passwords (Facebook, Orkut, Yahoo, Gmail)
- Monitoring Employees Activities on Computer
- Screen-Shot Monitoring (Visual Surveillance) of the PC

**Websites Logged**

- Tracking Application activity of the PC
- Chat Monitoring (Yahoo, Gmail, Facebook)
- Knowing each and every keyword/data typed on the PC

**Session 2**

**Recovering Deleted DATA**

Recovering Data from Hard Disks, Pen Drives & Formatted Drives

"Participants will learn how to recover their precious deleted data from pen drives, hard disks, memory cards."

**Session 3**

**Steganography :**

- Hiding data behind Files (Picture Files)
- How it Works?
- Steganography Detection
- Recovering Data hidden behind Files

**Session 4**

**IT Security in your Office :**

- How to Secure your Gmail Accounts
- How to Secure your Social Networking Accounts
- How to Protect your Computer
- How to Know/Investigate if someone has Hacked your Computer
- How to Know/Investigate if someone has Hacked your Mobile
- How to Secure your Mobile from being Monitored or Tracked
- Net Banking & Credit Card Security Tips
- Office Network Security
- Backups: Mobile, Email Accounts
- Wi-Fi Security
- Creating Virtual Machines (for Safer Net Banking)
- How to Create another PC within a PC
- Testing your Office Website, Server, Accounts

**Cyber Law & its Administration :**

- Latest Amendments to the I.T ACT 2000
- Where & How to file Cyber Complaints
- Cyber War between China/U.S & India/Pakistan
- Framing an improved Company Policy Based on the IT Act

**Faculty :**

**Mr. Sachin Dethia – A senior trainer with Princeton Academy**

He has completed the Cyber Crime Investigation (ASCL) and Ethical Hacking course from EC-Council, USA. Since past few years he has been working as an independent Cyber Crime Investigator and also as a Security Expert for several IT Companies. He has also been assisting & providing Trainings to the Cyber Cell Dept of Mumbai Police, INDIA with respect to their investigations. He has been a guest lecturer for various refresher courses & orientation programs in -

- Raj Bhavan, Governor's Office Mumbai
- Various Universities & Colleges, Mumbai University etc.
- Hospitals : TATA Memorial Hospital, Hinduja Hospital
- Govt Depts : Konkan Railway, L.I.C, Cisco, S.B.I

Timings : 9:00 am - 5:00 pm | Date : Thursday, 29<sup>th</sup> January 2015 | Venue : The Gateway Hotel (Taj)

**SPECIAL OFFER**

This course has become very famous in Mumbai and other metro cities. BMA is bringing the faculty to Vadodara for the 1<sup>st</sup> time at a very attractive rates & corporate venue to save time, money & efforts of attending this course at a metro city.

Fee : Students : ₹2500/- | Life/Patron Members : ₹3500/- | Members : ₹4000/- | Non Members : ₹5000/-

(The above mentioned fees is exclusive of Service Tax, 12.36%)

**FRIDAY EVENING TALKS**

SR.	DATE	TOPIC & SPEAKERS
1.	16.01.2015	Surviving in the Crisis by Mr. Mehul Pandya
2.	23.01.2015	Film on Dr. Verghese Kurien (Man Behind AMUL & White Revolution in India and his Management Style)
2.	30.01.2015	Management's Paradigm: HR cost center v/s profit center by Mr. Anish Dholakia
3.	06.02.2015	In Pursuit Of Excellence – Unleashing The Potential In You & Your Organization by Mr. Nikhil Desai

Venue : BMA, Guru Narayana Centre for Leadership, 2nd Floor, Anmol Plaza, Old Padra Road, Vadodara.

**Management BLOG by SMCs of BLING Committee**

**Flexible Working - Productive or Counter Productive'**

**Rutika Pathakjee,**

Class XII, Best Management Blog - November'14

Working professionals in our country are facing lots of `On the Job Stress` due to limitations of resources and infrastructural facilities. Over and above the stretchy targets, the tension of reporting on the job or rather workplace within stipulated time period and extended working hours add to their worries. Such problems become even more stressful for working women who have to balance their family and social life along with their professional commitments . Flexible working is blessings for such employees who wishes to contribute their best but are not able to do so due to rigid working rules and unpredicted circumstances. Flexible working gives employees an opportunity to deliver their best. The person working in flexible working hours can devote his full ability with presence of mind and can provide innovative and creative solutions.

The only challenge of flexible working can be for work assignments which involve group test, strict working patterns and also to foster discipline among the employees.

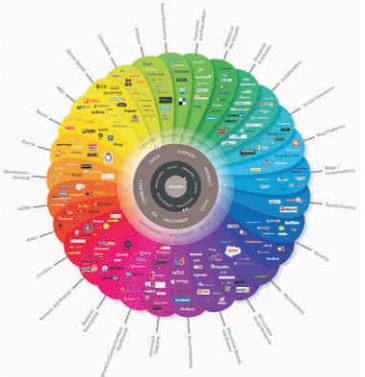
Considering the strong commitment of today's young generation to achieve the ambitious goals, flexible working is productive and gives better results.

Editorial Team	
Ms. Avi Sabavala	- Chairperson - Publications Committee
Mr. Mayank Mathur	- Director - Publications Committee
Ms. Amita Jaspal	- CEO
Ms. Shivangi Singh	- Manager - Program
Ms. Minal Padhiar	- Program Officer
Mr. Sagar Mehta	- Hon. Secretary

**From the Editor's Desk**

Dear members,

You may not be able to read the fine prints on the adjoining figure but the purpose is to direct your attention to a link [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media) to understand the different types of social media and how it has enveloped our personal and professional life. We received various size articles on social medial ranging from Mobile, Managing social media, Building "social authority" and vanity, Social media mining, Global usage, Appreciation & Criticisms of social media, Education-Employment-Political-Advertising impact assessment of social media, Censorship incidents etc. We have articles on Social Media by Mr. Dinesh Dasa and Ms. Deepti Mehta for this special 2014 ending month.



We have also started a capsule highlighting the key takeaways of our FET speakers of the month. Our framing mind series also covers a special focus on social media by Ms. Vibhuti Bhatt on her experience of experimenting with the social media to business benefit.

Please review section of the forthcoming event before the registration target for the programme is complete. BMA programme officers are also calling many corporates and professional members to register for these programmes besides issuing email flyers for attention.

To go with the theme – list your resolutions (and keep them...!!) for better social media use for your personal and official business in 2015.

Have a nice SOCIAL year ahead.

Yours,

**Sagar Mehta**



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