



SAMANVAYA

ISSUE : I ■ JUNE 2013

Continue & Consolidate



My Dear BMA'ites,

It gives me great pleasure in reaching out to you all through OUR Samanvaya. 1st June 2013 shall go down as a landmark day, personally for me, having been found worthy enough by BMA'ites, of presiding over the activities of our Association for the next one year.

I am grateful to you all for your overwhelming support to the activities of the association last year and hope to see the same support towards BMA in coming years too.

IPP - Samir, illustrious Past Presidents of BMA & Guruji through their vision and inspiring contributions, have carved out a special place for BMA amongst the management fraternity pan Gujarat, particularly Central Gujarat.

Hence, one of the foremost priorities of the new OB's comprising of Vice President - Ashet, Hon. Secretary- Sagar, Hon. Treasurer – Romi along with new team of Managing Committee Members is to take further, the good work that has taken place by IPP - Samir and MOB - Chirag at BMA over the last several years. Apty therefore, I propose to give BMA'ites this year, the theme, "Continue & Consolidate".

The year ahead has set for itself, several goals, few of which are mentioned hereunder:

1. The 25th Annual Management Convention.
2. Mission 1000 in terms of total membership.
3. Increase member involvement and participation.
4. Virtual branding of BMA through Social Media presence.
5. Archiving of 25 AMC's and FET's for the year.
6. Expanding the reach of Cooperative Seminar to Finance and other sectors.
7. Revival of Health Committee programs.
8. Reach-out to large number of Women professionals through specially designed programs.
9. Making the Secretariat Self Sustaining and of course
10. Our dream...BMA house.

Chair and co-chairs of various committees have already rolled up their sleeves and are firing all cylinders...be it BLING/SADC/MSME/YMDC/Finance/MRT/Publications/PR/Programs et al.

The secretariat led by CEO-Amita, is all decked up with everywhere to go in support of all committees'.

As they say, "If you have to aim...aim for the stars", so that even if you fall short by a few steps you surely land on the tallest skyscraper!

That's the goal of team BMA 2013-14. In this journey we are sure we are not alone. I personally appeal to each and every BMA'ite to enjoy the management movement spear-headed by BMA in this part of the country.

My best wishes to TEAM-Samanvaya comprising of Arti, Alka and Meera.

With all good wishes for times to come.

In service and furtherance of "**MANAGEMENT MOVEMENT**"

Sandeep Purohit
President, BMA 13-14



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Celebrations of Management Week



Dignitaries during the Inaugural Ceremony of Management Week

Every year BMA celebrates Management Week in the last week of May/ 1st week of June. In order to bring members to a common platform, Management Quiz and Special Talk on Management issues were arranged and eminent speakers were invited to share their views on the topics. All the members were invited to take advantage of the available expertise during this week. This week provided opportunity to network and exchange ideas



Prof. Atanu Ghosh, Indian Institute of Technology, Bombay addressing the audience

This year Management Week celebration was inaugurated in presence of the esteemed Chief Guest, Prof. Atanu Ghosh, Shailesh J Mehta School of Management, Indian Institute of Technology Bombay and Guest of Honour, Shri Premraj Keshyep, Managing Director, KYB Conmat Pvt. Ltd.



Mr. Premraj Keshyep, MD, KYB Conmat, addressing the audience

The Competition for 22nd Annual Awards for Outstanding Young Managers (AAOYM) was held from May 26, 2013 to May 28, 2013. Management Quiz was organized on May 29, 2013 conducted by Dr. Arjun Singh Mehta, Managing Director, Gujarat Life Sciences Pvt. Ltd. There was an overwhelming response in terms of participation in this Management Quiz. The prizes were given to the winners of the quiz.

Igniting Minds Young India Program



Mr. Vikas Chawda, Chairman, YMDC presenting the theme

India is at the center stage of the world with projections of impressive sustainable growth in this 21st century. The population of India which once considered as a menace has now become an asset. The demographics of our country depicts that the average age of an Indian citizen will be the lowest in the world

in years to come which will favour the growth of India, while the population of rest of the countries are ageing.

Dr. Abdul Kalam once mentioned, 'There are 540 million youth below 25 years in Indian population of a billion people. The nation needs young leaders who can steer the transformation of India into a developed nation and a knowledge society'.

