



**Sandeep Purohit**  
President, 2013-14

## From the Desk of President **Sandeep Purohit**

**Respected Invitees, Past Presidents, Seniors, Steering Committee Members, Colleague Office Bearers, Managing Committee Members and**

Dear BMA'ites...

It is with great sense of gratitude, humility, feeling of obligation and satisfaction that I present before you a Report Card of the year 2013-14.

It was quite some time before the Euphoria and Excitement of having been found worthy of leading BMA subsided and the role, responsibility and related challenges of leading BMA became clearer.

The challenges were many, the biggest being that of sustaining the ever rising standards set by my illustrious predecessors. The feeling was synonymous to a player who is playing his debut match for a team which has been previously represented by, the likes of Tendulkar's, Federers' and Ronaldo's.

Aptly, therefore I decided to dedicate the year on the theme "Continue and Consolidate". I request your attention to the June'13 Issue of Samanvaya where I had broadly outlined the various tasks and goals that the association had set for itself.

**Following is a glimpse of the efforts to add value to the activities of BMA during the year.**

1. **Actual event days under various committees for the year - 151**
2. **Revenue for the year approximately 10 million. Receipts from fees towards membership in different categories approximately 2 million.**
3. **Sayaji Ratna Award (SRA)** - PWC roped in as a Knowledge Partner
4. **Round Table Conference (RTC)** - Power (Managing Surplus – Accessing Cheaper)  
- HR (Managing Business Driven H.R Transformations)
5. **Industrial Visits were initiated**
6. **Book Launch**
  - 'Ek-Mek ni Atariyethi' by Jawahar Parikh
  - 'Happiness – Gain and Retain' by Just Win Singh
  - 'Persuasive Manager' by M M Monippally
  - 'Meghdhanushi Manuniyo' by Sonal Modi
  - 'Dithun Mein' by Hasmukh Shah
  - 'Lean Six Sigma in a Nutshell' by N C Narayanan

Launched from Dec'13 as a once in a month activity
7. **Publications - White Paper on RTC on Power (Submitted to Minister of Energy ,GoG)**
  - Coffee Table Book on 25 AMCs
  - FET e-Book
  - White Paper on H.R



8. **RMDP on** - Introspection The 21st Century Mantra to Survive, Succeed and Sustain was dedicated to Past President Late. Dr. A P Singh
9. **Cooperative Seminar on Banking Sector restarted after a decade**
10. **BMA Goes viral....** - BLOG / Twitter / Linked IN
11. **Membership increased by 55%. Over 260 new members joined BMA in various categories**
12. **Leading PSUs hired BMA for yearlong In-Company MDPs**
13. **WDC programs witnessed overflowing participation**
  - 2nd August'13 – Follow your passion was attended by 800+ women delegates
  - 8th December'13 – Women Conclave on Women as Game Changers
  - 8th March'14 – Inspiring Change – The Power of 49
14. **All events of BMA have been self sufficient**
15. **Special Talks**
  - 9th August - Gearing up for 2020 by Ramesh Batavia
  - 25th October - Coping up with Failure by Maj. General Raj Mehta
  - 22nd November – Dr. S Shrikantiah Memorial Lecture by Neharika Vohra
16. **MDP's : Considering both In-house and Open Programme, MDP was organised every week.**
17. **New Partners**
  - Baroda Taxi Cabs as Travel Partner
  - Faculty of Social Work ,MSU as Academic Partner
18. **Record participation in all the events. FETs average attendance 50+ as well as that of Special Talk 100+**
19. **IMDP on Etiquette for Global Business by Sabira Merchant (International Grooming Expert)**
20. **CEO –Forum Samvad by Santosh Desai**
21. **International Conference on Women and Millennium Development Goals at Faculty of Social Work**
22. **25th AMC – Annual Management Convention on Global India – The New Global Business Hub was spread over 3 days**
23. **5th edition IMYI – Igniting Minds Young India, this year was exclusively focussed on “Voter Awareness” 450+ Youth Attendance at the event.**
24. **Mr. Ratan Tata, Chairman Emeritus of Tata Group was selected as the 2nd SRA (Sayaji Ratna Awardee)**
25. **Health Committee was revived after 5 years**
26. **IMAGE a 5 day course on Grooming was launched**
27. **BLING Committee associated with Vadodara Marathon.**
28. **BMA Partnered with other NGOs - FGI /GEO/VCCI/CII-YI to enhance voter awareness through “Gaurav Sankal”**
29. **Media Coverage during the year was notable - 1990 x 1723 cm.**

From the inner walls of my heart I wish to thank the Leaders of BMA, my colleague Office bearers, the Managing Committee Members, the Steering Committee, the various speakers and sponsors at events of BMA for their unstinted faith, support and cooperation to the activities of BMA.

