



BARODA MANAGEMENT ASSOCIATION

VOL. - VIII | JANUARY 2017

RTC on Innovation

DATE : January 6, 2017 | Venue : Hotel Gateway (TAJ)



Participants - RTC Innovation

Innovation is no more an option, it is compulsion today!

1. 93% CEO confirm that innovation is in top agenda in their board room today (KPMG Global CEO survey – August 2016)
2. "40% of Indian, US and European companies won't exist in next 4-10 years due to 'Brutal Disruption'. To survive, companies must adapt and build on 3 broad areas – innovation, technology and culture" said John Chambers, Chairman CISCO, recently
3. Innovation is now the only practical source of competitive advantage

The necessity, importance, urgency on innovation is understood but the real question is "driving innovation at workplace". And therefore we at BMA decided to design and conduct Round Table Conference (RTC) on "Enabling Innovation" on 06.01.17 at Hotel Gateway Taj, Vadodara.

Our RTC expert team Ms. Rajal Chattopadhyay, Mr. Suresh Purohit and self had series of brainstorming sessions in conceptualizing, designing and facilitating this entire RTC with a "Hat ke" approach.

The real challenge was to design a common framework for building successful 'Innovation Engine' applicable to all industry, any sector and any size considering global innovation emerging trends. Finally, Practical, hands-on RTC was designed with 6 step e-2-e (end to end) process right from 'Hosting Innovation' to finalizing 'Innovation Implementation Action Plan'.

RTC was started with experience sharing and learning from ISRO by Mr. N K Gupta, former Dy. Director ISRO. 40 participants from 14 organization actively participated in this RTC using creative tool kit generating 400 new ideas

collectively. Based on 10 parameters of Global Innovation Benchmark, each delegate rated their organization under 4 categories – Challenged Innovator, Aspiring Innovator, Inspired innovator and Strategic Innovator. Each team made presentations - 'Hosting' and 'Roadmap for Innovation Impleme-ntation'.



Chief Guest -
Mr. N K Gupta, former
Dy. Director, ISRO

New idea generation, screening ideas, assessment, i-2-i process & framework, i-cook book, tool kit and of course 'blowing bubbles' and 'damaru' added innovative flavour and kept the participants happily engaged for more than 8 hours. Encouraging feedback



The Faculties (Mr. Vikas, Ms. Rajal & Mr. Suresh) felicitated by Chief Guest

and assurance received going forward on 'Innovation Implementation Action Plan' at workplace.



Vikas Chawda
Chairperson RTC (Innovation)

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Igniting Minds Young India 2017 (IMYI 7th Edition)

Theme :

"IMAGINE THE UNIMAGINED"

Date : January 21, 2017

Venue : SSG Hospital,
Medical College Auditorium, Vadodara

21st January - a cold winter morning was warmed up by the smiling faces and visible enthusiasm of the youngsters who had gathered at the Baroda Medical College auditorium for the IMYI.

The BMA President **Ms. Avi Sabavala** welcomed a hall full of youngsters to the 7th addition of IMYI inviting the young (and some old) audience to an "intellectual feast".



Next **Ms. Sarita Sinha** the Chair for IMYI introduced the theme - urging people to **imagine the unimagined**. We believe that something is beyond our imagination and next to impossible but if we work to make that happen, the unimagined can



become possible. Giving an appropriate example of Donald Trump becoming the President of America, she said anything can happen. She further said all the speakers selected for the day were people who are "game changers", they are heroes who learnt to fly without wings. Four such HEROES were invited to tell their stories to inspire the young audience.

Then **Mr. Gaurish Vaishnav**, VP - BMA set the ball rolling by introducing the first guest of the morning, BRIG (retired) BALRAM SINGH MEHTA. (later Mr. Vaishnav introduced each speaker one after the other.)

Brig. Balram Singh Mehta, learnt to be tough in his early life having had to migrate from Rawalpindi to India during the partition. He retired from the Indian Army's 45 Cavalry and later served as Vice Chancellor of Maharishi University in Madhya Pradesh.

Brig. Balram started by saying it was a great day because at that same moment while he was speaking to us, the unimagined was taking place at the National Defense Academy - The Prime Minister of India was meeting the chiefs of staff of Army, Navy and Air Force to plan a strategy by way of which there could be more harmony in their joint operations - this had not happened in the last 70 years!

