



## Baroda Management Association

### Presidential Address

Dear Members and Colleagues,

It is my great pleasure to greet you as the president of BMA family. I was thrilled to see many of our members during Annual Day Celebrations. This year's huge turnout was more than anticipated. I want to express my gratitude to the leadership of our Past President, Gaurish Vaishnav and the hard work of all the members of Managing Committee.

BMA has seen an increased number of patron members and institutional members over last three years. I am glad to see some of our long-time members converted to lifetime members and also want to welcome several newly joined members. BMA as an association needs to grow bigger and stronger every year. In this coming year, BMA's managing committee teams will continue to focus on increasing membership strength.

Annual management convention is our flagship event. We want to make sure this event is most memorable experience for members. Committee members are working



on it, to have more time for organizing, so everyone will enjoy a great attendance. Be sure to mark your calendar for October 05-06, 2018.

BMA's resources are vast and the opportunities to attend programs are many. While you may find yourself only occasionally attending programs, there are many opportunities to get even more involved in the association. Join a committee, attend Roundtable Discussions regularly, or connect with a sponsor to share your knowledge as a speaker.

I encourage you to learn even more about BMA through our web page including, meeting all the members of our office bearers, our upcoming events, past events, the list of our sponsors (please support them) and our social groups.

I am looking forward to a great 2018-19 with all of you.

Regards,

Rajiv Thakkar

### Office Bearers - 2018-19



Rajiv Thakkar  
President



Mr. Anand Majmudar  
Vice President



Mr. Ashish Parasharya  
Hon. Secretary



Mr. Arjun Tandon  
Hon. Treasurer



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## Environment Quiz Competition

Date: 5th June, 2018

Venue: The Hotel Gateway (Taj)

For the first time in BMA's history an **Environment Quiz** competition was organized on the World Environment Day. The event centered on encouraging activities and projects conducted by participating corporates, institutions and organizations with regards to their sensitivity towards protecting the environment and to create awareness about such activities to a larger audience. The event saw participation by 15 different organizations. The Chief Guest for the event was Mr. B. R. Naidu (Central Pollution Control Board, Director, Zonal Office) and the Guest of Honour were Mr. Arun Kumar (Executive Director-Basin Manager, ONGC) and Mr. Premraj Kashyap (Managing Director, KYB Conmat Pvt. Ltd).

The event began with a Presidential address, wherein Mr. Rajiv Thakkar gave a brief about the theme- 'Beat Plastic Pollution' and emphasized on the importance of conserving the environment and its resources. He also threw some light upon the global summit that India was to host on World Environment Day at New Delhi.



The event was then taken forward by the Quiz Master- Dr. Subroto Das who gave the participants a brief about the quiz format. The first round of the quiz was- Knock Out Round followed by the second and the final round. The preliminary round was an elimination round wherein the participants had to write down answers to the questions on the sheets furnished to them. The questions were asked using audio visual aids. The questions were in sync with the theme of the quiz pertaining to environmental pollution. Some of the questions were as:

- What is the theme of the Environment Day?
- Which chemical is harmful for the environment?
- In which country did the first nuclear accident take place?
- What kind of pollution has triggered the marks on the Tajmahal?



- Who is the Waterman of India?
- The High Court of which state declared the Ganga and Yamuna as human beings?

After a mind- boggling first round, the results were announced and top six members were selected as qualifiers to the second round. The top performers were:

- |                       |                 |
|-----------------------|-----------------|
| (1) KYB Conmat        | (2) ONGC        |
| (3) INOX              | (4) Gulbrandsen |
| (5) Linde Engineering | (6) Asta        |

The participants were then invited for a tea break. Post that, the participants were enlightened about India's best-known highway rescue operation, the Ahmedabad-based Lifeline Foundation. It is the organization started by Dr. Subroto Das that provides immediate help to accident victims on the highway. They also gave a demo and information about their CPR project.

Henceforth, Dr. Subroto Das continued the program by giving a brief about the Final round, which contained questions on various topics like Bhopal Gas tragedy, Indian Activism, Environment Disasters, and PETA etc.

Some of the questions that followed were:

- Name the refinery blamed to damage Taj Mahal.
- Name the Viceroy who took an initiative for protecting Taj Mahal.
- Chipko Andolan was started in which state and when?
- Who is the Snake man of India?







- e) Who is the Bird man Of India?
- f) Name the award for environment which is equivalent to Nobel Prize.
- g) Tehri dam is located on which river?

