

**From The Desk of President
Alok Sudarshan Desai**

My dear BMA fraternity

At the outset, allow me to thank BMA and its esteemed members for the privilege, honor and opportunity bestowed upon me to serve as its President in 2015-16.

It's been a year to remember, a memory of a life time. For an institution that has been led distinctively and running successfully for over half a century, I took over the reins at Baroda Management Association (BMA) with humility, gratitude and resolve. There was a legacy, tradition and stature to preserve and protect. With passing years, BMA had grown in all directions and dimensions. Now was the time to build upon the strong foundation and scale new heights. I am delighted to share that Team BMA has more than met the challenge and set new benchmarks this year. The top as well as bottom line have been record breaking. I will remain eternally grateful to everyone who has made it happen.

Let me thank all the sponsors, partners, participants, associates as well as trustees, office bearers, committees, secretariat as well as individual and institutional members of BMA for their stellar contribution this year. The team functioned like true custodians and trustees of a proud legacy.

SAMANVAYA is a publication that reaches out to a wide and distinguished audience. It brings to you all the news, happenings and events at BMA and also covers a variety of topics and subjects of common interest. We have experimented with a new format and style this year. The response has been very positive. We thank you for the same. Allow me to specially congratulate Mayank, Sunita as well as Team BMA led admirably by Amita for the splendid effort this year.

I thank my dear parents today, for their faith in me and my love for management, as a qualification, career and means of community service. They would have been happy to see this day.

I hope to do much more for BMA in the years to come. For, it has given me an opportunity to learn and grow. It has also bestowed fond reminiscences and lessons to treasure for a lifetime.

Let me bid adieu by quoting a famous advertising slogan –

TATA does not always mean GOOD BYE...

I wish the BMA fraternity as well as its esteemed patrons and well wishers every success in the years to come...

Warm Regards

Alok Sudarshan Desai

President 2015-16

Message from Smt. Anandiben Patel
Hon'ble Chief Minister of Gujarat

SAMANVAYA
The Bulletin of BMA



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MESSAGE

“Unless you try to do something beyond what you have mastered, you will never grow and great things are not done by impulse, but by a series of small things brought together.”

Its pleasure to read that **Baroda Management Association (BMA)** is going to celebrate its **Management Week** during **23-29 May, 2016** to mark the culmination of the year round activities of the association. BMA has been active in the **Management Education** movement and become cultural and educational hub of Vadodara and endeavors to reach citizens through various programmes for students, professionals and entrepreneurs.

I extend my best wishes for the success of this event and welcome all the participants on the land of **Mahatma** and **Sardar**.

With best compliments.

Anandiben Patel
(Anandiben Patel)

To,
Shree Alokhai Desai, President,
Baroda Management Association,
2nd Floor, Anmol Plaza, Sukruti Nagar, Haripura,
Old Padra Road, Vadodara-390 001.
Email: president.bma.baroda@gmail.com

Anandiben Patel
Chief Minister, Gujarat State

MANAGEMENT WEEK-2016 Exhibition cum Sale

For the first time the BMA's Management Week, started with an exhibition cum sale of Painting, Sculpture and Photographs throughout the week 23rd to 29th May' 2016.

The Theme of the exhibition was "Happiness in Environment" Eminent artists of Vadodara like Jayant Parikh, Sanjay Rajwar, Rahul Mukherjee, Kruti Bhatt, Jaldip Chauhan, Santa Rakshit, and Prantik Chattopadhyay Participated in it.

Exhibition of rare oleographs of Raja Ravi Verma Press, ARTY BINS created by Thakere Naik were also displayed. The Curator of exhibition was Mr. Sachin Kaluskar.



The display of exhibition cum sale during the management week of BMA FROM 23rd to 29th May 2016.

Special Talk on **The Art of Agile Practice**

by **Dr. Bhuvan Unhelkar**

Date: 23rd May 2016

Venue: Guru Narayana Centre for Leadership (BMA).

Dr. Bhuvan Unhelkar (BE, MDBA, MSc, PhD; FACS; CBAP®) has more than two decades of strategic as well as hands-on professional experience in the Information and Communication Technologies (ICT) industry.

His talk highlighted upon the following points :

The Art of Practicing Agile: Applying Composite Agile



The Special Talk was addressed by **Dr. Bhuvan Unhelkar** on - **The Art of Agile Practice.**

Method and Strategy to Real Projects (Taylor and Francis USA) and a coach and a trainer. Recent Cutter executive reports (Boston, USA) include Psychology of Agile, Business Transformation, Collaborative Business & Enterprise Agility and Agile in Practice-a Composite approach.