He said many things had changed in the last couple of decades since his younger days. At that time the buzz words were **Nationalism** and **Patriotism** but now they are **Technology** and **Information**. Each one of us has more information on our finger tips than NASA had while putting the first man on the moon. *"Yours is lucky generation with the internet and all, you need to use it correctly and judiciously. You need knowledge and wisdom more than information. Traditional advice and values are fine but we must learn to defend our interest: If you want peace, you have to be able to fight for it. Prepare yourself for a strategic war just like the sons of the soil.....Mahatma Gandhi and Sardar Patel who showed strategic brilliance, lessons to be learnt from how a "naked fakir" challenged the great British Empire."*

For us he said, its a means to be focused on what we want to achieve and fight for it. Keep a calm and cool exterior like a duck above water and pedal furiously under the surface!

Brig Balram Singh then narrated stories of the war and took the audience to the



battle field of the Bangladesh war in 1971 where he had led the operations as a young officer. He said that the two wars India had to fight after independence in 1962 and 1965 had left the country humiliated and with heavy casualty but by 1971 we had learnt a lesson and done our homework well. In the battle at Khulna and Baranda the war was - tank vis tank and Gnats vis Sabers.

Giving gruesome and hair raising incidents Brig. Mehta told us about how they had faced sure death in their amphibious tanks and almost said their last prayers while shouting the "FIRE" command, in the most adverse conditions. But a miracle saved them and ultimately India won the war.



His book "**The Burning Chaffes**" was also released.

The next speaker was a relatively young entrepreneur **Mr. Rajvi Makol**, the CEO of Gingercrush.com. He is a partner in a thriving business which was unthinkable at one point of time, but he dared to dream.

He narrated his journey so far which started with his own frustration at not being able to appease his young 6 years old who was crying for an angry bird toy - to where he and his company has reached today. They hold licenses of over 50 world famous brands. The journey has been tough, though not very long but they believed in themselves and went ahead with their first business plan - this he said (to the amusement of the audience) was written on paper napkins while having dosas at a local restaurant!

The business model looked interesting and they started working on their E-Commerce platform. The business plan has been rewritten several times and improved time and again.

These days they manufacture the products also, on their own for Brands like Barbie, Disney, Harry Potter etc and ship them within 24hours. Currently Rajeev's company is selling 93 product lines.

Giving some advice for startups he said that everyone has a million dollar idea, but to get it going is tough job especially when it comes to fund raising. You won't find anyone ready to fund your "madness". Share your ideas with friends and family and convince them to invest their money. If you can't convince those who are closest to you then its not going to be easy. Start with the small investment , but play a winning stroke - Once you are able to show positive results your investment wheel will start moving. Once you become interesting, more investors and parties will be willing to join you. Share your ideas before you can execute them, but have at least a prototype ready before you approach your first investor. What you need :

A GREAT VISION

A GOOD TEAM who share your VISION

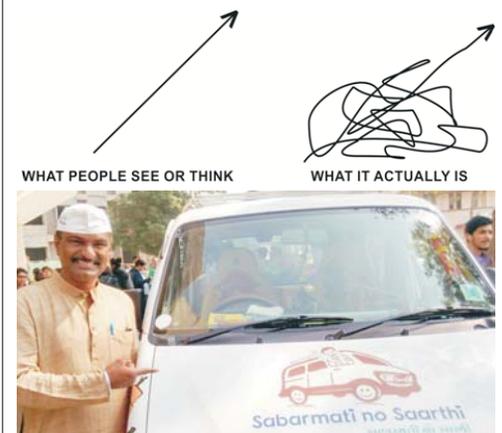


WILLINGNESS TO TAKE THE RISK - You can't fly unless you take the plunge.

PERSISTENCE - is all what is needed for a happy ending.

On similar lines to Brig. Mehta about a swimming duck, Rajeev gave an example of Success with a simple drawing.

He finished his talk with : "Be prepared for failures but be THERE



Mr. Uday Jadav "Ahmedabad na Rickshawala" was the third speaker of the morning.

A humble man with humble beginning. Educated only up to class ten, Uday Jadav has touched many lives with his Rickshaw rides. Starting out as an ordinary rickshawala he hit upon an idea of not charging the passengers any fixed amount, instead gave them the privilege of paying him anything that they felt like in an envelope that he gave them.

