

## Message from President's Desk



Dear Members,

As things slowly take semblance of normalcy, we have taken up the challenge to do a pharma event in the post-pandemic time. Personally, I am very thankful to Shri Jagdishbhai Patel, CMD Universal Medicap Ltd. for initiating the help with lots of zeal and enthusiasm.

The chairman of Pharma event, Mr. Rajeev Yadav who helped BMA for finding speakers and our Chief Guest. He also came up with the topic and theme for the event. We have decided to celebrate the “**World Pharmacist Day**” which falls on 25<sup>th</sup> September 2021.

BMA is grateful to our Shri Manoj Aggarwal IAS, Additional Chief Secretary, Health & Family Welfare Department. Government of Gujarat to accept our invitation to be the Chief Guest of the event.

The chairman of Pharma event conducted meetings with various dignitaries and who's who of Pharma companies. The program is organized at the Auditorium of the Institute of Engineers to give benefits to most of the participants while being cost-effective. This event will give an opportunity for professionals to present in front of some of the leading pharma companies and government authorities.

The “Pharma Con” event aims at providing insight on the following topics :

- ❖ High level awareness about the big culture and systems in big pharma.
- ❖ Evolution of the quality systems over a period of time.
- ❖ Importance of IP landscape.
- ❖ Critical Role played by Technology & Technology Transfer in conjunction with R & D for scaling up business.
- ❖ Importance of organizational culture and system in growth of any company.
- ❖ Possibilities of reshaping of Indian Pharma in Post Pandemic era.

I am very confident of the success of the program. I request each and every member of BMA to put in efforts to get maximum registrations for the event and make it a grand success.

We have many such programmes in the pipeline. Keep watching this space for more exciting news and announcements.

With warm regards,

Dipak shah

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**NEXT**

## MDPs in August 2021

### Data Driven Decision Making

Date : 4<sup>th</sup> August, 2021

#### About Topic:

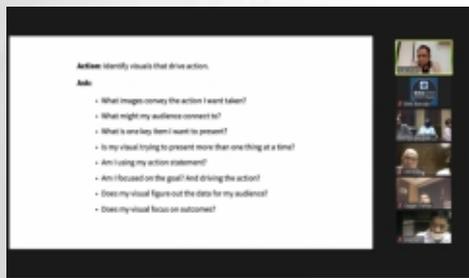
Data Driven Decision Making (DDDM) is the usage of facts, metrics, and data to guide strategic business decisions that align with your goal, objectives, and initiatives. When organizations realize the full value of their data, it enables everyone from business analysts, to sales managers to human resource specialists to leverage actionable insights and make data-led decisions every day. However, this cannot be simply achieved by choosing the appropriate analytics technology to identify the next strategic opportunity.



People at every level have conversations that start with data and they develop their data skills through practice and application. Foundationally, this requires a self-service model, where people can access the data they need, balanced with security and governance. It also requires proficiency, creating training and development opportunities for employees to learn data skills.

This session was focused on non-technical ways of data interpretation for team leaders, managers, students and aspiring leaders to understand how data can be applied to create actionable strategies.

Data analysis allows companies to choose new business opportunities with a higher chance of success, generate a higher level of revenue, and prepares the business for future growth by more accurately predicting future trends. Using data in decision making will keep your business forge ahead in the right direction, optimising your current and future operational efforts. Ultimately, this leads to sharper insights that can be quickly acted upon in the best interests of the company.



#### Following Topics Covered in MDP:

- ❖ Making effective decisions using data.
- ❖ Applying data for forecasting and focusing on core strategic goals.
- ❖ Identifying opportunities to leverage data driven decisions for organizational enhancement.
- ❖ Communicating effectively with senior management to apply data-driven strategies within a department.

## Chanakya in You

Date : 18<sup>th</sup> August, 2021

### Who was Chanakya? :

Chanakya was a teacher, philosopher, economist, and statesman who wrote the Indian Political treatise, the Arthashastra. He played an important role establishing the Maurya dynasty. Born in a poor Brahmin family, Chanakya was educated at Takshashila (Now in Pakistan), an ancient center of learning located in the north western part of India. Chanakya was very proud of Chandragupta who was able to win the test. Chanakya gave him rigorous military training for 7 years. Under Chanakya's guidance, Chandragupta became a capable warrior. Chanakya always wanted to overthrow the Nanda dynasty of Dhanananda and establish the Maurya empire.

