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ISSUE: VIII | APRIL 2013



BARODA MANAGEMENT ASSOCIATION

takes immense pleasure in announcing its most exciting event... 22nd Annual Awards for outstanding Young Managers (AAOYM).

BMA invites enthusiastic young budding managers of your organization to come forward with innovative presentation on one of the topics and display their zeal and passion towards becoming successful management professional. AAOYM provides them with this platform to showcase their talent, the recent trends and the best practices followed in their organization in the chosen topic.

An organization is welcome to nominate any number of teams. When it comes to healthy competition, "More the Merrier" is the flavor of the day.







Highlights

Shri N. R. Narayana Murthy, Chairman Emeritus Infosys Ltd. and First recipients of BMA's Sayaji Ratna Award shall interact with the first 5 teams who register and submit their synopsis before May 11, 2013.

OUNG MANAGERS

- Winning team members' interview in BMA house magazine 'Samanvaya' and interview on 92.7 Big FM
- Winning team members' get invitation to BMA's CEO Forum programs for one year.
- Attractive gift hampers

Awards & Prizes

- 1. Winner: Rs. 50,000 for Team + Rotating Shield + Individual Trophy to each team member + Certificate
- 2. 1st Runners Up: Rs. 25,000 for Team + Rotating Shield + Individual Trophy to each team member + Certificate
- 3. 2nd Runners Up: Rs. 10,000 for Team + Rotating Shield + Individual Trophy to each team member + Certificate
- 4. Two Consolation Prizes: Individual Trophy to each team member + Certificate.

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Group A: Contemporary (generic approach):

- Minimum Government, Maximum Governance A myth or reality?
- Social Media A fad or Time to leverage in Business?
- "Youngistan" Demystifying the Gen Y

Rationale for Group A:

- i. In the coming decades, success in all walks of life will largely depend upon one's ability to articulate his views, taking stands on issues of mass impact and influence others. One of the vital ingredients to influence others is the ability to mine data, collate knowledge, articulate and organize thoughts / data and present them well.
- ii. Here, clarity on contemporary issue, its impact, review of current efforts and proposed solutions including radical suggestions shall be examined. Thoughts and their articulation, not only in terms of their substance but also style shall be evaluated.

Group B: Company specific (case study approach):

- Intuitive Decision Making A necessity for getting ahead of competition?
- Empowering Women From Staffroom to Boardroom
- Reduce, Reuse and Recycle Green Environment Opportunities

Rationale for Group B:

- "Walk the Talk" is the mantra of a successful manager. To take a concept and build a successful strategy or tactic around it is what differentiates a great company from a good company.
- ii. Here, team's ability to present case study of one's own organization or any other live organization with proper data / examples shall become key factor. The value propositions, strategies and models offered should be pertaining to real organization and not a random case study. Forceful and effective presentation on a topic in the area where company was successful along with clarity on theme shall also be evaluated.



- Choose any ONE from the 6 topics mentioned Above
- If there are more than one team from an organization, it is recommended that different topics are selected.
- The written synopsis is a must and should be submitted latest by 20th May 2013.

- The synopsis should be brief, to-the-point abstract of your presentation and should be printed on A4 size paper and one side printed.
- Originality and presentation from actual experiences will have an advantage.
- The **team would comprise of 3 members**. Each member should take part in presentation.
- Prepare presentation for maximum 15 minutes. Presentation could include PPT or any other methodology including role plays, poster presentations, videos, etc.
- Each presentation shall be followed by interaction with jury for nearly 10 minutes.



Eligibility details

- Age group shall be between 21 and 35years as on 1st May 2013.
- Team composition shall include three (3) young managers from a particular industry/corporate/NGO/institution or three young managers belonging to different industries/ corporate/NGOs/institutions.
- It is not necessary for the participating team member to have "Manager" title / designation in the organization.
- More than one team can be nominated by an organization/institution



Fees (exclusive of service tax)

- i. Rs. 12,000 per team for non-member
- ii. Rs. 10,000 per team for institutional member
- iii. Rs. 8000 per team for patron members

(Any all women team would be given a discount of Rs. 1000 on the above stated fees)