Unique thought hit the market but that was not the only thing, he started providing facilities to his passengers as and when he got the idea. He gave water, snacks, newspaper, books etc so that his customers could enjoy the ride. Self motivated, he kept on adding these little things which brought him a big name and popularity. So much so that when the BIG B Mr. Bacchan visited Ahmedabad on Utrayan, he expressed his desire to meet this famous 'Rickshawala'!

In the beginning people used to call him foolish, friends asked him how he will feed his family if he did stupid things, but Uday says if you do your work with sincerity God is always there to help. He says his family never had to sleep hungry! Today his one son is studying in an engineering college. He narrated various incidents and enthralled the audience with his smile, vigour and simplicity.

On the onset, Uday bhai was inspired to start giving such free rides from the "RAM ROTI" concept that he had observed as a youngster. He had only tried to spread the happiness through his humble and sincere services - today happiness is coming back to him in the form of success and popularity. All kind of media has covered his story and more and more people want to hear and see him.

A happy bank manager helped him get a four wheeler which he has decorated with the images of Ahmadabad and conducts heritage tours across the city. Carrying intrigued foreigners and excited school kids. He has named his AC Taxi "Sabarmati ka Saarthi" and had come to Baroda in that van. After the conference, inquisitive youngsters were seen taking selfies with Uday and his fancy vehicle.

The last speaker was **Dr. Anil Gupta** from Ahmadabad. His session was titled UNLEASHING CREATIVITY. Prof. Gupta said we should not be patient with inertia. He said in earlier days our shoes were made by hand and cobblers used nails to repair our shoes. Now a days our shoes don't have nails but the cobbler still uses the same tools - why haven't we been able to give him something new? We need to be aware of these things instead of being indifferent to them, we should address these issues and ... find solutions to such problems. Innovate something useful.

Urging the audience to wake up from

this attitude of indifference he said we have not been able to use our intelligence in the right direction. He said very critically that his generation had lived with this inertia and unfortunately, it has successfully been passed on to the next generation - our children. "...But he asked young Indians to start thinking..."

He said see where Japan has reached, ... They are way ahead of us even though we had started together, especially in terms of medical facilities and insurance.

Imagination is a source we need to unleash. The scope for innovation is endless and you don't need a Ph.D for it! Some of the most innovative ideas in our country have come from small children from remote villages of India. A child in Nagaland suggested a torch within a shoe. Talking about his observations and giving examples from his "Shodh Yatra" across India he said, sometimes simple things can solve big problems: like cooking one dish a day in an 'Iron Kadhai' can save the family from being iron deficient!

He even said breast feeding a baby for long periods helps in the overall growth and development and should be followed. Good health is most important and we should work towards insuring that.



Prof. Gupta elaborated that people working with their hands can think and work better, like Kabir, Rahim and Gandhi who wrote down valuable things while they worked on the loom and Charkha. He said women can innovate and find solutions to various problems they face, since they are busy working with their hands all the time.

He said we have 4 teachers in our life. One is within us - Thinking and analyzing teaches us. Second one is all around us - Friends who force you to think. Third is Nature, it makes

us think - and teaches us many things

Lastly its the general public - talk to people, feel their pain, put yourself in their place to find solutions. Practice Samvedna - Feel someone's pain.

He urged youngster to get out of their comfort zones and push themselves. In fact he said punish yourself, it is like HATH YOGA. "**Samvednasheel Baniye**".

He said **Loving, Living, Learning and Labour** are the secret pillars for a good life.

Prof. Gupta had so much to share and the audience was hungry for more but time was running out so the session and the program had to be closed with one last request from professor Gupta to young people to - **write down their creative and innovative ideas and suggestion and forward them to the Innovation Council.**



The vote of thanks was given by **Mr. Rajeev Thakkar** Hon. Secretary BMA. The master of ceremony for the event was **Ms. Richa Yadav.**

- By **Malti Gaekwad**

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One Day Management Development Program Root Cause Analysis & Problem Solving Tools

Date : January 19, 2017 | **Faculty :** Mr. Madhav Reddy
Venue : The Guru Narayana Centre for Leadership



BRIEF SUMMARY OF THE MDP

MDP covered the following areas that are very important :

- This MDP intends to give an exposure in the area of understanding the methodology of problem solving & decision making.
- It will enable the executive to meet the challenges of his métier.
- Participants will learn how to anticipate a potential problem, identify its root cause accurately and get rid of these problems without disturbing the whole atmosphere of the organization.
- The participants will become rational decision makers through this MDP.

