



26th Annual Management Convention

November 16-18, 2014

Golf Classic Tournament – Curtain Raiser to BMA's 26th Annual Management Convention

on November 16, 2014
at GBGC, Lukshmi Villas Palace, Vadodara



Golf Classic Tournament at the GBGC - Curtain Raiser of the 26th Annual Management Convention

The 26th Annual Management Convention witnessed the Curtain Raiser Golf Classic Tournament held on November 16, 2014 at the GBGC (Gaekwad Baroda Golf Club) at the Lukshmi Villas Palace, Vadodara.

This tournament at the lush green Lukshmi Villas Palace was played by approximately 100 eminent golfers of Vadodara and Ahmedabad who were invited for this tournament. The tournament had various challenges like Straightest Drive, Longest Drive and prizes were distributed at the CEO Networking Dinner held on the same day in the evening.



Mr. Keyur Joshi, Co-Founder and Chief Commercial Officer of makemytrip.com addressing at the CEO Networking Dinner

Precursor to the 26th AMC : CEO Networking Dinner

The CEO Networking Dinner was held on November 16, 2014 which was a precursor of the 26th Annual Management Convention. The speaker of the CEO Networking Dinner was **Mr. Keyur Joshi**, Co – Founder and Chief Commercial Officer of makemytrip.com who addressed the CEO Forum by sharing his story of how makemytrip.com started. He

talked about e-commerce saying, "Internet is a huge platform for business, leverage it". He shared how the e-commerce business would "Experiment and Execute". India is moving more and more online. According to him, e-commerce is flourishing not because people love online but because people don't have an option in this fast moving world. The pace at which mobile technology is moving, it is mind boggling. He concluded with a Quiz on e-commerce.



Panel Discussion at the CEO Networking Dinner with Dignitaries

A panel discussion was initiated in the CEO Forum on the topic **"India ranks 142 on ease of doing business – World Bank report. Why? What?"** The Panel discussion was among the eminent speakers like **Ms. Tejal Amin**, Chairperson of Navrachna Education Society, **Mr. Vivek Katju**, IFS, Former Indian Ambassador, **Mr. Ravi Kapoor**, Managing Director, Heubach Colour Ltd, **Mr. Robin Singh**, Coach Mumbai Indians, **Mr. S K Negi**, Managing Director, GETCO and **Mr. Keyur Joshi**, Co-founder and Chief Commercial Officer, makemytrip.com

26th Annual Management Convention – Flourishing in the Borderless World

November 17, 2014

The 1st Day of the 26th Annual Management Convention commenced with the Welcome Speech of **Dr. Arjun Singh Mehta**, President 2014-15.

The theme overview was delivered by **Mr. Manish Shah**, Chairperson of the 26th Annual Management Convention by expressing his views on the conference. He thanked the delegates and Dignitaries.



Dr. Arjun Singh Mehta delivering the Welcome Address at the Convention

Inaugural Session

Sports in the Borderless World

The Inaugural session of the 26th AMC was graced by **Mr. Peter Griffiths, Mr. Vivek Katju, IFS, Mr. Maheshwar Sahu, IAS**



Mr. Peter Griffiths, Sr. VP and Director of Operations, IMG addressing at the AMC

The 1st Session of the 26th AMC witnessed Sports as a factor which has indeed played a dominant role to flourish in the Borderless World. The 1st session was addressed by **Mr. Peter Griffiths** who believes that the Indian Premier League (IPL) is a great case study on Sports especially Cricket going borderless. Sports is easy to understand, and inculcates a sense of community among players.

According to him, IPL as a driver of economic development; player of one country plays from another country, has fans in a third country and contributes in making billions of money.

Entrepreneurship in the Borderless World

The 2nd Session was addressed by **Mr. Vivek Katju, IFS** (Former Indian Ambassador) who believes that people of Gujarat have flourished across in all kinds of the field, both in entrepreneurship and profession.

He added, though technology has shrunk the world but the thinking still is local and national. He mainly covered four areas to explain concept of Globalization, Political, Finance, Trade and Migration.

He concluded by highlighting that, economically, politically and strategically India has improved. Integrated process has started taking place, the best example to it is European Union.