It was a sad moment when BMA lost two very senior members, Past President A.P Singh and Maj. Somaddar. My heartfelt feelings on behalf of entire BMA to their families. Ms. Shivangi Singh also lost her younger brother to a tragic accident. Our prayers are with the family.

A very big thank you to the members of BMA and the entire Secretariat led by CEO, Amita for bringing glory to the association and for stitching one more step on the ever increasing ladder of BMA.

A big big "Thank you" also to my employers GIPCL (particularly MD-GIPCL, Mr. L. Chuaungo, IAS) and my colleagues at GIPCL. A very special thank you to my parents, partner and children for constant support and encouragement.

The new team for the year 14-15 is in place and is being led by a very articulate and amicable Arjun Singh Mehta.

I wish the association a great future in times to come and to retweet (Oops...Requote) the most popular caption of the decade with a small amendment " अधिक अच्छे दिन आने वाले है "

Yours in Management,

**Sandeep Purohit**

President - (2013-14)

## Image Course



Faculties along with the participants of IMAGE course

- I** - Individual, Inspire and Impressive by **Ms. Kashmira Jaiswal**
- M** - Motive, Mischief and Manners by **Ms. Swati Shah**
- A** - Attitude, Aptitude and Altitude by **Ms. Geeta Sikdar**
- G** - Grande, Gallop, Gifted and Grooming by **Ms. Avi Sabavala**
- E** - Energy, Evolve, Excel and Etiquette by **Ms. Ashu Manchanda**

The 5 day IMAGE course was a special course on Grooming and Etiquette. The faculties for the 5 days IMAGE were Ms. Kashmira Jaiswal, Ms. Ashu Manchanda, Ms. Avi Sabavala, Ms. Swati Shah and Ms. Geeta Sikdar who are eminent faculties in their spheres.

**Ms. Kashmira Jaiswal**, faculty of the 1st day inspired the participants to discover their hidden potentials which lies within oneself. There are various human traits which are there in one and all but one needs to find them. She emphasized on the hidden 'I' which everyone has as well as the fact that Personality is all about self awareness, effective Communication as well as interpersonal Communication. Various practical as well as brain storming exercises were conducted throughout the session.

**Ms. Swati Shah**, faculty for 2nd day emphasized upon the Missing links which are there in one's personality traits and one needs to discover this missing link to explore the Motive which lies in one's life. Goal settings should be the prime motto to emphasize on the Motive part.

**Ms. Geeta Sikdar**, faculty for the 3rd day emphasized on the Attitude as a very important part of one's personality. Attitude is the key to the overall personality of everyone. She discussed on the various factors affecting our Attitude including Environment, Experience etc. She defined on the traits of the successful people in the world and told the participants to imbibe them like Hardworking, Curious to learn, good networking, creativity and been innovative as well as ready to take responsibility.

**Ms. Avi Sabavala**, faculty of the 4th day emphasized on Grooming and Etiquette. According to her one should undergo the SWOT Analysis to determine the traits which one lacks and

try to imbibe the traits lacking in oneself. According to her one should try to Learn, unlearn and relearn the things according to situation. She revealed various facts pertaining to that of Grooming, attire and etiquette.

**Ms. Ashu Manchanda**, faculty of the 5th day emphasized on the Energy, evolution and etiquette. According to her one should never underestimate himself/herself and always set new directions for the new goals to attain success. She believes that one should always give himself /herself a challenge and appreciate yourself for what we are.

## Effective Presentation Skills

### - A Need for today by Ms. Avi Sabavala

An MDP on Effective Presentation skills was held by **Ms. Avi Sabavala** is corporate trainer, President of VCCI. The objective of the session was how to design and deliver an effective presentation. She stated that how stage fear, early experience, comments, scared of being laughed off, over-confidence, and nervousness brings down one's confidence. She shared some simple rules to be followed during the presentations:

Making your own presentation yourself. At least read the presentation once if somebody else has prepared it. She has rightly quoted "IF YOU FAIL TO PREPARE IS TO PREPARE TO FAIL".

#### Some important points which were explained in detail :

- ✓ Clothing - It depends on the kind of audience and situation
- ✓ Using jargons should be avoided
- ✓ Understanding who the audience is e.g. Technical, HR, Sales, Finance etc.
- ✓ Pace, Preparation and Personality
- ✓ Preparing Presentation
- ✓ Connecting with the audience
- ✓ Body language
- ✓ Preparing Visual Presentation
- ✓ Handling Question and Answers

## Interact with Authors

### Book Launch of **Lean Six Sigma in a Nutshell** by **N.C. Narayanan**

**Mr. N C Narayanan** founder of SSA shares details about Lean and Six Sigma. One-third of population are staying at Countries like Japan, Western Europe and USA are working for 4-5 days in a week and contributing 70% of planets total earning.

