



## MDP on Project Management - The Managerial Process



Ms. Minaxi Vaishnav along with the participants

A one day Management Development Program was held on 12th March'15 at BMA by an eminent faculty **Ms. Minaxi Vaishnav** having more than 25 years of experience in Project Management.

This program had been designed to gain insights towards achieving project goals aligned with organizational strategy.

It was attended by 23 middle to senior level practicing Project Management professionals from various medium to large industry sectors across Gujarat & even outside Gujarat.

Minaxi Vaishnav shared her insights into Project Management global Practices reflecting her enriched experience of project management

Program also discussed and emphasized on global project management frame work and practices which can add strategic value to organization.

### Industrial Visit to

## JEWEL Consumer Care Ltd

BMA had organized an Industrial Visit to Jewel Consumer Care Pvt. Ltd. on the 18th March, 2015.

This visit saw an overwhelming response from many corporates and student members.

The introductory session was addressed by **Ms. Geeta Goradia**, Managing Director, Jewel Consumer Care Pvt. Ltd. She emphasized on the inception of the company followed by its success stories and achievements as well as its CSR development programs. She also shared about the company's collaborations and new projects in the pipeline. On conclusion, a short film was shown demonstrating the



Ms. Geeta Goradia (MD, Jewel Consumer Care Ltd) addressing the participants

various productions (manufacturing processes) within the factory outlet.

Jewel Consumer Care Pvt. Ltd. is mainly into two different products one is tooth brush manufacturing and the other one is the household consumer brush manufacturing (eg. Brooms etc.). The company has emerged as India's largest manufacturer of toothbrushes, with exports to over 50 countries. With a view to acquire technology Jewel entered into a technical and financial Joint Venture with Coronet Germany - one of Europe's leading oral care and household products manufacturer. Over a period of time, this has allowed Jewel to establish itself as a supplier to Major Private Label Brands within and outside India. Syncare for Oral Care and EzyBe for Household Care Products are the two brands that are owned by Jewel Consumer Care Pvt. Ltd.

A glimpse of, both these manufacturing processes were demonstrated inside their factory plant outlet. The entire process right from manufacturing, processing, quality inspection till the final dispatch was explained thoroughly by

**Col. V.K.Guin.**

BMA, is thankful to Jewel Consumer Care, for providing an excellent opportunity to conduct Industrial visit at their plant and supporting towards furthering the management movement.



Participants at the Industrial Visit

## Expert Talk

### “Never Stop Dreaming Big”

By Mr. Abhisar Sharma

**“All our dreams can come true if we have the courage to pursue them”.**

In order to help young students "Dream Big" and follow their Passion, two expert talk sessions were organized by **Baroda Management Association** and Academic Partner (Management) - **Parul Group of Institutes (PGI)** on 17<sup>th</sup> March 2015. The speaker was **Mr. Abhisar Sharma** who is



Mr. Abhisar Sharma along with the dignitaries (PGI)

not only a well known news anchor and a journalist but also a passionate writer, laid emphasis on Dreaming Big in life and pursuing our Passion against all odds.

Mr. Sharma addressed the audience by illustrating that the biggest crime is to kill the Child in ourselves, because once we become skeptical it leads to the end of creativity. He then introduced the audience with his latest Novel **“A Hundred Lives for You”**

He shared his personal experience of working 12-14 hours a day as a journalist and was also taking out enough time for his passion of writing and he was then working on his third novel called **“A Hundred Lives for You”** which included few plots from his story which he had written two and a half decades back as a school kid.



