



### Best LMA Award

2018 - 2019

*Runner Up*  
Category III

### Baroda Management Association

*Shivakumar*

D Shivakumar

Chairman - Best LMA Award Jury  
All India Management Association

*Harshavardhan Neotia*

Harshavardhan Neotia  
President

All India Management Association

*Rekha Sethi*

Rekha Sethi  
Director General

All India Management Association

19<sup>th</sup> August 2019



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"The key is not the will to win. Everybody has that. It is the will to prepare to win that is important."





## Seminar on Agriculture

Date: September 07, 2019 | Venue: Sayaji Hotel



Baroda Management Association organized a Seminar on Agriculture on 7th September, 2019 at Hotel Sayaji. The Guest of Honour for the event was Shri Dileep Sanghani.

The event commenced with a speech by BMA President- Mr. Ashish Parasharya who welcomed everyone to the event and also shared the message of Mr. Parshottam Rupalaji (Minister of State for Agriculture and Farmer's Welfare, Government of India), who could not attend the seminar.

Mr. Hemang Vahia, the Vice President of BMA welcomed Shri Dileep Sanghani and thanked everyone for their presence. He further shared the profile of Shri Dileep Sanghani with everyone.

The office bearers of BMA, along with Shri Dileep Sanghani, lit the Lamp.



Then, **Mr. Devanshu Vaishnav** delivered a speech wherein he gave the outline of the seminar. This was the 20th year of the Agricultural Seminar and he thanked GSFC, GNFC, KRIBHCO, Hindalco, IFFCO, GUJCOMASOL, Kalupur Co-operative bank and Pragati Bank for their support and contribution towards this seminar which witnessed participation from over 250 farmers.



He then provided the detailed outline of the seminar wherein he declared that the first session would be on 'Soil Health' by **Mr. Haresh Lalwani** (Marketing Manager, Gujarat Seeds Corp. Ltd); the second session would be by **Mr. M.K. Kureshi** (Joint Director of Agriculture [Ext], Vadodara Division) on 'Disadvantages of using excessive fertilizers & pesticides'; and the third session would be on 'Micronutrients & their Importances' by **Mr. N. S. Patel** (Dy. General Manager and State Marketing Manager-IFFCO) which will be followed by 'Panel Discussion'.



Speech by Shri **Dileep Sanghani** wherein he thanked BMA and participants from various companies for their presence. He stated the importance of agriculture to India's economy. He mentioned that the agriculture sector needs to be boosted and that the government has been taking measures to increase the productivity in the agriculture sector. He also detailed out various schemes and measures taken by government for the same. He also explained how the agricultural sector generates employment opportunities directly and indirectly.

Memento was presented to Shri Dileep Sanghani by Mr. Devanshu Vaishnav.

Ms. Sarita Sinha presented vote of thanks to the Sponsors, Secretariat and Speakers for their efforts, contribution and presence. She also thanked Partners of BMA and GUJCOMASOL.

Introduction and session announcement of Mr. Haresh Lalwani (Marketing Manager, Gujarat Seeds Corp. Ltd)

Mr. Lalwani talked about 'SOIL HEALTH'.

He started his session by referring to soil as 'mother'. He stated that we need to preserve the health of the soil in order to optimize its productivity. Farmers in order to maximize productivity use artificial fertilizers and pesticides in a careless manner which results in soil degradation.

He stated that the soil obtains all the necessary nutrients from the atmosphere itself and does not need any add-ons at all. He also explained how the health of soil is related to human beings. He said best soil health can be achieved if the soil has air and moisture in equal proportions. In addition to this, the soil should be porous too so that it can absorb nutrients in a better way.

He also explained the importance of

sunlight and photosynthesis. He further added that farmers should not overdo anything. "Everything in a measure is treasure" is what he emphasized a lot on. Fertilizers should be used but in a limited quantity. He also talked about the fact that how earthworms are good for the soil. He elaborated and explained the advantages of 'Soil Health Card'.

#### **Introduction and session announcement of Mr M.K. Kureshi(Joint Director of Agriculture[Ext],Vadodara Division).**

Mr. Kureshi then started his session on "Excess use of fertilizers and pesticides in agriculture". He thanked BMA for prioritizing the agricultural sector. He thanked IFFCO, KRIBHCO, HINDALCO, GSFC & GNFC and the audience for their support & presence.