Two - third of population are staying in countries like India, China, working for 5-6 days in a week and contributing 30 % to the total earning.

The point of difference is all about focus, effectiveness and efficiency. The business scenario in India always faces



Book Launch of Lean Six Sigma in a Nutshell by the dignitaries

challenges like: cost pressure, innovation pressure, improving quality and competition.

The economy which is indifferent, never bother for customer satisfaction can't sustain in the economy for a longer period of time. The culture of Zero defect is also approaching in India for highest customer satisfaction.

**The book focuses on :-**

- Zero defect strategy - Need to identify the root cause and find out the solutions.
- Strategy of waste elimination – wastage reduction leads to increase in profits.

Lean and Six Sigma helps to understand the challenges of business, identifying the profitability, increase the value of organization and reduce cost. Different tools are used namely NPI (New Product Introduction) or minimize the wastage of resource.

**Cracking an Interview  
by Mr. Bhaskar Joshi**



Mr. Bhaskar Joshi along with the participants of Cracking an Interview

A session on “Cracking an Interview” was organized at BMA to facilitate the young talent pool to learn about the intricacies of an Interview. The session was addressed by Mr. Bhaskar Joshi, GM – HR of Somaiya Group of Industries. He emphasized on the various tools to crack an Interview which includes Self Analysis, Improving Communication and Knowledge.

The 3 critical things that companies look for from every candidate are: Self Starter, Analytical Skills and Positive Attitude. He elaborated on various points for resume writing and stressed on proper grooming, knowledge updation, voice modulation and the most important factor presence of mind.

**Inaugural of the  
Management Week : 2013-14**

The Management Week for the year 2013-14 of BMA was celebrated from 25th May - 31st May'2014. The inaugural of the Management Week witnessed the felicitation of **Padma Shri Prof. Ganesh Devy** as well as commencement of AAOYM'14 (Annual Awards for Outstanding Young Managers). There were other activities which were also planned during the week which like Special Talks and Management Quiz.



Mr. Sandeep Purohit, addressing the inaugural Session

**Prof. Ganesh Devy**, Padma Shri Awardee for Literature and Education was the esteemed Chief Guest of the Inaugural ceremony of the Management Week. The inaugural function was also accompanied with the serene blessings of **Shri Guruji G Narayana** who shared his Management Learnings with the audience. The function also witnessed the unveiling of the white paper on RTC (Round Table Conference) on H.R – Managing Business Driven H.R Transformation which had taken place on 29th April'14. The brief of which was shared by **Mr. Sudhir Kulkarni** (Steering Committee – Chairperson) how it helps in the H.R Transformation and how it effects the Business Strategy of the Organization. The unveiling of



Padma Shri Prof. Ganesh Devy addressing the Inaugural session



Guruji G Narayana addressing the Inaugural session



Release of White paper - RTC on H.R

the FET Compilation e-Book also took place on the same day, an e-Book which consists of all the compilation of 52 FETs (Friday Evening Talks) which were held for the year 2013-14 on various Management topics.

After the Inaugural ceremony, the last Managing Committee Meeting was held for the year 2013-14 where various sub-committees at BMA shared their year round experiences and observations in various activities at BMA pertaining to their sub-committees.

The competition for the 23rd AAOYM (Annual Awards for Outstanding Young Managers) was held from 25th – 27th May’14 where the avid participants of various reputed organizations delivered their presentations on various Management Topics and they were judged by eminent panel of the Jury who are well versed in their respective spheres.



Audience at the Inaugural Session of Management Week

### Special Talk on “Walking through the Memory lane of Vadodara” by Mr. Rajendra Shah



Mr. Rajendra Shah addressing the audience

A special talk was organized by BMA as a part of the Management Week celebrations on 28th May ’14 at the I.G Patel Seminar Hall, Faculty of Social Work, MSU on the topic “Walk through the Memory Lane in Vadodara” by Mr. Rajendra Shah. The Chief Guest for this Special Talk was Rajmata Shubhangini Devi Gaekwad. Mr. Rajendra Shah, Tourist Officer at Vadodara shared a brief

on the various mysterious and magnificent places of Vadodara which were architected by Sir Sayajirao Gaekwad. He



Exhibition of Oleographs of Raja Ravi Varma by Mr. Sachin Kaluskar



Rajmata Shubhangini Devi addressing the audience

elaborated on the glorious past of Vadodara as a heritage in itself and shared the knowledge on how various places in Vadodara were named after him.

The special talk was accompanied with the exhibition of the Historical Oleographs by Raja Ravi Varma, by Mr. Sachin Kaluskar, promoter of Art who has a collection of the paintings and oleographs of Raja Ravi Varma.