Short Film Screening by **Ms. Apsara Iyengar**

Date: 24th May 2016

Venue: The Presidency Sports Club



The Film Screening was addressed by **Ms. Apsara Iyengar** on behalf of **The Shamiana Short Film Club, Baroda.**

Ms. Apsara Iyengar addressed the session of Film Screening on behalf of THE SHAMIANA SHORT FILM CLUB, Baroda on 24th May 2016 at the Presidency Club. The session highlighted on the importance of Short films in current scenario and the competition that the short film faces in comparison to the feature films. She screened a few short films too for the audience.

Presentations of the **Winning Teams of 25th AAOYM 2016**

Date: 25th May 2016

Venue: Guru Narayana Centre for Leadership (BMA).

The winning teams of the 25th AAOYM presented their winning presentations on the 3rd Day of the Management Week of BMA. The Topics of their presentations were :

- India Needs Smart Villages and Not Smart Cities
- Start Ups- A Boon or Bubble.



The Session was addressed by the winning teams of 25th AAOYM 2016

Success stories of the Home Grown Entrepreneurs

Date: 26th May 2016

Venue: The I G Patel Auditorium, Faculty of Social Work



Mr. Premraj Keshyep, addressing the session



Mr. Himanshu Patel, addressing the session

The session on 26th May 2016 was addressed by the two home grown entrepreneurs - **Mr. Premraj Keshyep**, MD - KYB Conmat and **Mr. Himanshu Patel**, Owner - Sainath Copy Centre & Partner - Gold Realty.

Their talks respectively highlighted their success stories and the motivation behind their current position as a successful entrepreneur of Baroda.

The talk was a motivation for all the youngsters who aspired to become successful in the fields of entrepreneurship.

Special Friday Evening Talk on Modi Doctrine - "The Foreign Policy of India's Prime Minister" By Dr. Sreeram Chaulia

Date: 27th May 2016

Venue: The I G Patel Auditorium Hall, Faculty of Social Work, MS University, Vadodara

The Speaker - **Dr. Sreeram Chaulia** is Professor and Dean at the Jindal School of International Affairs, O.P. Jindal Global University, in Sonapat, India. He is a leading



The FET Session was addressed by Dr. Sreeram Chaulia on 27th May 2016 under the BMA's Management Week. This talk was a special Friday talk.

opinion columnist for Indian newspapers- The Economic Times and The Asian Age- on world affairs and a commentator on international current issues on radio and television. He is a contributing editor for People Who Influenced the World (Murray Books, Adelaide, 2005), and has authored International Organizations and Civilian Protection: Power, Ideas and Humanitarian Aid in Conflict Zones (I.B. Tauris, London, 2011); and Politics of the Global Economic Crisis: Regulation, Responsibility and Radicalism (Routledge, New Delhi, London & New York, 2013). His new book, Modi Doctrine: The Foreign Policy of India's Prime Minister is due out in 2016.

The talk highlighted on the foreign policies of India's Prime Minister as well as the methodologies of our honourable Prime Minister to connect to the whole world and make India a place of pride and superpower. He also mentioned that his Book - THE MODI DOCTRINE will have five major elements in it that would reflect - (a) Samman (b) Samvad (c) Samridhhi (d) Suraksha as well as (e) Sanskriti/ Sabhyata - all in context of Shri Narendra Modi ji.

Meditation and Relaxation Session by Heartfulness

Date: 28th May 2016

Venue: The Presidency Sports Club, Vadodara



Mr. Subhramanyam, from the Heartfulness addressing the audience during the session of Meditation and Relaxation

Heartfulness :Living by the Heart

By tuning in to our heart, we learn to be centered in our highest self.

Strengthen that connection and cultivate an inner knowing that wisely directs and guides our lives. Grow to face the challenges of life with courage and acceptance. Live by the heart, and become what we're meant to be.

Explore and experience.

Feel the lightness and joy of your true nature. Heartfulness meditation is simply taking the time every day to tune into that internal presence.

In a short while, you'll learn to remain connected to that gentle support throughout the day.