Out of the six qualifying teams though ONGC team's performance was sluggish in the initial rounds yet they really picked up in the Finals and secured Top position for themselves in the end. The quiz concluded with the prize distribution. The prizes were distributed to the winning teams by the Chief Guest, Guest of Honour and BMA Office Bearers. The winning teams were felicitated with the prize money as follows:

**Winner** - ONGC Team was awarded Rs. 25,000/- and a trophy and certificate to each team member.



Winner Team



1St Runnerup



2nd Runnerup

**1st Runner Up**- KYB Conmat Team was awarded Rs. 15,000/- and a trophy and certificate to each team member.

**2nd Runner Up**- Linde Engineering Team was awarded Rs. 10,000/- and a trophy and certificate to each team member.

The event concluded with a vote of thanks by BMA's Hon. Treasurer Mr. Arjun Tondon and was followed by a sumptuous dinner.

### One Day MDP on Execution Excellence for Managers



Date: 14th June, 2018

Venue: The Guru Narayana Centre for Leadership, BMA

Faculty: Mr. Manish Jhurani

#### Brief Summary of MDP

MDP covered the following areas

- Effective Traits of a Manager
- Stake Holder Management
- Traversing Towards Managerial Outcomes
- Skill Will Matrix
- Feedback for Improvement - SBIN Model
- Programme Summary and Action Plan - K I S S Technique.

#### Objectives of the Programme

- Understanding leader's role in strategy execution
- Understanding how to get involved in the strategy execution by translating the strategy into measurable objectives
- Sharing the strategy philosophy with internal and external audiences
- Establishing a feedback system
- Creating and aligning a reward and recognition system with that strategy



## Guru Gyaan

Presented here are some nuggets of wisdom collected from Shri G Narayana (Guruji). These are the selections from the sacred text Bhagvad Gita, translated and explained by Guruji for us in the modern management context.

### VALUE ADDING LEADERSHIP

**VII.(7)** "There is nothing greater than me  
There is nothing higher than me  
All these worlds are strug on me  
Like diamonds on strings, now you se"

### LEADERSHIP IS TRANSFORMING THE GROUP INTO A VALUABLE TEAM

#### SUPER-VISION

**IX.(10)** "Nature under supervision of me  
Produces moving, non-moving see!  
Because of the fact,this very one  
World revolves then, kunti's son"

### SUPERVISION IS SUPER-VISION

#### ROLES

**IX.(18)** "Goal, supporter, lord, witness; me  
Shelter, refuge, well wisher; me  
Origin and and also end is me  
Treasure, imperishable seed is me

### A JOB IS WHAT IS ASSIGNED A ROLE IS WHAT IS REQUIRED

#### WELFARE

**IX(22)** Who worship in none other way me  
Who are eternally devoted to me  
Who are well aligned to me  
Their welfare, takes care, me

### SHARE AND CARE FOR PEOPLES WELFARE.

#### EFFORTFUL OFFERINGS

**IX(26)** "a leaf, flower, fruit or water, may be  
With devotion whoever offers to me  
That devotee's effortful offerings to me  
I accept with love now you see!

### WITH DEVOTION WORK IS WORSHIP.

#### VISION

**XI(5)** "partha see forms of me  
Hundreds and thousand see  
Different different ones  
Multishaped , coloured ones"

### THE VISIONARY CONCEIVES THE IMPOSSIBLE THE MISSIONARY MAKES IT POSSIBLE

#### DEVOTION-LOVE

**XII(20)** "right way this, immortal way  
Follows who this proper way

Dedication full who thinks me  
Devoted he is very dear to me"

### DEDICATION CREATES LOVE AND LOVE CREATES DEDICATION

#### HEARTFUL LEADERSHIP

**XIII(17)**Light of lights shines everywhere  
Beyond all darkness, bright everywhere  
Knowable knowledge and its goal  
Seated in all hearts, ultimate goal

### HANDS + HEELS + HEADS + HEARTS =HAPPY HARMONIOUS HUMANITY

#### EMPOWERING FREEDOM

**XVIII(63)** This knowledge was declared to you  
Secret of secret by me to you  
Reflection upon it now fully do you  
As per your choice may act you

### EMPOWERMENT TRANSFORMS DEDICATED TEAM MEMBERS TO RESPONSIBLE LEADERS

#### FINAL POINT

**XVIII(66)** "leaving fully all other ways ye  
Take shelter only in me  
Removing difficulties all whole lot  
Freedom gives me you grieve not"

### WHEN THERE IS NO WAY THE LEADER IS THE WAY SUCCESSFUL TEAM

**XVIII(78)** Where there is Krishna the great master,  
Where there is arjuna the great achiever  
There; prosperity ;success; policy; right  
There is also growth that is my sight.