### Session on “Relationship Management” by Ms. Nanda Dave

A Session on Relationship Management was organized by BMA exclusively for the BMA Members on 29th May’14 as a part of the Management Week celebrations exclusively for the BMA Members. The session was taken by Ms. Nanda Dave who is a certified trainer in extended DISC. The purpose of the session was to enhance compatibility in relationship, learn to live together, better self-assessment, tips for self enrichment. The story of 99 club group was shared to the participants which made them realized the strengths and weakness which everyone has and how we can focus more on our strength to overcome our weaknesses.

She explained the science of Relationship Management with Extended DISC. The tool is widely understood by a grid – perceiving Reality and Take action , Task oriented & Feeling Oriented which describe four personality i.e. D- Dominance, I- Influencing , S- Stead fast , C- Compliant. She explained all the four personality traits with video clippings from Television advertisement. After the knowledge about the four personality test was shared by her she also explained how to strengthen and deal with the personality type in our day to day life.

### Special Talk on Humour in Management by RJ Manan

As a part of the Management Week celebrations, BMA had organized the Special talk on “Humor in Management” on 30th May’ 2014 by RJ Manan a Radio Jockey who took Humour as a profession. He delivered a talk on Humor in Management and how it affects our day to day life.



RJ Manan addressing the audience

The speaker shared his experience from the journey of his life from a RJ to the comedy factory, a transformation towards Humour. He described as to how Humour is important in various walks of life and how it should be managed accordingly without hurting the sentiments of others. The talk was accompanied by various live videos of his performance as a comedy artist which he delivered in various shows.

## 56th Annual Day Celebrations held on 31st May'14



56th Annual General Meeting 2013-14

On 31st May 2014, 56th Annual General Meeting took place along with 56th Annual Day Celebrations. The Annual Day witnessed the installation of new Office Bearers team for the year 2014-15. The esteemed guest was **Dr. Vinod Rao, IAS** who addressed on the theme “Gita and Governance”. The winners of the AAOYM’14 were announced on this day and prizes were distributed. The 56th Annual Day witnessed the Felicitation of **Mr. Sandeep Purohit (President, BMA 13-14)** as well as the acceptance speech of the new President 14-15, **Dr. Arjun Singh Mehta**.



**Dr. Vinod Rao, IAS**  
Collector of Vadodara

**Mr. Sandeep Purohit,**  
President 13-14

### The Winning Teams in the AAOYM’14 were:

**L & T - Technology Services Ltd**, won the **1st Prize** on the theme, “Managing Aspirations of ‘Baby Boomers’ - Gen X and Gen Y in Modern Times”. The team members comprised of **Mr. Anoop Nair, Mr. Dominic Mathew** and **Ms. Shikha Mittal**.

**General Motors India Pvt Ltd** won the **1st Runners Up** on the theme “Spiritual values in Business and Governance”. The team members comprised of **Mr. Rohan Lele, Mr. Ashutosh Dixit** and **Mr. Hardik Vaidya**.



Winner - L & T Technology Services Ltd

**Linde Engineering India Pvt Ltd**, won the **2nd Runners Up** on the theme “Dependency on Technology – how much REAL, How much VIRTUAL”. The team members comprised of **Mr. Ujjaval Modi, Mr. Parth Shah** and **Mr. Tanmay Pandya**.

**Vasu Healthcare Pvt Ltd** won the Consolation Prize on the theme “Women Empowerment – Journey from Kitchen to Korporate to Kabinet”. The team member comprised of



1st Runners Up - General Motors India Pvt Ltd



2nd Runners Up - Linde Engineering India Pvt Ltd



Consolation Prize - Vasu Healthcare Pvt Ltd



Consolation Prize - Team of Women Individual Professionals (POWER)

**Ms. Kruti Pandya, Ms. Bhavna Solanki and Mr. Kashyap Brahmbhatt**

**Team of Individual women professionals** named **POWER** won the Consolation Prize on the theme, "Women Empowerment - Journey from Kitchen to Korporate to Kabinet". The team members comprised of **Ms. Ruchita Kaka, Ms. Ami Kotak and Ms. Himani Chandorkar**

This year the Annual Day had a panel discussion on the theme '**BMA Ke Acche Din**' with 9 panelists and **Mr. Samir Parikh (IPP)** as the Moderator. The panelists comprised of **Mr. Amit Goradia, Mr. Atul Shroff, Mr. B K Achuta** (Past Presidents of BMA) who briefed the audience about the **GLORIOUS PAST** of BMA, **Mr. Chirag Bakshi, Mr. Sandeep Purohit** (IPPs of BMA), **Mr. Dilip Shah and Mr. Keyur Shah** (PATRONS of BMA) shared their views on the **VIBRANT TODAY** of BMA, while **Mr. Amit Bhatnagar and Mr. Prashant Amin** (INDUSTRY LEADERS) elaborated on the **PROMISING TOMORROW** at BMA.