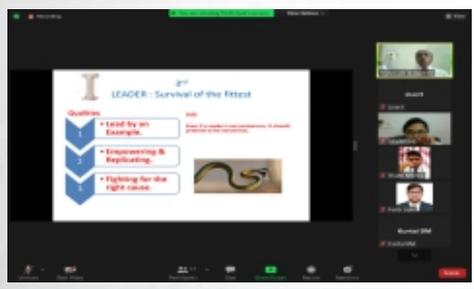


Chandragupta formed a small army without thinking much and attacked Magadha which was the capital of the Nandas. But Chandragupta's small army was crushed away in front of the huge army of Nandas. Chanakya's hand burned at the beginning for making a foolish decision. Chanakya and Chandragupta began to roam in frustration after the defeat.

Mr. Dipak Shah, President of Baroda Management Association, formally welcomed the speaker Mr. Shailesh Thakkar and all the participants. Mr. Shailesh Thakkar is an MBA, Corporate and Educational Trainer, Ex advisor with TRIFED (Govt. of India) and SCOPE (Govt. of Gujarat).



He spoke about how all of us can walk the path laid out by Chanakya, whether you are a student or a parent or a business owner. Chanakya's lessons apply to everyone.



### He also discussed the seven pillars of success :

- ❖ **Anivikshiki:** It means it is a process of knowing, understanding, researching the smallest of matters or it is a process of thinking.
- ❖ **Mentor:** Role of mentor who helps converts information into knowledge, also provide emotional support and role modeling, helps explore career options and in setting goals.

### ❖ **Leader :** Survival of Fittest: There are three qualities of leader

- ▲ Lead by example
- ▲ Empowering and replicating
- ▲ Fighting for the right cause

He also gave the example or quote for this pillar "Even if a snake is not poisonous, it should pretend to be venomous".

❖ **A Manager:** The foremost quality of Manager is effective people and resource management Chanakya Says "In the happiness of his subjects lies his happiness. In their welfare, his welfare whatever pleases himself, he shall not consider as good, but whatever pleases his subject he shall consider as good."

❖ **Decision Maker and Alliance Creator:** If the four pillars are strong then the fifth pillar is automatically strong. most of us avoid decision making but it is an important principle for building your career.

▲ **Chanakya Says:** "All urgent calls he shall hear at once, but never put off for when postponed, they will prove too hard or impossible to accomplish". "Student Mentality is a typical mob mentality and even they can't develop ideal alliances".

❖ **Up skilling:** Sixth pillar up skilling it means ready to unlearn and learn and empower self. Learning is a continuous process and unless you update yourself continuously you get extinct.

❖ **Failure Mindset Phobia:** If you run away from failure, then your career will also run away, so don't forego opportunities for fear of failure. Never say no to opportunity.

**He discussed the four vowels of success.**

A - Attitude

E - Emotional Quotient

I - Id

O - Opportunity

U - Utopia



After that the participants asked the speaker various questions and Shailesh Thakkar the speaker for the event explained them very calmly and participants were also satisfied with answer. Lastly Mr. Kalpesh Shah Hon. Secretary of Baroda Management Association gave the vote of thanks and concluded the session.

**Shaping Young Minds Programme (SYMP):** All India Management Association (AIMA) has been conducting a unique programme for young managers and students in association with local management associations called **“Shaping Young Minds Programme” (SYMP).**

**Date : 25<sup>th</sup> August 2021**

### About Topic:

The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes and more importantly - their failures. There are no speeches -just stories and anecdotes from life! This helps young people synchronize personal and career goals through exposure to experience and wisdom of successful people. This helps students get an opportunity to interact with achievers whom they may not have the opportunity to interact with in the normal course of life. It enables them to learn from the experiences of those who have been there and done that. Given the current scenario, AIMA is organizing an online version of the Shaping Young Programme in Collaboration with our Local Management Associations.

The online version allows us to reach out this event reach out to all the youth of the country instead of restricting to any one region.

### Key take aways of the session:

- ▲ A big idea that influenced
- ▲ Mistakes made and lessons learnt
- ▲ Life's teachings
- ▲ Learnings from career
- ▲ Managing stress
- ▲ Managing ambition

Our organisation is one of top local management institutes that has enrolled more than 250 participants for this event. The E-Certificate of participation is also provided by AIMA through Email.