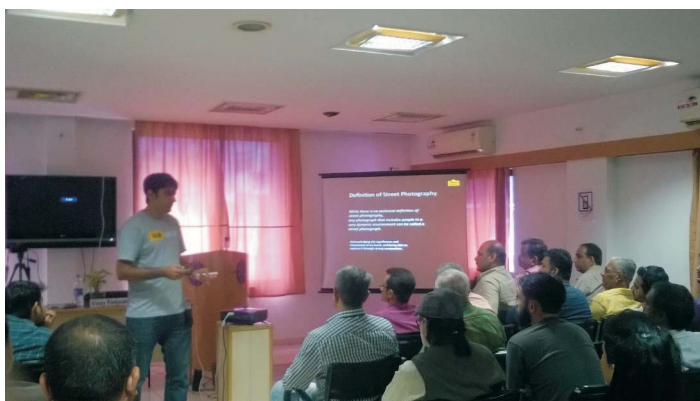
There are no prerequisites other than basic mental health and an attitude of openness and wonder. Heartfulness.org does not serve or represent any commercial purpose.

Advanced Street Photography Workshop

by Mr. Vinay Panjwani (NIKON Official Mentor)

Date: 29th May 2016

Venue: The Guru Narayana Centre for Leadership



Mr. Vinay Panjwani - addressing the audience at the advanced street level Photography.

The Session on Advanced Street Photography was addressed by Mr. Vinay Panjwani which was sponsored by NIKON. The session highlighted the importance and crucial techniques of street photography and the different perspectives of taking different pictures while clicking in public.

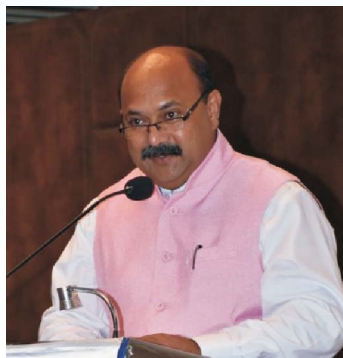
58th Annual Day Celebration

Date: 29th May 2016

Venue: The Hotel Gateway Taj, Akota

On 29th May'16, 58th Annual General Meeting took place along with 58th Annual Day Celebrations. The Annual Day witnessed the installation of new office Bearers team for the year 2016-17. The esteemed guests Mr. S N

Roy, CEO & MD, L&T Power & Whole Time Director and Ms. Bhagyesh Soneji, Chairperson, Western Region ASSOCHAM addressed the audience and congratulated the new Managing Committee.



The Annual Day witnessed the Felicitation of Mr. Alok Desai (President, BMA 15-16) as well as the acceptance speech of the First Lady President, BMA Ms. Avi Sabavala for the year 2016-17.



Mr. S N Roy, CEO & MD, L&T Power & Whole Time Director



Ms. Bhagyesh Soneji, Chairperson, Western Region ASSOCHAM

Felicitation of Mr. Alok Desai

Mr.Alok Desai, President for the year 2015-16,was felicitated for the significant contribution during his tenure by Mr. S N Roy & Ms. Bhagyesh Soneji during the Annual day function on 29th May, 2016.

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.



Felicitations of Mr. Alok Desai by Past Presidents



Felicitations of Mr. Alok Desai by Esteemed Guests



Felicitations of Mr. Alok Desai by BMA Secretariat.

Reflections

Industrial Visit Under Bling 2015-16

Eyes- the precious gift given to us by our creator. We can identify things by touching, tasting or hearing. However, it is impossible to identify colors without eyes. It enables us to see the colorful and wonderful world around us. Not all of us are gifted with vision though. Some are born blind, some become blind and others lose their power of focusing nearby and/or distant objects. We all are happy to hear that most of these eye defects can be corrected and hence help those people to retain their elixir of vision.

The NISV students of grade 11 got the opportunity to visit the foundation of Care Group with an aim of learning the skills

and gain the knowledge of the insight of a lens factory. All of us were filled with enthusiasm to acquire maximum knowledge. The session started with an orientation of the organization of Care Group and then we visited the production unit. We learned of how the company gained recognition and trust of people all over the world. The part that astounded us the most was that the ones who were employed in the production unit of Vadodara branch were people who were deaf, dumb or handicapped. This shows that the company values those who might have felt completely out of this world. By providing them employment, they not only gave a reason for those physically challenged people to instill importance on their existence but also showed the world that they are not less than those healthy ones.