**Dr. Arjun Singh Mehta, President 14-15 addressing the audience**



**Dignitaries on the dais during the panel discussion on the theme 'BMA Ke Acche Din'**



**Felicitation of Mr. Sandeep Purohit by Shri Vinod Rao, IAS (Collector of Vadodara)**

Travel Partner	Radio Partner	Audio Visual Partner	Creative Partner	Hospitality Partner	Multiplex Partner	Academic Partner
						

## Reflections of the AAOYM Winning Teams

### Winner L&T-Technology Services

It is said the best part about any achievement in life is not the final prize but it is the series of experiences we gain during the voyage.

#### Lights, Camera, Action...

**Date** : 25th May, 2014  
**Time** : 9:00 am  
**Venue** : The Gateway Hotel (Taj)

Is the place where it all started. Filling the Tropicana Hall were eminent personalities who have forged their names in the field of management. And with them were us, the competitors for AAOYM'14 representing their corporates.

Time 11:30am

**The battle begins: 45 teams** - each well prepared with their topics and with a zeal to make it to the finals; showcased their brilliant oratory and excellent presentation skills.

Frankly speaking we couldn't figure out one team that was not competitive enough for the finals... This ensured us "the journey would be tough!!"

Following them was the turn of the jury that not only tested us in

our topics but also gave a deeper insight on the subject. Thus providing the right garnish we required to present in the finals.

2 days - 16 hours of grilling 15 teams head to battle for the throne of "**Outstanding Young Managers**"

The competition was now more intense, filled with adrenaline and with a better depth to each topic that was presented.

Adding to this was a knowledgeable panel of jury that kept the audience at the edge of their seats...

Results were declared on 31st and Yes!!! Hurray!! We won but it is not just the trophy and prize money we received that matters but also, what mattered most is the lasting remembrance and motivation that it leaves behind for us and all other stakeholders.

For us, to come and work together as a team and collectively agree on common view points was an experience in itself!

For us standing in the 'Arena' and represent our corporate among the other corporates and eminent personalities and in turn sharing their ideas was a wholesome and enlightening experience that added cherry to the cake.

Winding up, we would like to thank BMA and L&T-Technology Services for their motivation and this Opportunity they have given to young budding managers to showcase their talents!

Signing off with a promise to come back next year!

**Dominic, Shikha and Anoop**  
 - Team L&T Technology Services

**1st Runners up****General Motors India Private Limited**

It was a memory to cherish and learning to its limits. Best teams coming across from various organizations bringing their ideas, thoughts, perspectives and most importantly their Best Practices on the floor was an experience in itself.

Presenting in front of an eminent Jury and their suggestions & perspectives really enlightened each one of us. Q&A Session by the Judges was an excellent learning opportunity for us.

The professional approach to managing the teams with best possible comfort has always been BMA's forte. It is the 3rd time GM has participated in the Outstanding Young Manager's Competition and the experience has always been extremely enriching & gainful.

Thank You!

**Rohan Lele, Ashutosh Dixit and Hardik Vaidya**

- Team General Motors

**2nd Runners up****Linde Engineering India Pvt. Ltd.**

To be a part of the events conducted by the prestigious Baroda Management Association was immensely exciting and one which cannot be forgotten. Honestly, we were not expecting that the participating teams would be such large in number. Hence, it was an overwhelming experience to be part of the eclectic group of people. The initial elimination round gave us jitters in the beginning especially after witnessing innovative and power-packed presentations by various organizations. We were not sure if we could match the other teams. The esteemed judges were very sharp, learned and were quick to spot inadequacies. The feedback provided by the judges was very insightful. We did not know the teams we were competing against in the finals, and the element of surprise kept us on our toes as well as made us nervous during the final day.

We are more than delighted to be the 2nd Runners-up. The 3-day event by BMA was very well structured and well organized. We are really thankful to BMA for organizing such events. Such events not only help one meet new people and exchange ideas; it brings out a collaborative spirit within oneself. The judges did not judge us but rather mentored us throughout the event. We are looking forward to such competitions in the future and we vow to come back stronger next time.

We are thankful to **Linde Engineering India** management for constantly motivating us and giving us an opportunity to participate in such competitions.

We have just three words for the event: Fantastic, Fabulous & Fantabulous

**Ujval Modi, Parth Shah and Tanmay Pandya**

- Team Linde

**Consolation Prize****Vasu Healthcare Private Limited**

Having participated in AAOYM' 14 itself was a huge achievement for us. VASU Healthcare decided to be a part of this great event just a week before the competition and ever since there was no looking back.