## Growth Mindset: An Underestimated Game Changer For Leaders



**Rajal Chattopadhyay**

*Founder & CEO of [GRAVITAS](#) and a member of the [HBReview Advisory Council](#), Ex-ATOS VP & Global Head.*

Forbes Councils Member  
**Forbes Coaches Council**  
COUNCIL POST | Membership (fee-based)  
[Leadership](#)



GETTY

Mindsets are responsible for framing the running account of information, thoughts and feelings that take place inside everyone's heads during every minute of every day. These mindsets allow us to observe the incoming data and guide the process of helping us use this data to make informed choices.

A fixed mindset creates an internal monologue (self-talk) that is focused on judging the emotions, behaviors and actions of ourselves and others. On the opposite end of the spectrum, people with a growth mindset are also constantly monitoring what's going on, but their internal monologue is not about judging themselves and others in this way.

Certainly, those with a grown mindset are sensitive to positive and negative information, but they're also attuned to its implications for learning and constructive action: What can I learn from this? How can I improve? How can I help my team member do this better?

Most leaders operate from both mindsets, but it's crucial to understand how these mindsets differ, which mindset you primarily operate from and how to incorporate more growth mindset into your everyday life — especially if you want to change your leadership game.

## MORE FOR YOU

**Does Mindset Matter?****Hallmarks of growth mindset leaders:**

- ▲ Arriving at the top of the corporate ladder organically as a by-product of their enthusiasm and attitude.
- ▲ Enjoying money and recognition, but not desperately seeking it as validation of their worth or to prove themselves "superior" to others.
- ▲ Being surrounded by folks who challenge them to grow.
- ▲ Establishing a culture of collaboration. They encourage and applaud team effort by unlocking/unleashing the untapped potential of their team so as to realize their fullest potential.
- ▲ They have very accurate estimates of self-awareness and self-abilities.

**Hallmarks of fixed mindset leaders:**

- ▲ Top of the ladder is where they hunger to be, irrespective of the effort put in.
- ▲ Throw their weight to get their work done by flaunting authority.
- ▲ Surrounded by folks who boost their fragile self-confidence and are sycophants.
- ▲ Create a culture of fear within their teams and veer toward lower long-term performance.
- ▲ Inaccurate estimation of their abilities & self-awareness.

Use this [table](#) to compare the beliefs of a growth mindset vs. beliefs of a fixed mindset and determine which mindset most closely matches yours. Any leader or organization that cannot self-correct cannot thrive. Reflect on your leadership: How well do you embody a growth vs. fixed mindset? Every one of us has a journey to take to move from a fixed to a growth mindset.

**How to pivot from a fixed mindset to a growth mindset.**

The journey to a growth mindset starts by acknowledging that we all have both mindsets. It's important to embrace and accept your fixed mindset. The next step is to become aware of your fixed mindset triggers, and then learn to recognize what situations and circumstances trigger these reactions. It is failures, criticism, deadlines, disagreements or is it something else?

We must come to understand what happens to us when our fixed mindset "persona" is triggered. What does it make us think, feel and do? How does it affect those around us? If we're in touch with our triggers and excruciatingly aware of our fixed-mindset persona and what it does to us, then we can gradually learn to remain in a growth-mindset place despite the triggers. We can further educate our persona and invite it to join us on our growth-mindset journey.

If you're on the verge of stepping out of your comfort zone and into a new leadership persona, you must be ready to greet the ambivalence such an action causes. One way to address this issue is through self-talk. Thank your fixed mindset for its input, but then tell it why you want to take this step toward growth and kindly ask it to come along with you. Tell yourself something like this: "Look, I know this may not work out, but I'd really like to take a stab at it. Can I count on you to bear with me?"

Ideally, once we've achieved this level of growth mindset within ourselves, then we can help others embark on a similar journey, too.

## Is change easy or hard?

At times change is easy. Simply learning about the growth mindset can sometimes mobilize us to meet challenges in our professional lives and persevere. It can cause a big shift in the way we think about ourselves and our lives. The growth mindset is based on the belief in change, and it can be achieved by simply changing the internal monologue from judging to growth.

At times, change is also hard. It's not as though the fixed mindset wants to leave gracefully. If the fixed mindset has been controlling our self-talk, it can say some pretty strong things to us. It will not quickly or easily escort us out of the framework of judgment and into the framework of growth.