Timeline

Registration On or Before 18th May 2013
Submission of written synopsis On or Before 20th May 2013
Training on Presentation Skills On 20th May 2013
Preliminary round of competition 26th & 27th May 2013
Final round of competition 28th May 2013
Time for preliminary & final rounds 9.00 am to 6.00 pm
Award Distribution: 1st June 2013

Venue

The Gateway Hotel (Taj), Akota





presents





Baroda Management Association

proudly announces the institution of the National Level

SAYAJI RATNA AWARD

on the 151st birth anniversary of Maharaja Sayajirao Gaekwad III, the erstwhile ruler of Baroda

This is an annual award to recognize and acknowledge living legends of India, for their iconic character and outstanding contribution in the field of Business, Sports, Arts, Humanity, Education, Governance or Medicine. An eminent jury will select a recipient whose life has demonstrated the stellar qualities that Maharaja Sayajirao Gaekwad III imbibed and exhibited during his illustrious reign. Shri N. R. Narayana Murthy, Chairman Emeritus, Infosys Ltd. is the 1st Recipient of this coveted SAYAJI RATNA AWARD.



The award will be conferred at a glittering ceremony at Sir Sayajirao Nagar Gruh on Monday, 13th May 2013...Entry by invitation only.

THE JURY:



Shrimant Samarjitsinh Gaekwad



Hasmukh Shah Chairman, Gujarat Gas Company Ltd.



Deepak Parekh Chairman, HDFC Ltd.



Sudhir Vasudeva Chairman & Managing Director Oil and Natural Gas Corporation Ltd.



Dilip Shanghvi Managing Director Sun Pharmaceutical Industries Ltd.



Shivakumar President, AIMA Sr. Vice President of Nokia (India, Middle East & Africa)



BARODA MANAGEMENT ASSOCIATION (Affiliated to All India Management Association, New Delhi)

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Framing Minds with RANDHIR CHAUHAN

This issue of Samanvaya covers the interview of Mr. Randhir Chauhan, the Managing Director of Netafim Irrigation India Private Limited. Netafim India has the lineage of being the global leader in smart drip and micro-irrigation solutions for a sustainable agriculture. Since introducing the world's first drip irrigation solutions in 1965, it has led the way by developing products that help their customers optimize results.



Mr. Randhir Chauhan is a B. Tech. in Agricultural Engineering and has had his informal learning of management lessons at Narsee Monji Institute of Management Studies, Mumbai.

He began his professional career from Excel Industries, Mumbai in 1993 and joined Netafim Irrigation in 1997 covering various profiles in Sales, Marketing and Operation. He was entrusted the responsibility of heading the entire Sales and Marketing team of Netafim India as General Manager — Sales & Marketing. Mr. Randhir Chauhan was short listed as a Top Talent by the Corporate of Netafim Ltd., Israel and subsequently entrusted with the responsibility of Managing Director of Netafim India in December 2006. He is a member of Netafim's corporate management forum and is also responsible for the business in SAARC countries. He is also an active member of many industry affiliated associations and organizations like State Micro Irrigation Committee, etc. in addition to being the President of the Irrigation Association of India. Mr. Chauhan has contributed immensely for the progression of the industry in his own way.

The interview was carried out at their lush green campus at their Savli Estate, which boasts of many other multinational and top class world corporations. Mr. Chauhan believes that when people move up in life, it is equally important for them to look down, inorder to have a balanced outlook towards life. He has always practiced the philosophy of being first amongst the equals. While interviewing him, my eyes fell on a very simple yet meaningful couplet, which read, "How to win the game of life — Don't promise when happy; don't reply when you are angry and don't decide when sad". These are situations with high chances of one making mistakes. So, it is kind of a recall for not succumbing to such situations. Interesting, isn't it.

Enjoy the excerpts from the interview.

Samanvaya (S): Sir, you are a B. Tech. in Agricultural Engineering. Was it a chance decision or a choice one?

Randhir Chauhan (RH): I belong to the category of chance. Actually, I wanted to do something in agriculture. So, when I went to the campus, the idea was to pursue degrees in B.Sc., M.Sc., Ph. D. and then work. I had the advantage of merit as well as mathematics and attended an orientation on agricultural engineering. That changed the course of my decision. The trigger was a competitive career, uncommon with a combination of both the fields. So the shift from only agriculture to agricultural engineering happened when I went to the campus.