We were more than glad to be a part of the prestigious BMA - AAOYM event and representing our company; Vasu Healthcare Pvt Ltd. A huge thanks to the VASU Management for trusting, believing and supporting us in every way they did.

Being a part of the 45 teams registered initially gave us goose bumps as they were all MNCs and we were probably the only SME company, but having being shortlisted in the top 15 finalists boosted our will power & enthusiasm and gave us an inner confidence that no matter what 'we can still go ahead and make a difference'. Though we won the consolation prize at the finals; but we received lot of praise and kudos from other participants, BMA members and Honorable Judges telling us "we did great, very innovative" and we guess that itself was a big achievement for us. It seemed worth winning a Prize that very moment.

It was indeed a wonderful experience for us as Team VASU, we not only were allowed to showcase our talent but also interact with fellow participants and got to learn a lot about their way of thinking and presentation skills on various topics of the competition.

We take this opportunity to once again thank everyone at BMA for making our 3 days Journey in AAOYM' 14 a wonderful and memorable learning experience.

**Kruti Pandya, Kashyap Brahmhatt and Bhavana Solanki**

- Team VASU Healthcare Pvt Ltd

**Team of****Individual Professional Women (POWER)**

When we received a mail from BMA regarding AAOYM 2014, and saw "Women Empowerment – From Kitchen to Korporate to Kabinet" in the list of presentation topics, our team decided to address the topic with a multi pronged approach, i.e. through the eyes of three diverse working women handling different positions, coming from different backgrounds and at different stages of their careers. These three women were us three team members, belonging to different organizations but coming together to address the topic with three unique perspectives .....

- Ruchita Kaka presenting the perspective of a female engineer and an HR professional handling a senior position in Bombardier Transportation (Lead L&D & Lean projects (APAC))
- Himani Chandorkar presenting the perspective of a woman entrepreneur leading a Training & Consultancy firm Acumen 360°
- Ami Kotak, presenting the perspective a budding fresher



and her first year in the corporate world (HR Executive handling Bombardier project, deployed by Acumen 360°).

Although we presented three different perspectives, they all had their roots strongly embedded in the power of self empowerment that lies within each one of us, minus which no external initiatives to empower women would bear results.

The experience of participating in AAOYM 2014 was an extremely enriching one as it gave us an opportunity to listen to and share our thoughts with a lot of dynamic professionals from diverse industries. Such events encourage one to develop an open mindset to absorb the plethora of ideas and opinions shared by fellow participants.

Being selected in the top 5 awardees in this contest was a moment of immense sense of accomplishment for us, as this presentation was not just about sharing our thoughts, it was about sharing our own personal stories and our journeys from Kitchen to the Corporate World. We look forward to attending and participating in many more such events organized by Baroda Management Association.

**Ruchita Kaka , Ami Kotak and Himani Chandorkar**  
- Team POWER

## Framing Minds

### Leadership which translates Vision into Reality

**Mr. Sameer Gaikwad,**  
**Director and Regional Sales Head**  
**of Doble Engineering Ltd**



**Samanvaya (S):** Tell us something about your background – Education, past work experiences, and your association with Doble Engineering Ltd.

**(Sameer Gaikwad):** Presently I am associated with Doble Engineering, a Boston, USA based company since 2005 in the capacity of Regional Manager for South Asia and was also responsible for the Middle East region till 2011. I also hold the Director level responsibility for the Indian subsidiary – Doble Engineering Private Ltd.

I am a graduate in Electrical engineering from Sardar Patel College of Engineering, Mumbai University with knowledge of various disciplines – Design, Testing, Field Commissioning, Sales & Marketing, Project Management and Technical Consulting. In the course of 25 years of my career in present and the previous organization, I have led management responsibilities including running a profit center business unit, establishing operations in India and surrounding region, channel partner appointments and international business.

**(S):** How the company has evolved over the years in your tenure

**(SG):** Doble Engineering was established in 1920 in the USA and

is a brand recognized internationally in the field of quality test instrumentation for High Voltage primary electrical equipment and Consulting Services for Asset Health management.

The demand for Doble (read quality) products grew and as a consequence India operations were mooted in the late 1990's. Channel partners / distributors were set up and subsequently an Indian arm was registered as a Pvt Ltd company in 2003. In its short twelve years of existence, the business in my region grew multi-fold and added significantly to the growth of Doble's International business.

The focus from my regional operations in India / South Asia and Middle East was on providing quality technical application support in real time. This was eventually augmented to include the after sales services. This model was replicated elsewhere as Doble grew its footprint in other regions of the world.

**(S):** What according to you are the thrills and excitements being at the helm of the affairs. What are the pros and cons?