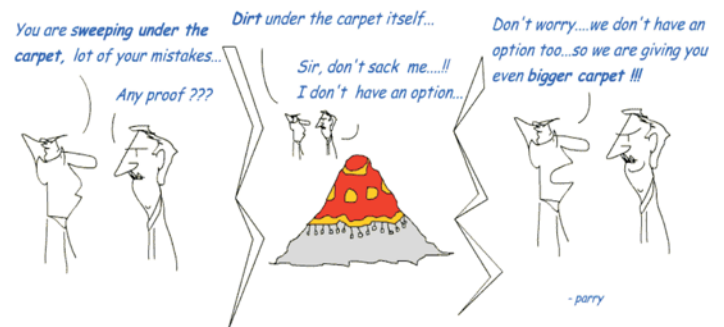
Dignitaries on the Dais releasing the Book (PGI)

He emphasized that there should not be any reason for us to stop doing what we are passionate about. He concluded his speech by reciting the following motivational lines which said it all:

**“Toofan kar raha tha mere Azm ka Tavaaf, Aur Duniya soch rahi thi meri Kashti Bhawar main Hai”.**

By **Rajinder Virdi Kaur** Asst. Professor,  
Parul Institute of Management & Research

## Humor in Management by Parimal Joshi



### Appeal Note

Dear Members,

For Members who have not renewed their BMA Membership for the year 2015-16, kindly renew your membership at the earliest and avail all the benefits further. The Revised Membership Fees will be applicable as mentioned below:

#### MEMBERSHIP FEES

Categ-ories	Criteria	Annual Fees Rs.
<b>INSTITUTIONAL</b>		
Patron		225000
Special	Above 20 crores	25000
A	5 to 20 crores	12000
B	1 to 5 crores	10000
C	Upto Rs. 1 crore	5000
D	Multiple Combined Institutional Member of AIMA, amount as per AIMA rules or Rs. 1000/- whichever is more	5000
E	Non-profit organization (Local Bodies, Educational & Professional Bodies)	5000

Categories	OneTime Entrance fees Rs.	Annual Fees Rs.
<b>INDIVIDUAL</b>		
Student	200	600
Associate	300	2000
Professional	300	2500
Life		25000

Service Tax 12.36% Extra

Contact : 0265-2344135/2353364/6531234 | [bmabaroda1@gmail.com](mailto:bmabaroda1@gmail.com)



## Article on The Theme 'Business Ethics – an HR Perspective'



### Introduction:

There are many business decisions that do not break or breach the laws, but raise several ethical questions. The manner in which a business deals with its employees is a clear indication of its ethical character. The employees of a company spend most of their time in producing goods and attaining their set objectives of the organization. If a business wants to maximize its value for long term, it must behave ethically with its organization.

Treating employees ethically does not mean that the business should work towards maximizing employee satisfaction, but employees should be given their dues contributing towards the achievement of business objectives. Ethics in Human Resource Management deals with all the issues in the relationship between an employee and the business.

### Business Ethics an Overview:

Business ethics reflects the philosophy of business, of which one aim is to determine the fundamental purposes of a company. If a company's purpose is to maximize shareholder returns, than sacrificing profits to other, concerns / is a violation of its responsibility.

Ethics are the rules or standards that governs our decisions on a daily basis. Many equate "Ethics" which conscience or a simplistic sense of "right" and "wrong". Ethics is an internal code that governs an individual's conduct, ingrained into each person by family, faith, tradition, community, laws.

Corporations and professional organizations will generally have a written "Code of Conduct" that governs standards of professional conduct expected from all in the field.

Ethical issues include the rights and duties between a company and its employees, suppliers, customers and neighbours, its responsibility to its shareholders. Issues concerning relations between different companies include hostile take-over and industrial espionage.

### Human Resource Management and Business Ethics:

Human Resource Management occupies the sphere of activity of recruitment selection, Orientation, performance appraisal, training and development, industrial relations, health and safety issues. Business Ethics differ in their orientation towards labour ethics. Some assess human resource policies according to whether they support an equitable workplace and the dignity of labour.

Once hired, employees have the right to occasional cost of

living increases, as well as raise based on merit. Promotions, however, are not a right. It may seem unfair if an employer who has been with a company longer is passed over for a promotion, but it is not unethical. It is only unethical if the employer did not give the employee proper, consideration or used improper criteria for the promotion.

Potential employees have ethical obligations to employers, involving intellectual property protection for the promotion and whistle blowing. Larger economic issues such as immigration, trade policy, globalization and trade unionism affect workplaces and have an ethical dimension, but are often beyond the purview of individual companies.