Samanvaya (S): You are with Netafim since 1997. How has the journey been like?

Randhir Chauhan (RH): I joined a company called Excel in 1993 which became a joint venture partner of this company in 1997. So, there was a prior acquaintance for me and a couple of others. Till 2001, we had this local joint venture partnership, after which it became a 100% owned subsidiary. As far as the culture is concerned, there was some hand holding. The difference between the two cultures is that Indians are a bit diplomatic and are very tolerant. Whereas, the Israeli culture is a lot more bold and their thinking is bigger and quicker. We look at what was the transition. In the beginning they had to be more descriptive, make us understand what their expectations were, after which the alignment came. Then you need to move the whole organization accordingly. That is where you need a good collaboration. Expectations are hence delivered in local style and not necessarily a global style.

Samanvaya (S): What is your leadership style?

Randhir Chauhan (RH): According to me a leader has to have an understandable vision for the area he is leading in. if I am leading an organization, then looking into the future, I have to put that into a vision and build a purpose around it. If you do that, then people get motivated, they become your partners in achieving the organizational dreams, visions, goals. My way of doing things is basically to energize and motivate people by influencing them positivity, to become the partners in vision.

Samanvaya (S): How do you motivate and create the right working environment for your employees?

Randhir Chauhan (RH): Well, how to motivate the people is the connect which I would have with my own direct team. We have different forums in the company and with those forms we make it a point to revisit our annual and mid -term dreams, visions and goals. These forums basically give that creative space and revisit what was agreed, where we stand and what is the next step. We have POC's in the organizations, i.e. Participative Organization Council, a group of 40 people. They are our our strong ambassadors who look into where we stand vis a vis our vision. This company has 1000 employees. Only 200 are in this campus and 800 are out. Managing communication with virtual employees has to be effective. That's where these forums, written communications, audio visuals make a difference. As far as I am concerned, I meet each employee atleast once a year where we have gatherings called company days. We celebrate that zone wise. Each employee comes to those company days. In that we recognise people who are achievers and are instrumental in meeting the company goals. Plus, there are quarterly reviews. In short, the objective is to see what we have achieved, what we need to do extra to meet up the expectations.

Samanyaya (S): Who have been your inspirations in life?

Randhir Chauhan (RH): in my professional life my role model was my first boss. When I was on the journey of becoming the Managing Director, I diverted my life into 2 – personal and professional. When I look at my professional life, I have followed different leaders, mostly the Indian ones. I like to read their autobiographies. There is no one in particular, but I like to read

the lives of people like Narayan Murthy. I read Danielle Pink a lot, to understand the psychology of mass.

Samanvaya (S): What are your hobbies?

Randhir Chauhan (RH): Apart from reading bestsellers and fiction, I am very fond of watching movies. There is no weekend where I don't watch a movie. I feel It's a great inspiration for your creativity. In movies you see what is unthinkable and unachievable which challenges your settled beliefs. It is creative and energizing and a great stress buster too. I also like running. I have run 4 half marathons. Whenever I have the time and the energy, I put on my running shoes.

Samanvaya (S): Does your work require you to travel a lot? Do you like it?

Randhir Chauhan (RH): Yes, I love to travel and am practically out 7 to 10 days in a month.

Samanvay (S): What is your normal working day like?

Randhir Chauhan (RH): I wake up around 6.30 a.m. and leave for office at 9.30a.m. In between there is a workout of I hr, indoor or outdoor. I mostly return from the office around 7p.m. unless when there is an exceptional delay due to conferences, etc. Otherwise I usually enjoy a balanced life.

Samanvaya (S): How do you cope up with stress?

Randhir Chauhan (RH): Having the understanding or the ability to differentiate what is important in life gives you the ability to fight stress. When there is no performance, it is bound to give stress. How to convert stress into energy is very important. In such situations, I reach to my people to understand why there is low or no performance. Thankfully, this company is growing fast and I haven't felt such situations much. But when I feel that such situations are arising, I take a short break, go home to my family, take them for a movie or a long drive. That gives you some change and refreshes your mind. During such times, I run more and harder which gives me my time.