He said that only producing crops is not enough; storing the agricultural produce is equally important. He said that India uses Insecticides in excess as compared to the rest of the world. He said that the unregulated use of fertilizers and Insecticides destroys the micro nutrients of the soil. He also mentioned that the response in productivity/output has declined sharply. He said that the remains of pesticides are present on the agricultural produce; which, if consumed by humans results in the degradation of the organs of the human body like the brain and the eyes and is also responsible for deadly diseases like cancer. It also hinders the natural cycle of the environment which leads to Air and Water pollution. He also emphasized on the fact that the untimely use of insecticides also affects us indirectly. He quoted an incident wherein the production of honey was hindered. The simple reason behind it was that the Insecticides, when sprayed upon flowers hinders pollination due to which a honey bee is unable to extract honey from the flower.

He said that the substitutes to Artificial Fertilizers are organic fertilizers, Vermicompost and Bio-Fertilizers. He stated that one major area where farmers go wrong is using insecticides and pesticides right before selling their produce. He stated this to be a major reason behind the presence of residues on the food items. He further explained the Do's and Don'ts while using Insecticides to everyone.

He mentioned various schemes launched by the government towards this direction.

He then emphasized that "Insecticides and Pesticides should be used judiciously and on appropriate timings" to reap out balanced and optimized outputs from the plants.

To support his conclusions, he demonstrated some statistical data which elicited residues left on the agricultural produces.

The session then advanced to the "Question and Answer" part.

The next and the final session was delivered by Mr. N.S Patel (Dy. General



Manager and State Marketing Manager-IFFCO) who talked about the 'Role of Micronutrients in farming'.

He explained that the most effective way of increasing the income from Agricultural sector is either by increasing the Agricultural output or by reducing the expenses thereon. If a farmer can strike a balance between both of these, then the resultant profit would be massive.

He further added that the soil needs 17 nutrients but farmers provide the soil with only 3 nutrients- Nitrogen, Phosphorous and Potassium. If all the remaining nutrients are provided to the soil, it will result in increased production which will help the farmer earn more profit. He also requested that farmers should regularly attend such seminars to increase their knowledge and should cultivate the practice of getting the soil tested after reaping 2 crop cycles and nourish the soil with the nutrients that are absent.

He also demonstrated the advantages of certain nutrients on the farm produce and the ill-effects thereof, if not used properly.

The event then came to its final leap which was the "Panel Discussion" wherein the Panelists were Mr. B.N Kothiya(Chairman-Panel Discussion; Advisor[Fertilizer]-GUJCOMASOL), Mr. Nishith Prajapati(Member-Panel Discussion; Chief Marketing Manager-GNFC), Mr. Vishal Patel(Member-Panel Discussion; Manager-HINDALCO Industries) and Mr. P.B. Patel (Member-Panel Discussion; Senior Manager-KRIBHCO). They summarized the entire seminar and detailed out all the sessions alongwith their additions to it.





## Round Table Conference on HUMAN RESOURCE-Challenges & Opportunities in the Volatility, Uncertainty, Complexity and Ambiguity (VUCA) World

Date: September 27, 2019 | Venue: Lukshmi Vilas Palace

VUCA - an ever evolving concept is as relevant today as what it was when it was coined in the 1990s by the US Army post the cold war.

Our paradigms are constantly challenged and as rightly quoted by Dr. Marshall Goldsmith '*What got you here won't get you there*' is coming out to be a reality. What gave us success in the past is no longer the roadmap to success...

Today's organizations are no longer defined by fixed workplaces, nine-to-five working hours or by a set of homogenous employees. Organizations are becoming boundary-less and often, location agnostic. These complexities will continue to exponentially increase as we enter a hyper-digital era with Artificial Intelligence (AI), Robotics, 3D printing, and much more looming over the horizon.

Moving forward, organizations of the future will function as platforms connecting diverse, distributed, and multitalented individuals who will come together to create value. It is understood that the workforce today has expanded to include contractual and contingent workers, partners, vendors and suppliers, as well as customers and competitors – "The extended enterprise". This "extended enterprise" is as critical to the success of any organization as the permanent employees.

### Welcome to the VUCA world!

At BMA, it is our constant endeavour to facilitate individuals and organizations to realize their potential, help them seek solutions to the challenges they face by way of conducting seminars, symposia, MDPs and many more. The VUCA world has environmental characteristics that impact businesses irrespective of their industry, size, operations etc.

The "Human Resource Challenges and opportunities in VUCA World" conclave is an attempt to find guiding lights in VUCA World, understanding and mitigating the opportunities and challenges of the VUCA world from a human resource perspective.