Employers must consider workplace safety, which may involve modifying the workplace, or providing appropriate raining or hazard disclosure.

### The organization ethical responsibilities may be as follows:

- An organization must take care that if possible it should eliminate unethical practices like discrimination on the basis of gender (LGBT), age, religion and nationality.
- An organization must ensure equal opportunity to every employee, in the sense that rules and policies apply equally to all the prospects for hiring, promotion and other areas.
- Equal opportunity should be given to all employees without any discrimination.
- Remuneration should be fair, equitable and complied with the legal requirements like the Minimum Wages Act, 1948
- Remuneration is not only monetary rewards for work, but includes fringe benefits, perks, recognition and promotions. Equitable remuneration plays a crucial role in employee motivation.
- The need, abilities, talents of an employee should also be taken care while remunerating.

### Conclusion:

An ethical organization should take care that it complies with all the necessary provisions of the labor laws and treat them as assets of the organization. The organization should take care that it appraises each and every employee eliminating bias and prejudices. The employees also have same moral responsibilities towards the business organization.

### References:

- Business Ethics and Corporate Governance – ICFAI centre for Management Research
- Corporate Ethics – Theophane Mathias

By **Prof. Dr. M.N. Parmar** (Dean),  
Faculty Of Social Work, MSU

## FRAMING MINDS

with

**Mr. Bharat Chokshi**

**Chairman and Managing Director  
Grand Polycoats Co. Pvt. Ltd.**



**(Samanvaya): Tell us about your journey so far**

**(Bharat Chokshi):** My journey started in 1981. Being a fresh science graduate, I wanted to set up a manufacturing unit in an area I understood. I also wanted to make sure that I set up the unit in my home town so that employment would be generated in my own town. One more stipulation for choosing the business line was that it had to be something that no one else was doing. Out of all this, Grand Polycoats was born and we became the pioneers in the field of Polyurethane Coatings in India with an initial capital of Rs. 50,000/-.

Today, 33 years later, we are a group of 5 companies spreaded over 34 countries and employing close to 300 people directly. In one of our businesses, we are among the top five players in the country and in another business, we are number two in the world. Most importantly, all this has been achieved purely through indigenous research and development!

**(S): It is always believed that Business Ethics provides a framework for Long Time Sustainability in the Business. What are your perspectives**

**(BC):** It is axiomatic that unless you follow Business Ethics systematically and consistently, there would be very little chance of sustaining a business over the long term. This is because, not only you but your entire team needs to know what are the do's and don'ts that they need to follow to grow and sustain the business. I am reminded of a great saying which is: "A short-cut is the longest route between any two points". Thus, in the short run, compromising with ethics might yield quick results, in the long run it is a sure recipe for disaster.

Also, when I say business ethics, I cover the entire gamut of organizational relationships. It encompasses the employees, the suppliers, the customers, the local populace and the Governmental authorities. You have to make sure that you do what is right for each one of them to the extent possible and follow the principle of greater good as much as as you can.

**(S): Have you faced any ethical dilemma in your business Life?**

**(BC):** As I said earlier, Grand Polycoats pioneered the use of Polyurethane coatings in India. At that time, the market

was dominated by Indian giants as well as a few multi-nationals. To introduce a product against these large players and that too at a higher price which was a very courageous decision. It would have been very easy to compromise with the quality a bit and bring down the prices but, I always wanted to build a company whose products were known for their outstanding quality and hence I decided to choose the more difficult option of convincing the customer about the merits of the product and why paying a little extra made much more commercial sense. I was lucky, I must admit, that my customers understood the logic and supported me in my quest.

**(S): What according to you the traits required in the Ethical Business Leaders**

**(BC):** I think ethical business leaders require the following traits at the minimum:

- 1) A clear understanding of what is acceptable and what is not
- 2) An ability to communicate clearly to the entire team the code of conduct
- 3) Conviction of adhering to the code of conduct even under adverse circumstances
- 4) Zero tolerance for deviations

**(S): Being at the helm of the affairs, how do to take the ethical decision making process at Grand Polycoats**

**(BC):** I think what I have said earlier broadly covers the answer to this question. But, an additional point that I would like to make is that we are very fortunate in having an employee life span that would be the envy of quite a few organizations. With an employee retention ratio in the high 80s, our institutional memory is pretty strong. As a leader, therefore, my primary role is to keep reinforcing this way of thinking.