Growth mindset workshops or coaching have a real impact, as they put us in charge of our brains – freed from the vices of the fixed mindset. Cognitive therapy also helps people make more realistic and optimistic judgments.-oriented. And more importantly, it gives us a way to work toward making them real.

## Concluding thoughts.

Mastering a growth mindset is tricky but it is worth the effort to undertake, as it's the game-changer for solving tricky leadership problems. History has shown that leaders with a growth mindset reached the pinnacle in their fields and industries and stayed there for a long time because they constantly dug down, faced challenges head-on and kept growing. They are taking an inclusive, learning-filled and rollicking journey – a journey that anyone interested in expanding their own growth mindset can also take.

# Friday Evening Talk

AUGUST 2021

BARODA MANAGEMENT ASSOCIATION  
FRIDAY EVENING TALK  
*Behavior based  
"Safety"  
at Industry*  
Mr Amiya Pujari(Sr GM-Trivedi Associates)  
BMA WhatsApp : +91 7069 069 681  
www.bmabaroda.com

## “Behavior Based Safety at Industry”

Baroda Management Association organized its evening talk on 6<sup>th</sup> August on the topic "**Behavior Based Safety at Industry**" with Mr. Amiya Pujari. He discussed how BBS is the right tool for implementation of Safety Culture in the organisation and the concept of the BBS. He also explained the Paradigm shift in our approach to safety.

You can watch this event in our Youtube Channel by clicking this link: [“Behavior Based Safety at Industry”](#)

## “Gen Next @ Work: FUEL them”

Baroda Management Association organized its evening talk on 13<sup>th</sup> August on the topic "Gen Next @ Work : FUEL them" with Mr. Hemang Desai. He spoke about the three generations under one roof at the workplace , What is the formula fuel? He also discussed how one can apply FUEL at home too and lastly its advantages to business.



You can watch this event in our Youtube Channel by clicking this link: ["Gen Next @ Work : FUEL them"](#)



## "Fail to Win " (हार के जीत)

BMA organized an evening talk on 20<sup>th</sup> August on the topic "Fail to Win " (हार के जीत) with Mr. Dinesh Patel. He spoke about, How to face failures and fail forward , How to be different and be out of competition , How to be a personal brand and power of ethics & values in life which make decision-making clear and easy.

You can watch this event in our Youtube Channel by clicking this link: ["Fail to Win " \(हार के जीत\)](#)

### Upcoming Management Development Programs October 2021

DATE	TOPIC	SPEAKER	Mode of conduct
05-10-2021	How to get highest increment and fastest promotion	Dr. Nirav Majmudar	In - Person
12-10-2021	Awakening the leader within you	Mr. Uday Dholakia	In - Person
22/10/2021	Digital / Social media Marketing	Mr. Pushkar Tiwari	In - Person
27/10/2021	Art of negotiation	Ms. Deval Joshi	In - Person



## List of FET for September

DATE	TOPIC	SPEAKER
03/9/2021	Achievement Orientation - Mantra's for Success"	Mr. Manish Jhurani
10/9/2021	Discipline is Everything	Dr. Shreeram Toliwal
17/9/2021	Naya Bharat	Mr. Chirag Suthar
24/9/2021	Save Water Save Life	Rtn. Ravi Ulangwar

## From the Desk of Editor

Dear Readers,

*The word Samanway means harmony, and it is the very essence of our publication. We aim to recreate a sense of harmony with our events, Friday talks and various other endeavours. In turbulent times such as these, there's no greater power than that of fresh ideas, innovation and the written word to restore our sense of equanimity and enable us to think clearly.*

*In this issue, you will see a kaleidoscope of ideas, right from the importance of data to using Chanakya Niti in your day-to-day life. Don't miss our article on Growth Mindset: An Underestimated Game Changer for Leaders. It is the playbook of surviving in today's VUCA world.*

*As the world undergoes a radical shift, so must we by opening our minds to new ideas and possibilities. At BMA, we design our programmes and events to open the windows to the world. Whether it is our distinguished guests and speakers or the quality of articles and thought-leadership pieces in Samanway, we promise you an enthralling journey on the road ahead. Looking forward to some stimulating and refreshing times ahead, this is your editor signing off for now.*

Until next time.



Ms. Jasmine Chokshi

## Publication Committee:

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Ms. Parul Trivedi - Manager.

Published by: BARODA MANAGEMENT ASSOCIATION

Designed & Released by BMA Secretariate.



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