### DIRECTION + DYNAMISM = HARMONIOUS PROGRESS

#### THIS IS THAT

### THIS (RESPONSIBILITY) IS THAT (REALITY) THIS (LEADERSHIP) IS THAT (LORDSHIP)

#### EMPATHETIC LEADERSHIP

**VI.(29)** All living beings in his self  
In all living being his very self  
sees yogi with harmonious self  
sameness everywhere for that self.

#### EQUALITY IS QUALITY

#### REASSURING LEADERSHIP

**VI.(40)** Neither in this, and, in that not  
harm for him is there not  
the doer of good, now you see  
my dear Arjuna! fails not he.

### IT IS BETTER TO FAIL IN WORKING FOR A GOOD CAUSE RATHER THAN SUCCEED IN WORKING FOR A WRONG CAUSE





## BMA Managing Committee Members for the Year 2018-19



Gaurish Vaishnav  
Imm. Past President



Abhishekh Nagori



Alok Desai



Avi Sabavala



Dr. Bhavna Mehta



Devanshu Vaishnav



Geeta Goradia



Hemang Vahia



Jeetmanyu Vin



Malti Gaekwad



Meera Sampat



Neeraj Haathi



Dr. Nilesh Munshi



Nimil Baxi



Pawan Dwivedi



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R M Kapadia



Rajesh Umatt



Romi Bhatia



S.R. Kulkarni



Sagar Mehta



Sandeep Purohit



Sarita Sinha



Satish Panchal



Saurabh Dixit



Shilpa Parikh



Shishir Sharma



Sudhir Shethi



Varghese Joy



Vikas Chawda



Vikas Vaze

# Useful tips

In our professional lives we often face a challenge when it comes to organizing a press conference, writing a press note or addressing the media. For the first time it is a little difficult but if one has some guidelines the job can be handled efficiently.

Like every other management funda, advance and proper planning help in the long run... However here are few tips to help the uninitiated:

## Scheduling & Handling Press Conferences

First of all you must have clarity about the need to have a press conference.

**Do you really have something exciting and substantial to share with the media?**

**Only then go ahead.**

- \* Decide on a day and time when the concerned bosses are available.
- \* Decide on the venue. Sometimes it requires you to take the media to a specific location. (In that case arrangement for transport also will have to be made.)
- \* Plan in advance and keep things ready, but send the invitations only a day or two in advance. Not too early.
- \* A day before the press conference make a follow up call, to remind and ensure the invitation has reached.
- \* Use this opportunity to also find out name of the person representing a particular media i.e. whom to expect.
- \* Do not be choosy about which media to invite.... Treat all media persons with equal respect.
- \* Keep correct, relevant and authentic information ready and handy.
- \* Brief the concerned persons in advance. Maybe tell them what type of questions to expect.
- \* Keep adequate number of press kits ready with the press notes, copies of any photographs which you might want to give, pen, writing pads and folders.
- \* Include a copy of any function/ event which you may have organized.
- \* A befitting banner should be put up as a back drop to

the dais.

- \* Arrange for some kind of attendance register to keep a note of who came and who didn't. It will help in follow up and documentation.
- \* Make arrangements for some snacks or meals as per the time. Hospitality should be up to the standard of the organization.
- \* After the press conference and event, remember to collect clippings and recordings / telecasts of all the media coverage for the purpose of your documentation and record. Sometime you may have to pay for a CD.
- \* Maintain a file or electronic folder, properly marked with all the media coverage as well as the full detail for all future reference.
- \* As a good gesture, you can thank any particular reporter in case of a good coverage. It helps in building future relationship.

## WRITING PRESS NOTES

When one sits to write about a company or event, one can write so many things, but remember to write it from a readers' point of view. How much information would someone really want? Write only that much. However there are some ground rules and a fixed format to follow:

- \* Always use a proper letter head as that gives authenticity and credibility.
- \* On top in bold letters type the words PRESS NOTE
- \* Next write Date and Place. Like = **10/07/2018 VADODARA**
- \* Now give an attractive and interesting heading that should invite the readers to look at your news item.
- \* Mention something unusual or the most unique thing about your event.
- \* In the first paragraph write what the event is, connect it to the heading.
- \* In the second paragraph write about the company/ organizers.
- \* In the third paragraph write the purpose of the event, who is the target audience and who are the people likely to benefit from your event.
- \* Ideally the whole press note should be only one page.
- \* Provide additional literature if required.
- \* Avoid any grammatical or spelling mistakes.
- \* Use appropriate punctuations.
- \* In the end write: For further details contact:-Name of contact person and the designation. His or her mobile number and email address. Again mention date and



place. And mention the web site if any.