**(S): What should be core values required for any organization to be sustainable in the market through the Business Ethics point of view**

**(BC):** I am not sure, if it is the core value required but at Grand Polycoats, our guiding star is the motto of "Profit, Growth and Happiness". That is our ethical philosophy for all stakeholders of the company. On the market side, our motto is "Perfection in Protection" and we swear by that.

**(S): Any advice / suggestion for our Readers**

**(BC):** Be true to yourself. And follow your path consistently no matter what the obstacles.

*This interview was taken by **Mayank Mathur** for Samanvaya*

## Article on Business Ethics

*"Janami Dharmam Na Cha me Pravrutti,  
Janami Adharmam Na Cha me Nivreutti."*



***I know what Dharma (Good Deeds) is but Don't Follow  
I know what Adharma (Bad Deeds) is but DON'T QUIT"***

Based on a famous example of DURYODHAN'S quote in the biggest EPIC of all times, THE MAHABHARATA, lies in the roots of BUSINESS ETHICS! While we are growing, we often learn the basics of life called VALUES & MORALS. But, later when we are surrounded by our much aspired ROLES, DUTIES, RESPONSIBILITIES, RELATIONSHIPS etc. these morals and values are faded out easily.

Each and every decision that we take, gives us a CHOICE! "A CHOICE TO THINK & REACT" but, each CHOICE brings with it, A DILEMMA TOO, it questions us, "AM I DOING RIGHT OR WRONG"?

The MANTRA to resolve this conflict of RIGHT & WRONG is called "ETHICS". It revolves around the moral grounds, and answers, what is Right and what is wrong.

Similarly, in a competitive world, where each one of us aspires to be on the peak, these ETHICS play a very pivotal role in guiding and mentoring our behavior. Ethics demonstrates individual's moral judgment about what is right and what is wrong. Modernization brought along too many behavioral patterns that teach us, how to behave and react in a particular situation. Organizations are no way different here.

A set of framework, that is designed to formulate and implement the rules and policies regarding ONE'S PATTERN OF THINKING AND BEHAVIOR within an organization is known as BUSINESS ETHICS.

Ethics and CSR are directly proportionate to each other. It's all about treating others with respect and trust. Furthermore, Business ethics largely contribute towards, the Increased Revenue, Decreased Costs, Improved performances, Motivated workforce, successful market share and image, gain valuable stakeholders etc. Thus, not only achieving our goals, but attaining organizational goals and national goals at large through BUSINESS ETHICS must be our ultimate GOAL!!!

***"Business Ethics is Enjoying Each Other's Success & Still Compete With Each Other."***

By **Ms. Zalam Tambe** Trainee Program Officer, Baroda Management Association.

## Article on Business Ethics



It was Dec 2007 and I was appearing for my MBA interview. Interviewer asked me, to what extent you will go to close a business deal. Remember I was in mid-twenties. I replied, "Anything, which is allowed legally".

Fast Forward, It's April 2015. I am in mid-thirties. If someone asks me same question again, my answer will be, "Anything, which is ethical and legal". What has changed in these 10 years?

I think when we are young and desire to grow exponentially is at its prime, we pay least importance to ethics. We ignore the fact that to succeed in business, we need to create a conducive environment for respective parties and ethics has an important role to play in it.

In all my dealings at OneWay.Cab TRUST & TRANSPARENCY forms an important element. I always ask myself,;

- Will she TRUST me tomorrow?
- Have I been TRANSPARENT in revealing all-important points so that there are no evil surprises?

I understand, it may be a challenge to imbibe these values. At times you may run the risk of being exploited by your peers and competitors. However in long run, these values will weed-out unwanted elements out of the ecosystem, naturally. They will just ease out.