THE OBJECTIVE OF THE MDP

- The Core objective of the program was to train and equip the delegates with most sorted out management tools that would help them in solving problems and taking productive decisions at ease.

Career Protection and Sustenance

There is no gainsaying the fact that Career Planning in today's world rests with the professionals themselves and organizations are unable to give much assistance in this regard. Tons of literature exists both in published document form as well as on the net regarding the planning process. However not much literature exists on how to sustain a career in a given vocation/profession over the long term which with this article I hope to address.

Globalization and the overpowering influence of the internet with the velocity of change experienced have either singly or collectively changed the very landscape of our organizations and institutions. It has created an uncertain future necessitating that we relook employment from a totally different perspective. One may debate given recent developments like BREXIT or promises made by Donald Trump against outsourcing, cancelling trade agreements and "building walls" as part of his election campaign, that globalization as a phenomenon may slow down but there is no denying the fact that organizational changes have happened and will continue to do so.

Some of the organizational changes that have occurred in recent times (downsizing, de-layering, reorganization, cost-reduction, IT innovations, competency measurement, and performance related measurement), and their

potential negative psychological impacts (anxiety, lowered self-esteem, competitive and aggressive behaviours, frustration, stress, etc.), a positive framework is required for approaching the future. Some fundamental trends need to be understood for effectively managing our careers - job markets are becoming external to organisations, technical excellence is no longer sufficient and that "safety" will come from risk taking!

External Job Markets: As organizations become leaner, the importance of "local" knowledge (the particular ways in which any individual organization works) diminishes. Diversity of experience substitutes for depth within one particular organization. Organizations compete by obtaining the best expertise for a limited period rather than the most loyal follower for their entire career. Therefore many employees would have noted that they were passed over for a better internal posting in favour of an external candidate. This has led to a high degree of mobility amongst professionals. A recent study by Wharton has revealed that recruits from the External Job Markets are better paid than internal candidates and also get significantly lower performance evaluations. This has resulted in a high degree of exit rates. Some Staffing Industry analysts predict that mobility will be a necessary strategy to be employed if a professional desires to progress in his chosen career. In the times to come it may not be out of ordinary to have a professional move into 15-20 jobs over his career lifetime according to these industry analysts.

Moving beyond Technical Excellence: Technical expertise and excellence once acquired become obsolete with increasing rapidity as has been observed. Therefore new competencies and life-long learning are required. Also

understand that these competencies should be aligned with the achievement of organisational goals. Personal competencies too must now encompass both interpersonal and self-management skills as well as problem-solving and synthesizing skills. We must move beyond a narrowly defined view of traditional technical expertise, and embrace those areas required by the emerging competitive environment. A recent study by the Institute for the Future of the University of Phoenix mentions several skills that will be must have for the professionals in the future workplace. The interested reader may want to visit the following link for a greater understanding:

http://www.iftf.org/uploads/media/SR-1382A_UPRI_future_work_skills_sm.pdf

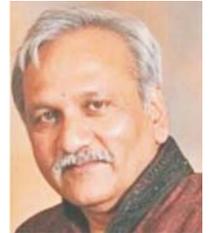
Safety comes from Risk Taking: Our mindset must move from a traditional controlled orientation to one that values calculated risk taking. Risk taking forces us to push ourselves beyond comfortable boundaries into new learning experiences. Learning through repeated attempts and failures prior to success will allow us to adapt as the environment demands.

In conversations everywhere we hear about the global economic turmoil and the toll that it is taking on careers. We also hear about how things will return to "Normal" very soon. Normal? What is normal anyway? Such platitudes persist to relieve us of our fear of the uncertain future. Our career management strategies therefore also need to build in moves and steps that strategically help in protecting our jobs and bolstering our careers in such times.

One of the key factor that plays a predominant role in career protection is the ability to develop, manage and leverage key relationship. The old saying "It's not what you know but who you know" matters and holds more

truth that most of us are willing to admit. Increasingly technical experts and top performers are being ushered out of the hallowed halls of Corporate India as organisations downsize. This is true because business decisions are driven by emotion - under the guise of rationality. When selecting who goes and who stays in such situations, many of us will tend to protect those with whom we have an emotional bond and we will find a rational business reason to relieve others of their responsibilities regardless of performance!