"Igniting Minds -Young India" (IMYI) is an initiative of BMA, an annual event organized every year since 2010, IMYI is designed to help students and young professionals to dream big and blossom their dreams towards right path to make India proud.

The speakers who addressed the gathering in Igniting Minds Young India on May 30, 2013 were:

- **Abhishek Jain** - Film Maker and the founder of Cineman Productions Ltd.
- **Ankit Fadia** - Indian Independent Computer Security Consultant and author.
- **Devdutt Pattanaik** - Indian Physician turned leadership consultant, mythologist and author.
- **Randhir Chauhan** - MD, Netafim Irrigation India Private Ltd.
- **SK Negi** - MD, GETCO
- **Nithya Shanti** - Inspirational Speaker, Writer, happiness coach, integral healer, educator and modern day sage.



These learned speakers shared their experiences on, "How they challenged themselves and made the difference"! All the Speakers delivered a charismatic message that left an indelible mark on the Young Minds who attended this program.

RESOURCE TEAM

Chairman	Mr. Vikas Chawda	
Co Chairman	Mr. Bharat Darjee	
Members	Mr. Nimil Baxi	Ms. Bharti Naik
	Ms. Chaitali Dave	Mr. Vishwas Jambu
	Ms. Anaouli Desai	Mr. Gaurish Vaishnav
	Mr. Hirak Buch	Mr. Snehal Prajapati
	Mr. Mukesh Patel	Mr. Bankim Shah
	Mr. Suresh Purohit	

Special Talk by Shri Bhagyesh Jha, IAS

Celebrating Management Week, a Special Talk on, "Humour in Management" on May 31, 2013 by Shri Bhagyesh Jha, IAS who is Secretary – Department of Sports, Youth and Cultural Activities, Government of Gujarat.



Mr. Bhagyesh Jha, IAS - Secretary, addressing the audience

55th Annual Day Celebrations



Dignitaries sitting on the dais during the celebration of 55th Annual Day Function of BMA

On June 1, 2013 new Office Bearers team was installed in the presence of the esteemed Guest Shri L Chuaungo, IAS, Managing Director, Gujarat Industries Power Company Ltd.

The winners of AAOYM were announced on this day and prizes were given.

39 teams from several Organizations participated in this competition:

The winning teams were:

Piramal Glass Ltd., won the 1st Prize on the theme, "Reduce, Reuse and Recycle - Green Environment Opportunities"

The presentation was given by Mr. Vikalp Jain, Mr. Abhinav Tiwari and Mr. Jay Pathare.

Aditya Birla Minacs, won the 1st Runners Up Prize on the theme, "Empowering Women - From Staffroom to Boardroom"

The presentation was given by Ms. Santosh Mahor, Ms. Arti Gupta and Ms. Dimple Thaker.

L & T – Power Ltd., won the 2nd Rubbers Up Prize on the theme, "Social Media - A fad or Time to leverage in Business"

The presentation was given by Mr. Debjit Ghosh, Mr. Subhasis Nath and Mr. Darshan Chauhan.

L & T – Chiyoda Ltd., won the consolation prize on the theme, "Social Media - A fad or Time to leverage in Business"

The presentation was given by Mr. Mukesh Prajapati, Mr. Rahul Valand and Mr. Mitul Patel.

GETCO, won the consolation prize on the theme, "Reduce, Reuse and Recycle - Green Environment Opportunities"

The presentation was given by Ms. Asha Agravatt, Ms. Vibhuti Vyas and Mr. Vivek Kansara.



Mr. L Chuaungo, IAS, MD, GIPCL addressing the audience



Winner - Piramal Glass Ltd.



Winners receiving Cash Prize



1st Runners Up - Aditya Birla Minacs



2nd Runners Up - L & T Power



Consolation Prize - L & T Chiyoda



Consolation Prize - GETCO

Felicitation of Mr. Samir Parikh

Mr. Samir Parikh, President for the year 2012-13 was felicitated for the significant contributions during his tenure by Mr. L Chuaungo, IAS, Managing Director, Gujarat Industries Power Company Ltd. during the Annual Day Function on June 1, 2013. BMA in particular and the management fraternity in general will always remain thankful to him for his untiring efforts in furtherance of the Management Education.