Baroda Management Association organized a Round Table Conference on Human Resource Management at The *Lukshmi Vilas Palace* on 27<sup>th</sup>



September 2019. It is one of the most prestigious and informative events of BMA, eagerly awaited by the entire HR and Management fraternity, pan Gujarat.

The conference was attended by HR Heads of various companies as well as students from MBA & HR background and everyone could benefit out of the valuable insights from the eminent speakers like Mr. Yogi Sriram (Senior Vice President-Corporate Human Resources & Member of the executive committee, Larsen and Toubro Limited), Mr. R.Gopalakrishnan (Former Director-Tata Sons Ltd), Dr.Aquill Busrai (CEO-Aquill Busrai Consulting), Mr.Sarathbabu Elumalai (CEO & Founder- Food King), Ms. Kaunain Tehzeeb (HR Leader\_India, APJ & ANJ- Dell Technologies) and Ms. Kiran Manral (Editor-Shethepeople.tv).

A vast array of versatile orators and subject matter experts and extremely enthusiastic and interested participants made the entire RTC vibrant, vivacious and versatile.

It kicked off with a welcome speech by President Mr. Ashish Parasharya followed by Mr. Gaurang Joshi setting the context and handing over to the MOC Ms. Hiral Matalia



**Mr. Yogi Sriram**

The session kicked off with Mr. Yogi Sriram, who is the Sr. VP Head HR Professional with LNT with 45 years of global HR experience was keynote speaker who in his interactive and data driven speech emphasized the need for specialisation for focus and he threw light on how things have been evolving and changing in the HR world. He used tremendous data to derive that the world's HR perspective is changing at a rapid pace and how



everyone needs to evolve to live up to the current expectations. He himself is an avid learner and upskills himself by learning new database, programming etc. He also had immaculate vocabulary.



**Mr. R Gopalakrishnan**

After him came **Mr. R Gopalakrishnan** who again is a versatile personality and an author currently with an extensive stint of 40 years. He shared a completely different perspective than Mr Yogi Sriram and felt that generalist would be as much in demand. He gave his reasons, data and logic for the same which was also equally compelling and convincing. He had an uncanny sense of humour and through his light hearted wit; he kept the session extremely engaging and alive. His book 'Doodles on Leadership' was also launched at this very forum and acknowledged by many and his personally signed copies were available for sale at the counter.



**Ms. Kiran Manral**

The session then moved to its third speaker **Ms. Kiran Manral** who is the chief editor of *shethe peopletv* and she has a vast experience in media as an editor and she shared personal insights about her own story and how she was a professional despite many hurdles which are typically faced by married woman and how due to her competence and dedication she was able to move back to a compelling full-time career.

This was followed by a lunch break and the lunch break and thereafter an engaging ice breaking session by team members of M power training solutions which engaged everyone thoroughly through a series of challenging activities and quiz questions on HR and general knowledge.



**Dr. Aquil Busrai**

After the energetic energizer, was the session of **Dr. Aquil Busrai**, a gold medalist from XLRI with a rich 45 years of experience across industry, set context for a very interactive and relevant session on current HR practices, the nuances of the same and how going forward, a radical change seems to be the only option.



**Ms. Kaunain Tehzeeb**



Followed by Dr. Busrai was the graceful and elegant, feminine yet robust **Ms. Kaunain Tehzeeb**, the HR head of Dell Technologies Global. Kaunain shared insights about the changing trends in the HR industry and how Dell as an organization has evolved and moved to so many application based technology driven training modules vis a vis the conventional training methodology. She also shared research and statistics about the changing trends in HR fraternity as a whole globally with personalized and relevant examples.

**Mr. Sarat Babu**



And the grand finale speaker was **Mr. Sarat Babu**, a humble and grounded, IIM graduate who made his way up from extreme poverty and with sheer self-drive and determination is today the owner of food chain called 'Food King' wherein they distribute healthy and nutritious food at very reasonable rates. His personal struggle and success story brought tears in the eyes of many and was both inspiring and commendable. He truly justifies the quote 'Tough times don't last, tough people do'.

The session then ended with a thank you address by the MOC Ms. Hiral and the President of BMA Mr. Ashish Parasharya.





## Management Development Program on “Art of Pitching”

Date: August 13, 2019 | Venue: BMA  
Faculty: Dr. Nirav Majmudar



Baroda Management Association organised management development program on “Art of Pitching” on 13th August’19 by Dr. Nirav Majmudar. The MDP gave the participants great understanding on mastering the art of pitching and how it allows the sales team to stand out from others.