The above forms the basis of an individual's "Value Add" to the organisation and to its customers. Value is based on perception and whether real or perceived, value is the basis on which decisions regarding layoffs and promotions are taken. Ironically in this day and age of technological advances it will be people with a highly developed sense of Emotional Intelligence who will survive and thrive in the "Reality" Economy - people who have a well developed appreciation and understanding of human nature. So while the future remains uncertain, interpretable patterns do emerge. Effective career protection and sustenance strategies would requires us to decipher these emerging patterns, and adapt our thinking, attitudes, skills, abilities, and behaviour in response.



- By **Rajesh R. Talati**

BOOK REVIEW

SUPERINTELLIGENCE - Paths, Dangers, Strategies

by **Nick Bostrom**

Nick Bostrom is a philosopher at the University of Oxford, and author of the new book *Superintelligence – Paths, Dangers, Strategies*.

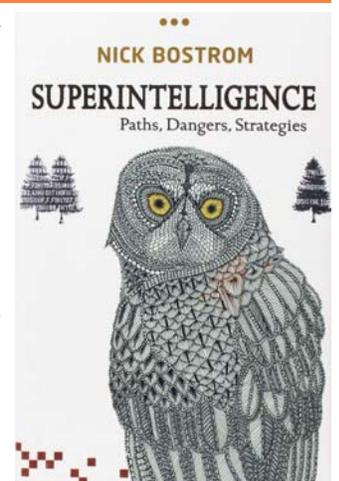
Superintelligence navigates the speculative landscape of a world where computers have outsmarted humanity. (Courtesy of Oxford University Press)

In this book, philosopher Nick Bostrom searches for answer to - is artificial intelligence the greatest intellect in the known universe? His task is ambitious; no one knows what the first "superintelligent" computers will look like, nor when they will arrive.

Bostrom predicts how we might achieve superintelligence – whether by emulating human minds on better hardware, turbocharging our biological brains, or building entirely from scratch. He also predicts how superintelligence will behave. His prognosis is bleak. Bostrom sees superintelligence as a looming, existential threat, a tremendous power we are ill equipped to handle. The bulk of his book is devoted to exploring how we might survive our inevitable encounter with it.

Superintelligent computers in fiction tend to take one of two forms: a harmless calm-voiced or a terrible, suddenly awakening monster which tries to destroy all life and must be defeated by a band of plucky humans who know what love means. According to Nick Bostrom, both of these prognoses are too optimistic.

The quest to create artificial intelligence is usually thought of as a crankish



pursuit. But, says Bostrom, it could happen, perhaps within a few decades, perhaps within a few centuries. If it happens, then it will be the greatest change in human history. It could very easily be the end of human history.

Much of his warning sounds rather like the ancient Jewish myth of the golem, which destroyed its creator by following its instructions literally. If we build a machine that is much more intelligent than we are to do our bidding, without taking enormous care in defining what our bidding is, it could backfire in the most spectacular way. His book opens with a parable of a group of sparrows saying that they really ought to find an owl chick and raise it as a servant.

As early as the 1940s Alan Turing, John von Neumann and others saw that machines could one day have almost unlimited impact on humanity and the rest of life. Turing suggested programs that mimicked evolutionary processes could result in machines with intelligence comparable to or greater than that of humans.

Certainly, achievements in computer science over the last 75 years have been astonishing. Most obviously, machines can now execute complex mathematical operations many orders of magnitude faster than humans. They can perform a range of tasks, from playing world-beating chess or go to flying a plane or a car, and their capabilities are rapidly growing. The consequences – from machines stealing your job to eliminating drudgery to unraveling the enigmas of cancer to remote killing – are and will continue to be striking.

In 1960's AI practitioners mused what if an artificial intelligent entity could improve its own design, and that improved version could then generate an even better design, and so on, resulting in an ever increasing chain reaction of explosion of ever increasing intelligence, until that entity achieves superintelligence. This chain reaction problem is the one that the author focuses on.