BMA wishes him an enriching and healthy time ahead both in his personal & professional pursuits.



Felicitation of Mr. Samir Parikh by Mr. L Chuaungo



Felicitation of Mr. Samir Parikh by Past Presidents



Felicitation of Mr. Samir Parikh by Secretariat

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Thinking About it

When we first read the list of topics for AAOYM competition organized by BMA, we as Team Piramal had little doubt on which topic we would select. We wanted to select the topic so as to show case our best; and Reduce, Reuse & Recycle: Green Environment Opportunities was the closest topic to Piramal Glass's core strategy. Being a case study (company specific approach), nothing else could have fallen better in the scheme of things. We knew very little on how things will emerge in next few days to affect our thinking.

As days unfolded and we started researching about our topic & we realized that in this fast moving world everyone is worried about, either living for oneself or beating the competition. Care for our mother nature is the last priority in our minds. We would like to thank BMA for identifying this topic which made us realise why our company's core strategy is what it is. It made us overwhelmed about this topic.

AAOYM is a great stage created by BMA to interact with other company representatives. It is an awesome opportunity to showcase our work & efforts (along with our presentation skills) in front of esteemed panel of judges and receive valuable feedback from them. To gain knowledge on world matters and views of Youngistan. During the preparation, we became more

united as a team, learned strengths and weaknesses of each other and more importantly we could synergies our energies in one direction.

On the night prior to the competition, early hours of the day, three of us sat in one conference room scratching our heads thinking what is it that is going to make other's realize and believe the way we did. It is then that we thought about every minute concept and how we could make a difference in helping our earth. All three were convinced about "thinking about it" at the grass root level and tried to incorporate it in our presentation. Hope our team could make the younger minds be convinced the way we were that night. We thought, even if we could make a few people to "THINK ABOUT" our Mother Earth for those fifteen minutes, we could do complete justice to this noble platform set up by BMA.

This is what a forum like AAOYM can do to the young minds of India and we consider ourselves privileged to be a part of it. Also a special mention of Piramal Glass Ltd. on how it has been able to embed the concept of 3R on the entire process and continue to do so.

- Team Piramal Glass

Framing Minds with Mr. Amit Bhatnagar A multi faceted Leader



The column Framing Minds has successfully completed one year and it's going strong! We welcome our readers to the beginning of another term of this series. This series has tried to get the best minds in Baroda to talk to BMA about their dreams, their lives, their passions and commitments towards their work. Baroda is leading, thanks to these inspiring leaders.

This issue covers the interaction with **Mr. Amit Bhatnagar**, the face behind Diamond Power Group which boasts of variety of businesses, namely Diamond Power Infrastructure Ltd, Diamond Power Transformers Ltd, Mayfair Spaces Ltd, Mayfair Leisure's Ltd., Diamond Projects Ltd and Diamond Info System Ltd. He is also very closely associated with the much acclaimed Vadodara Marathon, Bal Gokulam and various Round Table events.

Mr. Bhatnagar holds a Bachelors in Industrial Engineering and has done his MBA with a specialization in Finance from World's one of the most prestigious business colleges, The Asian Institute of Management, Manila, Philippines. He also has a lot of professional achievements. He is the recipient of the Udyog Ratna Award in 2004 and was Short Listed in Final Five for Ernst and Young Entrepreneur of the year 2010-11.

He is very passionate about the city Baroda and the projects and the events he sponsors talks about his love and the aspirations for the city.

He has been closely associated with BMA and has been a major corporate sponsor for a lot of its events. He likes the work that BMA is doing and would always be interested in supporting the management movement in the city if it is aimed towards attracting the right talent and providing them with various events and programs for their betterment and development.

The BMA team visited Mr. Bhatnagar's office at BIDC Gorwa, a very well developed Industrial Estate which boasts of many good companies. The Estate boasts of good infrastructure and thankfully the monsoons didn't play a spoil sport on the day and time of the interview!!

Here is presenting the readers with the interaction with Mr. Amit Bhatnagar.

Samanvaya (S): Sir, your surname suggests that you are a North Indian. How long is your association with Baroda?

Amit Bhatnagar (AB): I was born in Baroda, so by definition I am a Gujarati. My father belongs to Jaipur in Rajasthan and my parents shifted to Baroda two years before my birth. So, yes, I am a true Barodian.