### Management Takeaways:

The MDP also benefited the participants and enabled them in-

- Learning the art of closing faster
- How to sell expensive products.

## Management Development Program on “Customer Relationship Management”

Date: September 23, 2019 | Venue: BMA  
Faculty: Mr. Shivendra Madhusudan



Baroda Management Association organised management development program on “Customer Relationship Management” on 27th September’19 by Mr. Shivendra Madhusudan. The MDP gave an insight to the participants about the importance of a satisfied customer and customer loyalty.

### Management Takeaways:

The participants learnt-

- To establish strong customer relationships
- Learn to drive sales, sustainability and growth.

## Annual Management Convention

The driving forces of the Country’s growth-including urbanization, a rising middle class, and increasing consumer spending- are ripe for companies to seize upon. **INDIA** stands to become one of the largest growth engines in the world.

The Consulting firm, **Price Waterhouse Coopers (PwC)** has in its report “**The World by 2050**” has struck an optimistic note estimating that by the year 2040, India’s GDP would exceed USA GDP in purchasing power parity terms by 2040 thus making it the second largest economy after **China**.

Landmark initiatives taken by the **Government of India** viz., **Make in India, Digital India, Skill India, Smart City Mission, Start-up India, Stand-up India** and improving the Ease of Doing Business are welcome initiatives that are expected to boost economic growth in **India**.

The Country can show phenomenal growth when collaboration and partnership with other Countries is taken to a new level and where there is mutual trust and understanding. India’s relations with developed countries are improving and that augurs well for the future development of our great nation.

Our Past President Late **Dr.A.P.J Abdul Kalam** has penned his vision in the book entitled “**India vision 2020**”: **A Vision for the new Millennium**. In this book **Dr.Kalam** had emphasized on the development of each and every sector, be it **Agriculture, Infrastructure, Education and Healthcare, Critical Technologies and Strategic Industries**.

The 31<sup>st</sup> annual management convention which is one of the most popular and exciting events of BMA and its Flagship Program is on 22<sup>nd</sup> and 23<sup>rd</sup> November and the theme is “**A Dream; 5 Trillion Dollars Economy**”. AMC will bring together eminent speakers and thinkers from all walks of life to understand and explore India’s growth story and what the future holds for our country. For more details register yourself now with BMA secretariat.

We invite you to join us in the journey to take note of wide possibilities and scope of India’s growth and take away some agenda for action to achieve Vision 2020.

May every lamp that will be lit on the evening of Diwali  
bring joys and prosperity for everyone.

# HAPPY DIWALI



## Friday Evening Talks

Sr.	Date	Topic & Speakers
1	04.10.2019	International Financial Reporting Standards IFRS- A global financial language by Mr.Saket Modi
2	11.10.2019	Corporate Fitness- Office Ergonomics by Dr.Palak Shah
3	18.10.2019	Why people get sick by Mr.Nimesh Shah
4	25.10.2019	Handling Future Challenges (Cyber Security, IOT and VLC for smart world) by Mr.Kanaiya Agrawal
5	8.11.2019	Importance of Meditation by Ms.Pooja

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

## Forthcoming Events

### Management Development Programme (MDP)

Sr.	Date	Topic & Speakers
1	12-13.11.2019	Project Management
2	22-23.11.2019	Annual Management Convention

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

## Editorial

Dear Friends,

BMA office has been busy with big events on hand and my apologies for the delay in bringing out SAMANVAYA. Some highly successful events have taken place in the recent past and we bring you brief reports on both of them. The seminar on Agriculture- popularly known as Co-operative Seminar where the team leader was Mr.Devanshu Vaishnav and the other was the RTC on HR- held at the beautiful Lukshmi Vilas Palace where the team was led by Mr.Gaurang Joshi and Ms..Hiral Matalia. The speakers for both the events were excellent and after reading the reports you are sure to feel you missed attending these events.

While BMA's regular evening talks and management development programs are going on- The next big thing to forward to is the Annual Management Convention on 22nd and 23 November. So do mark your Calendar and make sure you are there! We all are looking forward to some fantastic speakers, however for the time being I will keep it a surprise.

Meanwhile, take a break for Diwali and enjoy it with family and friends. Samanvaya wishes all its readers a **HAPPY AND A PROSPEROUS DIWALI AND NEW YEAR.**



Malti Gaekwad

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