**(SG):** Surely there is no high without a low and vice-versa. To begin a new venture and establish a brand is sheer hard work. When I began my journey at Doble in 2005, the challenge to establish and expand in India along with the countries in South Asia and Middle East was enormous.

On one hand augmenting a local company was happening and on the other, the demand to travel from Egypt to Bangladesh. Meeting customers and understanding the regional requirements while delivering them was a plucky task. So much had to be unlearned and then learnt again. At times three weeks out of the four per month were spent on travelling. Which meant missing out on the precious family time and even time for yourself, especially in the initial 3-4 years.

**(S):** Sir, what is your Leadership style

**(SG):** The reality is that the market place is dynamic and the organization should align to adapt to that fit. As a leader it is my duty to demonstrate and explain the reality of the market situation and the organizational adaptation. When an organization adapts change, the employee has to adapt too. More so in today's rapidly evolving customer needs & technology.

I believe in participative leadership and allowing for self-growth. No one is a 'born fit' for any role one has to play as an employee in an organization. I allow for that 'growth time' for the team and an individual to deliver.

**(S):** Any high moment in business – a project you would love to remember

**(SG):** As a regional arm operating from India, Doble Engineering which is an International company having manufacturing locations in USA and Europe, the challenge was to open up the market in the neighboring country of Pakistan and the Oil rich states in the Gulf. Both had its unique set of geo-political challenges to overcome. A lot of measured work was put in – with effective people & channel management. Today these



countries show a high brand recall of our products and solutions, delivering a decent market share, year after year.

**(S): The people factor – how do you handle human forces and their dynamics**

**(SG) :** As regional operations responsible, I do not have manufacturing or labour to handle. My challenge is to understand the regional needs of inter-personal relationships for an effective communication with my customers and the channel partners. My interest in civilizations, history and geography of the Asian subcontinent has always helped me quickly thaw the ice when I interact with people around the world.

I believe anyone who interacts with you, is your customer – be it external or internal. Your quality of response to him/her is the quality of service one delivers. No problem or an issue is big or small. When one comes to you for resolution, it needs to be resolved with utmost sincerity. Even normal inter-personal transactions should demonstrate sincerity. That is my mantra.

**(S): What comprises of your Hobbies and Extracurricular Activities**

**(SG):** Growing up in Mumbai (then Bombay), I was always an avid reader since my late teens – be it current affairs or fiction. Had interest in adventure and travel. In my engineering days, I took up astronomy as a hobby - have to thank the Haley’s comet for that. I took interest in watching sports too but was limited to playing only badminton, that too occasionally. With the advent of professional life and having relocated to Vadodara (that I now call home), the focus shifted towards work and family. Travel, family socials and vacations were my only release.

Only recently, I picked up long distance running and endurance cycling. I have run a few half marathons since 2011 and early this year I completed my first full marathon (42.2 km) at Mumbai. I was introduced to endurance cycling (also known as Randonneuring) in late 2013 and quickly adapted to it, covering time bound distances of as long as 600 km. In my free time I do try to promote astronomy and a healthy lifestyle to kids. Adventure travelling and reading continue to enthrall me.

**(S): What is your Normal working day like?**

**(SG):** I am an early morning person, dedicating the first two hours for health and fitness following to that I update myself with current affairs on my iPad and newspaper.

With 24 x7 connectivity today, work responsibilities actually never leave you. I try to balance the time, given the time-zones I have to interface with my reporting to the USA and the regional office in Asia-Pac. I seldom watch television. Weekends are dedicated to socials, family time and hobbies. Thankfully, the fitness bug has bitten my entire family and we try to do some outdoor activities together – especially over weekends.

**(S): How do you cope up with the Stress**

**(SG):** Stress is inevitable in our day to day lives. But if one

develops an aptitude to look at the sunny side of things, stress gets dissipated faster. It is also important not to lose focus/ Empathize with any situation and that, to my mind is an antidote to stress.

**(S): What has been the support of family**

**(SG):** In one word – PRECIOUS!!

Without a supporting family, one cannot achieve much. So is your own support to every family member. You give quality time and beget quality support.

**(S): How do you balance work and otherwise**

**(SG):** Today work responsibility is 24x7 and response expected is immediate. It is the reflection of our times.

Thankfully technology allows you to balance, provided it is used effectively. Travel is cut down to minimum because of effective IT enabled services. Being planned and organized goes a long way towards a successful work/life balance.

**(S): Contribution of Doble Engineering Company towards society**

**(SG):** Doble has been associated with the electrical power industry since 1920 – almost the inception of the electrical power industry. Our company is also known as the utilities librarian. However for the electric power industry, these are tough times with scheduled retirements and few takers of professional electric power engineering. Internationally, Doble is engaged in internship programs and sponsor students and undergrads, exposing them to the interesting world and challenges of electric power engineering. Doble also holds a lot of technical interactions and conferences, including in India, bringing academicians and the power industry stakeholders together in an unbiased environment.