Samanvaya (S): Is Netafim into Philanthropic work?

Randhir Chauhan (RH): Yes and mainly into the areas of health and child. We are engaged with a few hospitals. In some village schools our strong focus is on the girl child. We have been associated with Kailas Hospital at Goraj where we have majorly contributed for their Operation Theatre. At the Nethralaya in Manjusar we hold free eye surgeries every year. In the nearby schools, we have built rest rooms for girls. At the Bal Bhavan we have rebuilt their basketball court.

This interview was taken by Meera Vin for Samanvaya

Crumpling Chaotic Cities Public Participation in Planning

- By Anita Khandekar

We intend to future-proof our cities from unplanned chaos,

Mr. Kamal Nath/ Urban Development Minister (Mint)

Economic reforms and globalization has led to a speedy and sudden expansion of our cities and neighborhoods. Urbanization is a universal process and India is no exception. The lack of planning has resulted in innumerable problems for the people living in our cities.

Issue - Rising traffic density, inefficient public transport system, lack of walkways, lack of public spaces as parks, schools, shortage of affordable housing, absence of facilities for senior citizens, rise in slums, shortage of water as well as power and the list of woes could be endless. The cumulative result is the present infrastructure is crumpling and adding in to environmental degradation.

"A city is not an accident but the result of coherent aims and visions," says architectural theorist and urban planner Leon Krier

To meet the shortages, we talk about use of solar power, wind energy, green buildings, rain water harvesting and the likes. However, to what level can we harness these resources and use these methods for our benefits?





Future scenario -Statistical reports

Statistical reports state that with

rapid urbanization, the population of our cities will be dangerously high and if this growth issue is not addressed then house sizes will shrink, traffic will move at a snail's pace, garbage/waste will double, slum areas will increase resulting in further degradation in the physical environment. Burden on civic infrastructure will be so severe that the infrastructure will collapse. In that case, 'will our cities be healthy?

City planning authorities and urban local bodies, responsible for preparing and implementing development plans for spatial development of cities are unable to match with fast track unforeseen growth and reasons are many. Why speed is slow? Where is the bottleneck? The problems are piling up and to meet them, current plan and implementation is akin to first aid, ad-hoc and thus mostly not favorable and acceptable to citizens. Vested interests of people in chain are key factor for undesired results. However, it is planners task to identify problems of the users, create a vision based on resources of the city and prepare a development plan for the benefit of its users.

Are users demanding? - People complain but are unaware that to a certain extent they are also responsible for the conditions in which they live. Tolerance, indiscipline, lackadaisical attitude towards civic infrastructure etc. are some attributes of our people that make the Urban Local Bodies 'Providers rather than Facilitators.' Necessities like proper footpaths to walk on , tracks for cycling, access to a park and convenient shopping, efficient public transport, affordable housing, safe neighborhoods, clean and garbage free environment are facilities which citizens should ask for and the local bodies should make them available with proper infrastructure planning.

Public participation - In a democratic set-up like our nation, people need to exercise their right to participate in the process of

City Planning. Being end users they are familiar and conversant with the local problems, local administrative processes and decisions taken at the Development Plan level directly affect their way of life. In the present context where urban areas are expanding with no control and urban sprawls are common, people's initiative and people's participation is one of the key elements in the whole process of development. Different people have different interpretations for use of the term like "public participation". The aim is to break out from the traditions and engage citizens and public officials as equals in a discussion.

"Public Participation" is a two-way communicating process between the community and the decision-making authorities. This process aims towards making the citizens aware of the development decisions taking place and in turn listens to the viewpoints of the citizens on those decisions. Though the elected officials arrive at final decisions after the public inputs, the main benefit of conducting these public participatory activities is that the decisions taken are perceived to be legitimate even if they do not satisfy everyone. There is in fact a need to develop an appropriate methodology for public outreach and for extensive consultations with people at every level for preparations of the Developmental Plans. There is no definite framework for public participation, in planning process but definitely useful tool.