- \* Read it to check for content and mistakes before releasing it.

#### WRITING SPEECHES (KEEP IN MIND THE AUDIENCE)

- \* Make points of relevant matter. Select the most important ones
- \* Remove / reject "not-so-important" points
- \* Make the main point clear in the beginning itself
- \* Use simple words
- \* Do not jump from one point to another and back.
- \* Take one point after the other. Step by step in order of priority.
- \* Use different paragraphs for each point
- \* Avoid grammatical or spelling mistakes as you may read them incorrectly.
- \* Use appropriate punctuations, to help you read it properly.
- \* After you have finished writing - Read, edit and rewrite the speech if required.
- \* Read it aloud at least once.

- Contributed By M. A. Gaekwad A PR Professional

## Forthcoming Events

### Finance for Non- Finance Managers (MDP)

|         |                                 |
|---------|---------------------------------|
| Date    | : July, 13th 2018               |
| Time    | : 9:30 a.m. to 5:30 p.m.        |
| Speaker | : Mr. Rajiv Khatlawala          |
| Venue   | : Baroda Management Association |

### Management of Contract Labor System (MDP)

|         |                                 |
|---------|---------------------------------|
| Date    | : July, 27th 2018               |
| Time    | : 9:30 a.m. to 5:30 p.m.        |
| Speaker | : Mr. Krishna Kumar Lele        |
| Venue   | : Baroda Management Association |

## Friday Evening Talks

| Sr | Date       | Topic & Speakers  |
|----|------------|---|
| 1. | 06.07.2018 | 'Weight Loss: On (un)Successful Journey Again!' By Dr. Smita Gautam |
| 2. | 13.07.2018 | 'Future of Medicines' By Dr. Darshan Banker                         |
| 3. | 20.07.2018 | 'Getting more from Life!' By Ms. Nandini Kannan                     |
| 4. | 27.07.2018 | 'Case Study for Making Graduates Industry Ready' By Ekata Mehul     |

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

## From the desk of Editorial

Hello Dear Friends at BMA,

Welcome to the New Year under the leadership of President Rajiv Thakkar. After a pretty hectic year, the last month saw a bit of lull in the visible activities of BMA, (which was only on the surface.) Behind the scene it was akin to a swan gliding smoothly in a lake while no one sees what a hectic effort goes into vigorous peddling underwater... similarly the action at the office was quite hectic... First with a new CEO taking charge, then the new team of office bearers, formation of new committees and then more new faces at the office... Each one is trying to get things moving smoothly while they are learning on-the-job! Best wishes to everyone's endeavours and welcome to the new staff members.

You will surely notice a few changes in the format and layout of Samanvaya... our efforts are always to bring in some new and interesting things for our readers, while change is inevitable... for the better of course.

BMA already organized one unique programme and Samanvaya brings you a report on that, Environment quiz held on 5th, June.

Guruji Shri . G. Narayana has been very generous in granting me permission to use nuggets from his writings and books, so we will be bringing you GURU GYAN as often as possible. Look forward to valuable management tips.

From the next issue we will start bringing you interviews with various city leaders.... look out for them...

Until then... enjoy the monsoon with bhajiyaas.

- Malti Gaekwad

#### Publication Committee:

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#### Editorial Team:

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Ms. Jagruti Pandya - CEO

Ms. Pallavi Vyas - Sr. Manager - Program

Shri Ashish Parasharya - Hon. Secretary





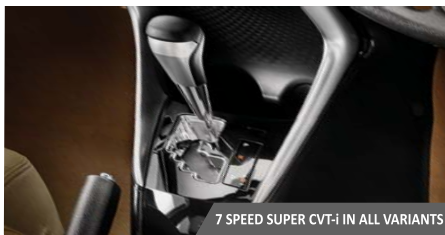
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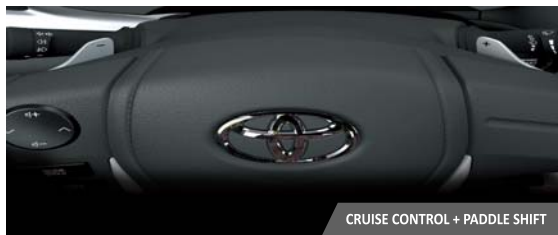


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