**(S): Any incident from your life from which you have learnt a core lesson of life**

**(SG):** It is important to remain focused every time and never take things for granted. A cavalier attitude in one subject during my first semester in engineering jolted me. Have never lost being ‘out of the moment’ ever since. That has always helped me to remain focused.

**(S): Any advice/ suggestion that you want to share with our readers.**

**(SG):** It is never too late to follow a dream. Rather, I would suggest to follow multiple dreams and excel in it !!

**AppealNote**

**RENEW YOUR SUBSCRIPTION**

For members who have not renewed their BMA membership for the year 2014-15, kindly renew your membership at the earliest and avail all the benefits further.

**SUPPORT BMA**

Avail BMA’s Conference Facility on Rent. For more information Contact BMA

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

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 એન્જિનીયરીંગ  
અને ધો. ૧૦ પછી ડીપ્લોમાં- અભ્યાસક્રમો

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

- કોલેજ કેમ્પસમાં વિદ્યાર્થી ભાઈઓ અને બહેનો માટે હોસ્ટેલ છે.
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સફળતાપૂર્વક કોર્ષ  
કર્તા પછી  
(Placement)  
નોકરીની વ્યવસ્થા.

કે. જે. કેમ્પસ, I.T.I. ની સામે, જાવલા-સાવલી, સાવલી - ૩૯૧૭૭૦, જી. વડોદરા.  
M. 89803 14190, Tele-Fax: 02667-222264 | [www.kjit.org](http://www.kjit.org)

## Announcement

### 'PICK OF THE MONTH'

The new activity year at Baroda Management Association is witnessing various new initiatives and practices taking place. One of them is "Pick of the Month".

BMA's monthly mouthpiece "Samanvaya" would be thematic this year and we invite our members to give articles pertaining to the theme. The best article would be picked by the Publications Committee and would be published in Samanvaya.

This month's theme is "Environment and Ecology". The article should not exceed 500 words and should be preceded by a quote.

The last day to send your article and quote (hard or soft copy) is **Monday, 23rd June 2014 by 4:00 pm**. Please mention your name along with your contact details (Number and E-Mail Id) with the article.

### Appeal Note

#### Support BMA – Be Patron

Dear Sir/ Madam, We request our Institutional Members to become Patron and avail all the prestigious benefits of our Patron Members  
For more information contact BMA

Contact : 2344135 / 2353364 / 6531234 or bmabaroda1@gmail.com

### FRIDAY EVENING TALKS

SR.	DATE	TOPIC & SPEAKERS
1.	20.06.2014	Thinking out of Box by Vikas Chawda
2.	27.06.2014	The Illusion of Conscious Thinking by Bhavin Bhatt
3.	04.07.2014	Individual freedom - A Strategic Choice by Dr. Rajiv Kurulkar
4.	11.07.2014	Succession Planning through Will by Prakash Lohana

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

Ms. Arti Basu - Editor  
Ms. Amita Jaspal - CEO  
Ms. Shivangi Singh - Sr. Program Officer  
Ms. Minal Padhiar - Tr. Program Officer  
Mr. Sagar Mehta - Hon. Secretary

**Editorial Team**

## From the Editor's Desk



Dear BMAites:

While you may be .....

*Cracking your head at few web-sites on "100 things to do for children this summer"*

OR

*Off to a vacation in some hill resort*

OR

*Still sweating it out to beat the heat...*

**BMA has moved on with its new activity year by the time you get this newsletter in your inbox / indoor...**

A detailed yearly activity report from President-BMA and closing the activity year, May 2014 saw various programs and events starting from vacation course for students (1st time in BMA), MDP, book launch and Framing Minds series in this edition however the biggest space in this edition of Samanvaya has occupied is the Management Week 2013-14.

Read through it and you shall find host of activities and events that can be an envious situation for any like minded Management Association across the country and after reading President's Report once again you shall not be surprised as to why BMA has won the best Management Association award from AIMA 13 times....!...and counting...

Message to all student members of BMA and BMA-BLING groups at schools....

*"Summer will end soon enough, and childhood as well...so enjoy it to the fullest..."*

— George R.R. Martin, A Game of Thrones

Have a nice, bright and sunny day...

Yours,

**Sagar Mehta**



## BARODA MANAGEMENT ASSOCIATION

Anmol Plaza, 2nd Floor, Old Padra Road, Vadodara - 390 015. GUJARAT.

Phone : +91 265 2344135, 2353364, 6531234  
TeleFax : +91 265 2332919  
E-mail : bmabaroda1@gmail.com  
Web : www.bmabaroda.com