A Development Plan document, prepared by planner, is a map, policies that guide, regulate and channelize the development and growth of a city. In a Public Participatory Planning, Draft Development plans need be made public and easily accessible to

all. Planning covers a wide range of issues, so critical issues like commercial and residential corridors along transit routes and nodes, green spaces for sports, recreation, and walkability in neighborhoods need listing for discussions with public and their suggestions should be taken seriously. In the Development Planning process, planners could rope in assistance of educational institutes, NGO's, local technical experts for public outreach. Meetings, seminars and discussions with people should be organized for wider outreach and suggestions. Hence, from a centralized system there should be a paradigm shift in the planning process for public participation. Simultaneously, it is necessary to educate people on this subject and it has to be part of curriculum from school to university.

Development plans prepared through this process will have far more accountability, as they will be need based, benefit the users and bring about integration of various segments of society for achievement of a common goal of development.

Inclusive planning with people's participation can lead to Sustainable development of cities. There is an emerging need to evolve a new set of urban policies to address urban development in a more dynamic and pro-active manner.

In a nutshell, the development planning in our country calls for a new equation of partnerships between private and people's sectors , which is where development alternatives with public participation is the right way forward.

(Writer is Architect & Urban Designer)



The Beauty Within

As we celebrate The World Health day on 7th April, BMA's - Women Development Committee had its 3rd program of Empowering Women Series celebrating Women's Health in the program "The Beauty Within" on 6th April, 2013 at The Gateway Hotel (Taj).



This session was led by an eminent panel of doctors, Dr. Suchitra Nene, Dr. Vibha Naik, Dr. Manoj Mehta, Dr. Gautam Amin, Dr. Drashti Shah and Ms. Kanan Parikh who helped women resolve their major concerns regarding their health, the reality and myth of some conditions affecting women. The talk covered the various aspects of a women's health like gynecology, various cancers that are prevalent in all age groups of women, various diseases related to bones, mental health and psychology. The panel also cleared out the various myths that are there in the mind of women and answered the various questions that they had.

The doctors also enlightened the participants about importance of Exercise, Obesity and Weight Reduction, explained four types of Exercises- endurance, strength, balance, and flexibility with other eating tips. They also shared other different useful ways to maintain good Physical and

Mental Health. The awareness was also given on the diseases prevailing among Women, its symptoms, precautions and treatment.

This program was attended by a large group of 250 women who actively participated during the session. This also helped them to view their body from within, what goes on inside them, how it changes them and impacts them emotionally, mentally and physically and affects them in their daily life.

RESOURCE TEAM

Chairperson Ms. Aditi Tiwari
Co-Chairpeson Ms. Anaouli Desai

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For members who have not renewed their BMA membership, please renew your membership at the earliest.

DVD's on sale

Shaping Young Minds Programme - 24th Annual Management Convention - CEO Forum 'Samvad' with Mr. R. Gopalakrishnan To order contact BMA

Dear Sir/Madam.

AppealNote

We invite you to utilize our Magazine (Samanvaya) for advertisement which is now monthly and is disseminated to 2000 professionals including Corporate Professionals, CEO's, MD's & VIP's of various sectors.

For further details contact BMA- Ms. Amita Jaspal- CEO *Conditions Apply

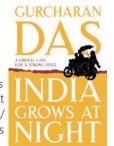
Management Week & Annual Day Programme

SR.	DATE	TIME	EVENT	VENUE
01	26th May'13 (Sunday)	9.30 am to 11.00 am	Inauguration of Management Week	Tropicana Hall, The Gateway Hotel (Taj), Vadodara
	26th May'13 (Sunday)	11.00 am to 5.30 pm	22nd AAOYM Presentations	Tropicana Hall, The Gateway Hotel (Taj), Vadodara
02	27th May'l 3 (Monday)	9.00 am to 5.30 pm	22nd AAOYM Presentations	Marigold, The Gateway Hotel (Taj), Vadodara
03	28th May'l 3 (Tuesday)	9.00 am to 5.30 pm	22nd AAOYM Presentations	Marigold, The Gateway Hotel (Taj), Vadodara
04	29th May'l 3 (Wednesday)	6.15 pm onwards	Management Quiz	Marigold, The Gateway Hotel (Taj), Vadodara
05	30th May'l3 (Thursday)	9.00 am to 5.30 pm	Igniting Minds Young India	Tropicana Hall, The Gateway Hotel (Taj), Vadodara
06	31st May'13 (Friday)	6.15 pm onwards	Special Talk	Tropicana Hall, The Gateway Hotel (Taj), Vadodara
07	Olst June' I3 (Saturday)	6.00 pm to 7.00 pm	55th Annual General Meeting & Annual Day Celebration (followed by Dinner)	Tropicana Hall, The Gateway Hotel (Taj), Vadodara