Over a period of time, it will form the value system of the company, soul of the company. There will be times when it will be tempting to compromise the Ethics we have created, but if it forms the soul of the company, it will be unwavering light which will guide us in all challenging times.

Vivek Kejriwal is CEO of OneWay.Cab based out of Vadodara. OneWay. Cab (part of Baroda Taxi Cabs) provides one-way intercity cab services at discounted prices in 20+ cities across 80+ routes.

By **Mr. Vivek Kejriwal** CEO- OneWay.Cab



Dignitaries on the Dais releasing the Book (Faculty of Social Work)



**એન્જિનિયરીંગ અભ્યાસ માટે શ્રેષ્ઠ વિકલ્પ (સાવલી) વડોદરામાં**

# **K. J. Institute of Engineering & Technology** **S. B. Polytechnic, Savli**

(Approved by AICTE, Affiliated to GUJARAT TECHNOLOGICAL UNIVERSITY)

**ધો. ૧૨ (સાયન્સ) પછી ડીગ્રી એન્જીનીયરીંગ  
અને ધો. ૧૦ પછી ડીપ્લોમાં – અભ્યાસક્રમો**

- Mechanical
- Electrical
- Civil
- Automobile
- EC
- Computer
- IT

- કોલેજ કેમ્પસમાં વિદ્યાર્થી ભાઈઓ અને બહેનો માટે હોસ્ટેલ છે.
- વડોદરા અને આણંદ (વલ્લભ વિધાનગર) થી કોલેજની બસ સુવિધા.

**સફળતાપૂર્વક કોર્ષ  
કર્તા પછી  
(Placement)  
નોકરીની વ્યવસ્થા.**

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M. 89803 14190, Tele-Fax: 02667-222264 | [www.kjit.org](http://www.kjit.org)**

## Forthcoming Events

### Performance Score Card

**APRIL 24 & 25, 2015**

The Performance Scorecard or a Balanced Scorecard is a management system (not only a measurement system) that enables organizations to clarify their vision and strategy and translate them into action. It provides feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results.

The Performance Scorecard or a Dashboard is the final output of the strategic interventions and it is a means to monitor, review and take action on different parameters organization focuses on.

**At the end of the course participants will be able to:**

- Clarify and update strategy
- Communicate their strategy throughout the company
- Align the goals of units and individuals within the Organization with strategy
- Link strategic objectives to long term targets and annual budgets
- Identify and align different strategic initiatives
- Conduct periodic performance reviews to monitor and continuously improve strategy

**Limited Seats ... Register Today**

### 7QC Tools

**BY MR. MADHAV REDDY**

**on Wednesday, May 6, 2015**

The 7QC Tools are time-tested, excellent problem-solving techniques. The renowned Quality Guru, Mr. Kaoru Ishikawa once said, "More than 95% of the problems in a company can be solved by the 7 QC Tools."

The 7 QC tools prescribed in this course are the fundamental techniques used at the different stages of the project.

#### OBJECTIVES

The essential objective of this course is to provide delegates with the knowledge & skills in order to enable them to capture, compile, analyze & interpret the data collected through various sources. Up on completion of this course, the delegates shall utilize the knowledge gained for effective utilization of 7 QC tools.

#### WHO SHOULD ATTEND?

Quality management professionals Budding / First time managers | Decision makers statistical analyst | PG Students Management Consultants | Department heads Supervisor | Individuals keen to learn about Quality

**Time:** 9:30am to 5:30pm

**Venue:** Baroda Management Association

#### FEES

**Students:** Rs. 800 | Patron / Life Member: Rs. 1,250

**Members:** Rs. 1,500 | Non Members: Rs. 1,800

**Discount :** 10% will be applicable on more than 5 participants. 15% will be applicable for more than 10 participants

(Service Tax Extra on above fees)

### Understanding, Managing and Growing through Conflictby

**By Ms. Geeta Sikdar**

**on Saturday, May 9, 2015**

Wherever there are people, there are always conflicts. Often most of us have to deal with conflict in the work place and at home. Despite our best intentions we are not always able to handle all differences. Unfortunately, too often these differences lead to conflicts that become bigger than they need to be.