Based on available data & extrapolating from there, the author is quite confident that;

- Some form of self-aware, machine superintelligence is likely to emerge
- We may be unable to stop it, even if we wanted to, no matter how hard we tried
- While we may not be able to stop it, we could prepare ourselves to manage it & possibly survive it
- Not taking this seriously and not being prepared may result in our extinction

Most of the book concerns itself with the several types of super intelligence that may develop, the ways in which we may be able to control or possibly coexist with such entity, what the world and the Universe may turn into depending on how we plant the first superintelligence seed. The author outlines 3 Paths to Superintelligence;

- The AI Path – machine learning, neural networks, etc.
- The Whole Brain Emulation Path – transfer the actual data / neural mapping of a human brain to a synthetic entity, transferring all learning & memories
- The Neuromorphic Path – hybrid form of artificial intelligence comprising of neural networks & some whole brain emulation

According to the author, it is radical and perhaps frightening but our failure to

comprehend the magnitude of risks we're about to confront would be a grave error given that, once superintelligence begins to manifest itself and act, the change maybe extremely quick and we may not be afforded a second chance!

"Before the prospect of an intelligence explosion, we humans are like small children playing with a bomb. Such is the mismatch between the power of our plaything and the immaturity or our conduct. Superintelligence is a challenge for which we are not ready now and will not be ready for a long time"

In August 2014, business magnate Elon Musk made headlines by agreeing with the book that artificial intelligence is potentially more dangerous than nuclear weapons.

Bostrom's writing, though clear and imaginative, sometimes seems opaque that showcases his background as a philosophy professor. But there is no doubting the force of his arguments. While he delves into existential catastrophe as an inevitable long-term consequence of AI research, he shows the risk is large enough for society to think now about ways to prevent it by endowing future AI with positive human values. How to do so is far from clear? Simply transferring human values into computer code is unlikely to work. The problem is a research challenge worthy of the next generation's best mathematical talent.

Read the book if you are technically inclined and enjoy philosophical musings. Don't read the book if you like easy reading & stories. But, do think hard as it does raise the issue of our existence!



- By Vikram Singhal

Best Resource - Human Talent

Mr. Samir Parikh Proves



Mr. Samir Parikh was awarded with Best HR Professional Award at Annual HR Convention 2016 – 17 organised by Faculty of Social Work, M. S. University of Baroda on 21st January 2017. This award was presented to Mr. Parikh for his outstanding contribution in the field of Human Resource Management across India and outside.

Forthcoming Events

Management Olympiad

Date : February 28, March 1, 2017
Time : 9:00 am to 6:00 pm
Venue : ITM Universe, Near Jarod, Paldi, Vadodara

RTC on HRM

Date : March 10, 2017
Time : 9:30 am to 6:30 pm
Venue : Hotel Gateway Taj

For Registration Contact Us : BMA

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FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1	10.02.2017	Reflections on Union Budget by Mr. Milin Mehta
2	17.02.2017	Are You Aware of Your Circles ? by Mr. Hemang Desai
3	03.03.2017	Special Talk - at IG PATEL SEMINAR HALL by Mr. Rajendra Shah
4	10.03.2017	Mindfulness by Mr. Bimal Mehta

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

From Editor's Desk

Dear Friends

If you feel that something is happening around us and the atmosphere is positive, then the RTC on Innovation is for you. The atmosphere was set by eminent scientist Dr Gupta who has contributed lot to ISRO and now we are among top countries in space science and providing services. It happened because of innovation and faith on self.

We need young people to imagine and then act on it. BMA took this task to Ignite Young Minds who can take this caravan ahead. Brilliant people from different parts of life who have been, relentlessly, doing such task set catalytic reaction to ignite minds, during the program.

Happening, as said earlier, if vigorous, then it creates turbulence. Turbulence can off-set our career. So, we thought fit to invite Mr Rajesh Talati to write on "Career Protection and Sustenance" who has navigated his organization in industry, in his earlier stint and now in education field, to help young.

Best friends, if selected properly, are books. BMA is acting on innovation and idea is to ignite young people minds. Multiple channels are being used. One prominent and consistent is Book Review which is apropos to central idea. We invited Mr VikramSinghal, who holds laurels in academic and industry, to review a book titled "Superintelligence – Paths, Dangers and Strategies".

Feel Happy. Mr Samir Parikh, our Past President is acknowledged for his contribution for HR practices (2016 -17). And you know – we are in dire need of good human beings.

This issue has tried to shake your minds and provide enough food for brain. While, in next issue we will provide a combo of intellectual and physical super-activity. You guessed right. There will be an article by a person who has proved in either areas. **So, wait for next issue.**

Best Wishes

Pradip Pofali

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