Book Review

India Grows at Night A Liberal Case For A Strong State

By Gurucharan Das This book is an intellectual debate as to what can be done when state is weak and seen/ talked for policy paralysis and society is aspiring for flourishing economy.



"The scenario which you see around today

is a cumulative result of yesteryears process and environment".

This statement has universal application and India is no exception, though I have always used it primarily as a Geology student. If you are interested to know about- why India is as it is? Then read this book which unfolds past and our journey to current state and then what can be done about it.

India has shifted from socialism to capitalism for some purpose and capitalism has some dharma. The purpose is economic activity to take society from poverty to prosperity. The good life has other objectives too, in particular, is Dharma, 'moral well-being' which is higher than material gain. Dharma is duty, law, justice and righteousness that is doing right.

India is experiencing a transition and transformation. It has given rise to middle class which is living in two worlds. His private life is governed by accountability - if you don't work, you don't eat. In contrast, government jobs are effectively for life with little accountability. The aspirations are on rise and demanding quality over quantity for betterment of life. Instead of the politics of aspirations, Indian politicians prefer to bribe voters, as seen in Tamil Nadu (TV sets), free electric in Punjab spoiling finances and soil. Why is it happening? In the world of democratic politics, the fu-ture

So the state is weak and the law breakers become law makers, if good men do nothing. The book has come in the market in 2012 and elections are close (any time till 2014). Read the views by author with plausible solutions given by him and debate on it and help in getting solution, the best you can. Middle class has enough potential to improve on national health as seen in many countries happing around in Asia and Africa.

- Pradeep Pofali

Mr. Pradeep Pofali	-	Editor
Ms. Meera Vin	-	Editorial Board Member
Ms. Amita Jaspal	-	CEO
Ms. Shivangi Singh	-	Sr. Program Officer
Mr. Vasim Jindani	-	Program Officer
Mr. Ashet Kikani	-	Hon. Secretary

Mr. Ashet Kikani **Publications**

Dr. A. P. Singh Mentor



From the Editor's Desk

Dear Friends

BMA is adding one more feather by felicitating Stalwart Mr Narayanmurthy by Sayaji Ratna Award. Every Barodian is proud of what Maharaja has done for our city and his erstwhile kingdom. The tradition is set for every year.

We are looking for India to grow and reap the demographic dividend. BMA has set a healthy competition among young managers to stimulate their thought process and debate on the concurrent issues. One of such issue is rapid growth of cities and popping issues and thus article "Crumpling Chaotic Cities". What are other issues bothering us and hence know the thoughts of thinkers through their books like "India Grows at Night". One big issue is water scarcity and read the thoughts of Mr Randhir Chauhan.

A big week long function is waiting for you. It is time that reins would be passed on to new team and I would be one of them. Last three years Presidents and office bearers bestowed faith on me. My brief was simple that Samanvaya quality, content, continuity and regularity should be achieved. It is you who can

Thanks to all.

- Pradeep Pofali

Forthcoming **Events**

Management Development Programme (MDP)

Date : 20.05.2013 Time : 09.30 am to 05:30pm

Topic : Presentation Skills Faculty: Ms. Avi Sabavala

: BMA, Guru Narayana Centre for Leadership

FRIDAY EVENING TALKS					
SR.	DATE	TOPIC & SPEAKERS			
1.	03.05.2013	Developing Resilience - Way forward for Organizations, Systems and Individual by Mr. Bhavin Bhatt			
2.	10.05.2013	Numerology Live with Grace & Image by Mr. Bankim Shah			
3.	17.05.2013	East meets West- Stories of Desi Adaptation by Mr. Alok Desai			
4.	24.05.2013	Learning through Human Behaviour by Mr. Romi Bhatia			
5.	31.05.2013	Special Talk			

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



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