This programme is a full day session where you will be taken through different Conflict Management styles, ability to be able to identify and handle conflicts sensibly, fairly, and efficiently. People from all walks of life can attend this session.

#### OBJECTIVES

- Gain insight about Conflict and types of conflicts.
- Identify specific constructive and destructive behavioral responses to conflict.
- Understand the difference between active and passive responses to conflict.
- Gain insight about one's own response to conflict and apply new strategies for resolving conflict.
- Practice assertive communication.

#### WHO SHOULD ATTEND ?

This one-day programme is organized for Teenagers, Working and Non-Working Women, Corporate Managers and adults from all walks of life.

**Time :** 9:30 am to 5:30 pm

**Venue :** Baroda Management Association

#### FEES

**Students:** Rs. 800 | Patron / Life Member: Rs. 1,250

**Members:** Rs. 1,500 | Non Members: Rs. 1,800

**Discount :** 10% will be applicable on more than 5 participants. 15% will be applicable for more than 10 participants

(Service Tax Extra on above fees)

**For more details contact :**

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# GEAR UP

## ANNUAL AWARDS FOR OUTSTANDING YOUNG MANAGERS

24<sup>th</sup> to 26<sup>th</sup> May 2015 @ The Gateway Hotel (Taj)



### FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	10.04.2015	Employee Engagement by Mr. Archit Patel
2.	17.04.2015	Road Safety & Traffic-A Need Of 2015 by Mr. Satyen Kulabkar
3.	24.04.2015	Sachin Tendulkar; Book Review by Mr. Sameer Thakkar

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

### Editorial Team

<b>Ms. Avi Sabavala</b>	- Chairperson - Publications Committee
<b>Mr. Mayank Mathur</b>	- Director - Publications Committee
<b>Ms. Amita Jaspal</b>	- CEO
<b>Ms. Shivangi Singh</b>	- Manager - Program
<b>Ms. Minal Padhiar</b>	- Program Officer
<b>Mr. Sagar Mehta</b>	- Hon. Secretary

### From the Editor's Desk

The Fine print of the March edition of Samanvaya says 'In civilized life, law floats in a sea of ethics-Earl Warren', how true the statement is in the present context of this edition we bring for you on "Business Ethics".

Prof. Dr. M N Parmar, Dean, Faculty of Social Work, MSU has shared his words of wisdom, drawing parallels between Business Ethics and HR Perspective in any organisation. He covers a complete gamut of perspectives, which are to be drafted and adhered in organization for it to achieve its vision, mission and success. Continuing the pitch on Ethics, Shri Bharat Choksi of 'Grand Polycoats Co Pvt Ltd., gives his formula to succeed in a three decade long operations of the company, spanning all continents in 34 countries. He reiterates that it's the Ethics in an organization which see-through its strong foundation and longevity of any organization. His definition of an Ethical business Leader is worth a laud.

Ms. Zelam of our team has articulated an excellent article on Ethics, which truly has been seen ages ago in our EPIC Mahabharata. Mr Vivek Kejriwal, too has penned very interesting article on Ethics, we wish our young contributors a good luck.

MDP on Project Management by Ms Minaxi Vaishnav was an impeccable delivery which was taken very well by the participants. The industrial visit to Ms Jewel Consumer Care Ltd was a good experience to see the largest Tooth-brush manufacturing facility with supplies to more than 50 countries worldwide.

The expert talk on "Never stop Dreaming Big" drew very intellectual crowd. Mr Abhisar Sharma released his book on the said occasion. Its heartening to keep receiving humour in Management by Mr Parimal Joshi, his cartoons are so well done with minute details.

We have an interesting event coming up in the month of May, "Annual Awards for Outstanding young managers", we seek outstanding cooperation from our members. Also a kind request to you all for renewal of membership.

I sign off on a note to remind all our esteemed members to kindly keep contributing towards this wonderful publications!

Jai Hind!

**Mayank Mathur**



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