S: What do you like about Baroda?

AB: I like everything about this city, it's a beautiful city. It's cosmopolitan in nature. Baroda as a city has accepted people from all walks of life. It's neither a very large nor a very small city. Plus being born and brought up here I have my friends here.

S: What do you think is missing in this city which you would like to see?

AB: There are lots of things that are missing in Baroda. Firstly I feel the civic infrastructure needs a major overhaul. We need to get ready for the twenty first century. What we need are things like a metro, a good transportation system. The outskirts of the city are not being developed and what is happening is that whenever the city has to grow, the infrastructure outside and around the city needs to be looked into by the government. Unfortunately Baroda has suffered from a very typical problem of not having a good leader for the city who can bring about these very necessary changes.

S: Was getting into the family business a chance decision or was it by choice?

AB: After finishing my Industrial Engineering and MBA, I got a campus job offer where surprisingly my salary was more than the profit of the Company!! However, I decided to stay back in Baroda as I love this city and also because I always wanted to be an entrepreneur.

S: Sir, our readers would love to know how you handle diverse businesses across sectors. You are also associated with various community service projects.

AB: The key is delegation. We have a very professional team who are competent in their respective fields. We do not get into micro managing. So, in the sense if I give 2 hours a day to Diamond cable or 2 hours a week to Mayfair, it's sufficient. To do this you need to have the heart to delegate to your people and also the understanding of differentiating between the critical and the non critical information.

With respect to the community service projects, be it the Vadodara Marathon or Bal Gokulam or the Round Table, I always feel that as a CEO we have to create an environment which will attract talent. This is not only CSR but most importantly it is creating a climate in the city for young and good professionals to have Baroda in the consideration list. Baroda has 40% population which is floating, i.e. they travel 15-20 kilometers everyday to work either to Halol, or Savli or Por, Bharuch, Ankleshwar, etc. and come back in the evening. The civic infrastructure is very busy in the mornings and the evenings. These people have no love lost for Baroda. So events like the Marathon create the spirit, love for the city. This adds to the feel good factor for the city.

We have been a major corporate sponsor for big events. We want to have good speakers and good programs which can attract the intelligentsia of the city. Unfortunately many of the agencies in the city are not bothered with what's happening with the city.

S: How will you describe your leadership style?

AB: I strongly believe in delegation with some control.

S: How do you motivate your employees?

AB: The best way of motivating your employees is by leading them. You have to support them in difficult times by motivating them to take the risk for delivering their best. For a leader it is important to differentiate between a performer and a non performer. Both do their duties, but what separates a performer from a non performer is his ability to take risk, take that extra step and do something innovative which will give good results. You are a good leader if you are in a position to motivate your people and take the fear out of them.

S: Tell us about your family.

AB: I have two lovely children. My daughter has passed her twelfth and is going to pursue electrical engineering at the Univ. of California (3rd generation entrepreneur in making!!). My son is in the seventh standard.

S: Sir please elaborate on your contribution towards building a better society.

AB: We truly practice CSR and are big donors for various community building programs. We provide scholarship to more than 150 students at school and college levels. Out of this 100 are girls, so yes, we strongly promote girl child education. We are supporting Bal Gokulam, a destitute home in Kareli Baug. This was inaugurated by our Hon'ble Chief Shri Narendra Modi. We have also created Samaj Seva Sankul at Nizampura where we have a widow, an orphan, an old aged person and a handicap all staying together under one roof. The purpose it to have a family kind of a unit. Shri Narendra Modi after visiting Bal Gokulam suggested that we further our initiatives towards building a better society. This project is almost complete and will be inaugurated in a couple of months.

We have made two schools in Baroda with the Corporation. For the employees children, we have scholarship schemes. Also, we have an Officer's Club, where there is a contribution of 1% of their salaries towards CSR over and above what the company does.

The most recent initiative under Mayfair is the Blind Man Car Rally where blind people will be guiding the car drivers through the roads of Baroda by using Braille. The message behind this event is that blind people are no less compared to other people with a vision.