The Vadodara branch of Care Group organization lays emphasis on protecting the right of consumers. Each stage of production is supervised to the last drop of perfection and care is taken so as to not sell defective products. They take good care of their workers as well. One unique aspect is the temple of Sai Baba that they have built while keeping in mind that Sai Baba believed that there is only one God and hence he is worshiped and respected by people from all religions. Furthermore, the company provides free lenses to various foundations in different parts of Gujarat, has excellent retention power and well qualified sales force. For the service they provide and their innovative products, they received several awards of excellence.

This trip proved to be quite knowledgeable for everyone of us.

by **Ms. Sakshee Patel**, Grade XI - Navrachana International school

AIM

The purpose of the visit was to increase awareness among students about industry.

Date & Day : 25 April, 2016 - Wednesday

About The Visit:

I. Company Profile :

The manufacturing started in the year 1987. The complete installation spans over an area of 2,10,000 sq.m out of which 1,00,000 sq.m is owned by the group itself. It is a notable feat that the company provides employment to about 1,600 individuals working in three shifts.

It is an ISO 9001:2008 certified companies in the department of foods and drugs. The company is headed by Mr. Prashant Lal Dave. The company has an expertise in the field of contact lenses and accessories. We were introduced during the visit to IOL which stands for Intra Ocular Lens which is used during a cataract surgery by a Surgeon.

There are three types of IOL's namely PMMA IOL, Hydrophilic IOL and Hydrophobic IOL.

The current capacity of the company in these IOL's is :

- 17,50,000 for PMMA/ per annum
- 12,00,000 for Hydrophilic/ per annum
- 5,00,000 for Hydrophobic/ per annum



With painstaking efforts over the last 3 decades the company has proved its self-sufficiency by having their own machinery and raw materials along with lathe and moulding technologies which make cataract lenses.

The company believes in a constant improvement programme and executes its belief through a weekly training to all its employees.

2. Visit to the plant:

Furthermore, the process of lens making was demonstrated in a summarized version to all of us. Starting with conversion of raw material which is generally PMMA (poly methyl methacrylate) into semi finished products of polymer.

During this process utmost care is taken by the company to avoid any type of adulteration in the material. The process is carried out in a complete Air lock environment.

These semi-finished products are then taken for machining which eliminates any scratch/Marks on the polymer and also smoothens the unevenness. Machining is followed by polishing which makes the material even, and then the lenses are put into Jars in which all the lenses belonging to a similar type are inserted in a solution.

After the packaging each and every product is checked and inspected. No sampling method is used. Then sterilization process begins in which quality of the product is checked.

3. USP Of the company :

• Patents -

Their in-house R& D department has made it possible for them to hold the patents in their products, there methodology, their equipments and their packaging.

• CSR Activity -

28% of their total employees are physically handicapped people. The industry requirement is 2%. Hence we see that they are way ahead of their competitors in serving society.

They also provide lenses for free to Trust Hospitals for free treatment of cataract surgery for the under privileged citizens.

4. CONCLUSION:

- It was an eye opening visit for the students giving them a taste of the working environment in an industry.
- It will also help them in setting their future goals in their careers.
- The company's CSR Activities is a source of motivation and inspiration to the students.

- GUJARAT PUBLIC SCHOOL

Site visit always provides a rich experience and adds immense knowledge to young and promising entrepreneurs. So the students of Tejas School Management Club under Baroda Management Association (BLING) visited CARE Group, Dabhasa on 27th April, 2016 as a part of their industrial visit. CARE Group is a manufacturer and exporter of Intraocular Lenses and Ophthalmic Pharmaceuticals.

The visit started with information about different products of the CARE group and the milestones achieved by them. The representative explained the team members about the raw materials, machines used in production through presentation and discussed various precautions taken during the same. TSMC witnessed the production process maintaining all the safety measures. Team also had a chance for an enriching interaction with Mr. Jagrat Dave, Founder & CEO of CARE Group. The noteworthy fact about the organisation is that their employees include 28% of physically challenged people. The members left the forum with a delicious lunch.

- Tejas School Management Club

On 28th April '16, BMA under BLING Committee organised an industrial visit to Care Group of Industries, Dabhasa in which Bright Day School CBSE Vasna unit showed active participation by a group of 14 students from class 12. Care Group has established a separate & ultra modern Export Oriented Unit spread over 2 Lac sq.ft areas for exclusively serving International Customers under the name of "Polymer Technologies International".

The Care Group, are proud manufacturers and exporters of Intraocular Lenses and Ophthalmic Pharmaceuticals. They produce lenses ranging from Rs.100 to Rs.60,000. All these products are known for their qualitative features like high precision and ease of usage as well as are used for various ophthalmic applications. The students were highly impressed by the innovation, user friendliness and affordability of the lenses produced by the company. To the students' surprise, CGI was the only company in the world to have installed both Lathing and Molding machines for producing lenses.

The industry is so well equipped that around 500,000 lenses are produced per annum. The infrastructural facilities are just fabulous and the students were entertained by various informative power point presentations which showcased the company's success since it was founded. In its endeavor to grow, Care Group has not forgotten its commitment to social welfare. They have made it a point to give employment to the physically handicapped and the financially backward. These people are being given a chance to show that with a little bit of help they can outperform people without disabilities. They are one of the few companies in the country with 28% Female Work force. They are one of the best employers for physically challenged.

The students visited different sections of the industry and saw a variety of lenses being produced. From cutting of the PMMA plastic to polishing of the finalised lens, the overall experience was outstanding. After an arduous tour throughout the industry, the company offered scrumptious lunch to all the visitors. The visitors were presented souvenirs in the form of key chains and pens.

Rushi Vyas XII Commerce - Bright Day School CBSE ,Vasna Units

'Care Group' is one of the leading producers of optical instruments in the world today. Baroda Management Association provided the students with an opportunity to visit a manufacturing facility of 'Care Group' situated on Padra road

Firstly, on reaching there we were briefed about our visit by the Manager who also showed us the various awards and achievements of 'Care Group' till date. Then we got a tour of the facility. The facility was equipped with 'state of the art' technology and was managed impressively. We students were shown the various procedures involved in lens making which was a treat for us curious students. The most impressive thing was the facility which was absolutely well maintained. Also the facility provided employment to many disabled people.

Next we had a conversation with the Research Development Head who attended to all our curious questions. The purpose of the visit i.e. to gain knowledge about lens making was duly fulfilled by the end of the conversation. But I can't say the same for commerce students as most of their questions could not be answered due to company policy. Then we also met Mr. Dave. The conclusion I derive is that Science is infinite, it has no end. As we humans progress, we unlock the secrets of science. What is deemed impossible today may become possible in the future. That's the Magic of Science.

- **Aakash Baruah** Grade 11 Billabong High International School

Appeal Note

Dear Members,

For Members who have not renewed their BMA Membership for the year 2016-17, kindly renew your membership at the earliest and avail all the benefits further.

FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	24.06.2016	Do we really need to value and protect our Heritage? by Sandhya Bordewekar Gajjar
2.	01.07.2016	Sadguru Kabir Saheb and Mgt. of HR in 21st Century by Bhargav Parekh
3.	08.07.2016	Emerging Trends in Capital Market by Jagdish Thakkar
4.	15.07.2016	Parenting in the elderly - Blessing for the parents is it so for the child to be born? by Dr Rohit Bhatt
5.	22.07.2016	Lecture on abusive dental habits dental myths & correction of oral health with general health by Dr. Sneha Sameep Shah
6.	29.07.2016	Ride Your Dreams by Mr. Kumar Shah
7.	05.08.2016	Vadodara Smart City - Challenges, Solutions & Opportunities to be Global City by Chandresh Makhija

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

From the Editor's Desk

This issue of Samanvaya has glimpses and reports from Management Week 2016, which had exhibitions, lectures, film screening special evening talk, Workshop and session on Meditation and Relaxation. The report of the Industrial Visit under Bling to Care Group by NISV students of Grade 11 also figures in this issue.

As I culminate my editorial duties for Samanvaya, I fondly recall my association with Baroda Management Association. I am overwhelmed with memories when I won the first prize for an essay competition titled, 'Channelizing students' energy for development purpose' from the school student category in the year 1988. From then till now, it has been difficult to disconnect myself from B.M. A as the association has been truly a rewarding one. As I thank the Baroda Management Association for giving me this opportunity to be in the Publication Committee, I wish I could do more but for my academic commitments.

I urge the present members of BMA to share their rewarding experience with others so that more students and professionals join the BMA platform to grow personally and professionally.

We at the editorial team wish a wonderful year ahead for the new office bearers for the year 2016-17. As I conclude here's wishing all our readers health and happiness.

Blessed are we to be in this City, blessed are we to be with Baroda Management Association.

Stay Blessed!

- **Prof. (Dr.) Sunita Nambiyar**

Publication Committee

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Prof. (Dr.) Sunita Nambiyar	- Director
Mr. Tushar Kothari	- Director

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