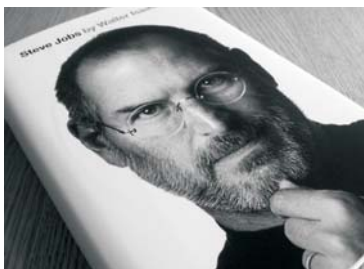
This interview was taken by Ms. Meera Vin for Samanvaya

BOOK REVIEW

**Steve Jobs
By Walter Isaacson**

Reviewer : Avi Sabavala

The book has been written by a renowned and distinguished public figure, Walter Isaacson who is the CEO of the Aspen Institute and has held a number of key roles. His other writings include Benjamin Franklin: An American Life and A Benjamin Franklin Reader Kissinger: A Biography, Einstein: His Life and Universe and many more.



This biography was an initiative by the late Steve Jobs to document his life. A very well researched publication that is based on numerous in-depth interviews with many people who were part of Jobs' life - associates, family, friends and even detractors!

The author goes back in time and introduces us to his parents – both biological and adoptive and talks of his upbringing in a loving home of his adopted parents – Paul and Clara Jobs. Paul Jobs was an accomplished machinist who was a perfectionist and much of Jobs focus on perfection can be traced back to his early training.

He often worked with his father on electronics in the family garage and Paul would show his son how to take apart and reconstruct electronics. This hobby instilled confidence, tenacity and mechanical prowess in young Jobs.

Although he dropped out of college after 6 months, he spent the next 18 months attending creative classes and one such course was on calligraphy that developed his love of typography. In 1974, he started his work with a video game designer Atari, but later left the position to find spiritual enlightenment in India, travelling the continent and experimenting with psychedelic drugs.

In 1976 at 21, he and Steve Wozniak started Apple Computers in the Jobs family garage and funded their entrepreneurial venture - Jobs sold his Volkswagen bus and Wozniak sold his beloved scientific calculator. In many ways theirs is the saga of a typical Silicon Valley creation - launching a start-up in the garage and making world's most valuable company.

Considered a real perfectionist and control freak who believed in making the impossible possible, he was also a very brusque and demanding boss. A complicated personality often described as charming, loathsome, lovable, obsessive, maddening, was nevertheless instrumental in shaping some of the greatest technological innovations of our time. Jobs-inspired products are bold and simple. Although a denizen of the digital world, he preferred face-to-face meetings. One of his favourite quotes - "Creativity comes from spontaneous meetings, from random discussions. You run into someone, you ask what they're doing, you say 'Wow,' and soon you're cooking up all sorts of ideas."

Despite being one of the co-founders of Apple, there came a time when he was ousted from Apple by none other than his one-time protégée John Sculley, only to return a decade later and revitalise the company accompanied by a tremendous turnaround in Apple's fortunes with new and revolutionary products.

Jobs is credited with revolutionizing six industries

1. personal computers
2. animation movies
3. Music
4. phones
5. tablet computing
6. digital publishing
7. retailing, did not quite revolutionize but did re-imagine with his apple stores

The I's

I Products	I approach
I Tunes	Imagination
I Pod	Inventiveness
I Phone	Intuitiveness
I Pad	Innovation

This book is a must read with over 500 pages packed with interesting information, anecdotes and thoughts that led Jobs to bring products that change the way we communicate, do business or even entertain ourselves.

Happy reading

Baroda Management Association Sub Committees for the Year 2013 - 2014

SR	COMMITTEE	CHAIRPERSON	CO-CHAIR/DIRECTOR/EDITORIAL BOARD
1	Steering	Mr. SR Kulkarni	
2	Annual Management Convention	Mr. SK Das	Mr. Gaurish Vaishnav – Convention Director
3	Cooperative Development	Mr. Devanshu Vaishnav	Mr. Surendra Tamboli Mr. Sarvesh Chandra (Advisor)
4	Friday Evening Talks	Ms. Bijal Mistry	Ms. Bhavna Mehta
5	Finance & Audit	Mr. RM Kapadia	Mr. P F Bharucha
6	Healthcare Management	Dr. Niketu Shah	
7	IT Infrastructure	Mr. Arjun Tandon	
8	Management Round Tables	Mr. Vipul Ray	Mr. Manish Shah
9	Membership Promotion	Mr. Anand Majmudar	Mr. Bankim Shah
10	Program	Mr. Sudhir Sethi	Mr. Saurabh Dixit
11	Publications	Ms. Arti Basu, Editor - Samanvaya	Ms. Alka Sethi, Co- Editor Dr. AP Singh, Mentor - Publications Mr. Sagar Mehta - Hon. Secretary, Editorial Board Member Ms. Meera Vin - Editorial Board Member
12	Public Relations		Mr. Yogendra Shishode
13	Micro, Small & Medium Enterprises (MSME)	Ms. Avi Sabavala	Mr. Dipak Shah
14	Social Action & Development	Mr. Jayant Shah	Mr. Suresh Purohit
15	Women's Development	Ms. Aditi Tiwari	Ms. Shilpa Parikh
16	BLING	Mr. Arjun Singh Mehta	Mr. KG Shah
17	Young Managers Development (YMDC)	Mr. Vikas Chawda	Ms. Anaouli Desai

Dear Sir/Madam,

Appeal Note

We invite you to utilize our Magazine (Samanvaya) for advertisement which is now monthly and is disseminated to 2000 professionals and a readership of approximate 8000 members including Corporate Professionals, CEO's, MD's & VIP's of various sectors. For further details contact BMA- **Ms. Amita Jaspal - CEO**
*Conditions Apply

Forthcoming Events

Management Development Programme (MDP)

Date	: 25.07.2013
Time	: 09.30 am to 05:30pm
Topic	: Appraisal Management
Faculty	: Mr. Madhav Reddy
Date	: 08.8.2013
Time	: 09:30 am to 05:30 pm
Topic	: Boss Management : An art or a skill?
Faculty	: Mr. Hemang Desai
Date	: 26.8.2013
Time	: 09:30 am to 05:30 pm
Topic	: Mind Power
Faculty	: Ms. Ashu Manchanda

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

Support BMA

Avail BMA's Conference Facility on Rent
For more information contact BMA

FRIDAY EVENING TALKS

SR.	DATE	TOPIC & SPEAKERS
1	05.07.2013	Jeevan Ek Kavya' by Dr. Manoj Desai
2	12.07.2013	Holistic Health by Accu Yoga' by Ms. Mridula Varshneya
3	19.07.2013	Importance of Quality Healthcare in Baroda by Mr. Neeraj Lal
4.	26.07.2013	How to manage Sensitive Communication by Ms. Hiral Matalia
5.	02.08.2013	Industrial Intelligence by Ms. Bharti Naik Punjabi
6.	09.08.2013	Special "BIZ" talk by Mr. Ramesh Batavia

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



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28th July Chief Guest: **Saurabh Patel**
Head, Member (Energy & Petrochemicals, Govt. of Gujarat)
@ **The Gateway Hotel (Taj)**

For Registration Contact:
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From the Editor's Desk



Dear friends

The month of June started with a bang with the celebrations of the 55th annual day of BMA.

The chief guest, Mr. L. Chuaungo installed the new team of office bearers. The winning teams of AAOYM were declared and given awards. Our IPP, Mr. Samir Parikh was felicitated for his outstanding contribution to BMA during his tenure in 2012-13. Best wishes for the new, enthusiastic team of office bearers to carry forward the legacy of stalwarts like Maharaja Sayajirao Gaekwad and Shri Narayana Murthy with whose names BMA is associated now. We are sure that the tempo of the month of June will go on throughout the year.

The interviewed personality of this month is Mr. Amit Bhatnagar, a well known name in Vadodara, who is the face behind Diamond Group and Mayfair Group. His dynamic leadership has taken his ventures to new heights. Apart from achieving great financial success, he is fully conscious about Corporate Social Responsibility of successful enterprises.

One thing that completely took over the month of June was the devastating sights of Uttarakhand carried by the print and electronic media. Uttarakhand bore a witness to nature's fury. Nature has time and again proved its supremacy on science, technology and advancement. My favorite poet, William Wordsworth wrote, "Come forth into the light of things. Let nature be your teacher." So let us learn our lesson of leaving nature undisturbed and untouched by man's greed and consumerism.

The book review is by Ms. Avi Sabavala on the biography of the iconic Steve Jobs by Walter Isaacson. Jobs through his amazing life journey are an inspiration to people and organizations throughout the world. Hope we at BMA too carve such success stories.

March Ahead BMA!

Alka Sethi

- | | | |
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| Dr. A. P. Singh | - Mentor |

Editorial Team



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