Trade and Investment

Mr. Maheshwar Sahu, IAS, Former Indian Chief Secretary, Industry and Mines, Govt. of Gujarat the man behind the success of Vibrant Gujarat, expressed his view that, Gujarat is the growth engine of India. Gujarat is emerging as a brand name. The major objective behind Vibrant Gujarat was to knock out the negativity about Gujarat among the world especially after the earthquake in Bhuj and the communal riots in Godhra and has been



Mr. Vivek Katju, IFS, Former Indian Ambassador addressing at the AMC

successful in achieving the objective on a large scale. He emphasized on PM Narendra Modi's zero defect manufacturing concept to travel fast in the branding of countries and believes that skilling the youth, innovation, higher education and sustainability is most desirable to go borderless. He appealed to all to come to Gujarat, use it as a platform to do business as it is the emerging global business hub. The Inaugural session was concluded by the panel Discussion on Trade and Investment Opportunities in the Borderless World



Mr. Maheshwar Sahu, IAS, Former Chief Secretary, Industry and Mines, GoG addressing at the AMC

Panel Discussion on Trade and Investment Opportunities in the Borderless World



Mr. Maheshwar Sahu, IAS, Mr. Ravi Kapoor, Managing Director, Heubach Colour Ltd and Mr. K Satyanarayan, CEO, OPAL addressing the Panel Discussion on Trade and Investment Opportunities in the Borderless World

A panel discussion took place on the topic '**Trade and Investment Opportunities in the Borderless World**' where the panelists were **Mr. Ravi Kapoor**, Managing Director, Heubach Colour Ltd and **Mr. K. Satyanarayan**, CEO, OPAL and moderated by **Mr. Maheshwar Sahu, IAS**. In the panel discussion, Mr. Ravi Kapoor expressed his views on the expansion of business as he believes that the expansion is directly linked to market share of the business. He added that India is fifth largest consumer driven country, he also focused on the concept of cluster which can be developed for effective services.

Mr. K. Satyanarayan presented his views by stating that the theme of the convention is very apt - flourishing in the borderless world. He expressed his views saying, India should create a favorable environment and market for other countries to come and trade in India rather than Indian companies going out for trade. He described about the PCPIR (Petroleum, Chemicals and Petrochemical Investment Regions) norms saying that in India, Gujarat is the front seat PCPIR among Tamil Nadu, Andhra Pradesh and Orissa and concluded by saying that it is the role of the Government to promote PCPIR and ensure a win win

situation for all the stakeholders

Panel Discussion on International Trade and Investment Opportunities in the Borderless World

International Trade and Investment Opportunities being at the forefront towards emerging in the Borderless World, a panel discussion was initiated with the panelists **Mr. Mark Pierce**, Consul General-Australia and **Mr. Philip Sydenham**, Deputy Head of UKTI. **Mr. Sudhakar Kasture**, Director and Mentor, Helpline Impex was the Moderator of this Panel Discussion.

Mr. Philip Sydenham enlightened the session by stating the idea of becoming borderless with India as India is said to be having one of the biggest networks and thus many foreigners are investing in India. Three main points on how to flourish in borderless world shared by him are; Improve in the historic investment, welcome competition and Learning business culture. Lastly he also talked about ease of trade in The UK.

Mr. Sudhakar Kasture started the discussion with narrating a story which said that awareness, presence of mind and being in present helps person to progress. He expressed his views saying, the world has shrunk and technology has reached the finger tips of people. He further expressed his views saying, one thing that will help us go borderless is 'friendship'. According to Mr. Kasture, three things required to do business in the borderless world are credentiality, interactivity and trust.

Mr. Mark Pierce, Consul General, Australia, expressed his thoughts by stating that India is emerging as the most prominent business hub as the Prime Minister of India is highly dedicated towards development of business as it is considered as the building



Mr. Philip Sydenham,
Dy. Head UKTI, addressing
at the AMC



Mr. Sudhakar Kasture, Director
and Mentor, Helpline Impex,
moderating the Panel Discussion



Mr. Mark Pierce, Consul General,
Australia addressing the Panel
Discussion on International Trade
and Investment Opportunities in
the Borderless World

block of the whole economy. He expressed his views saying, he loves coming to India for two reasons, one is to enjoy the world heritage and the other is to study the comparison between India and Australia.

Borderless cricket (IPL experience)



Mr. Robin Singh, Coach, Mumbai
Indians (IPL), addressing
at the AMC

Rabindra Ramanarayan Singh popularly known as Robin Singh expressed his views on Borderless Cricket (the IPL experience). He started with a brief introduction of his early cricket life. The two best parts of his life was being a part of World cup in 1996 and being a physically fit player. He also focused on various challenges of IPL; like barriers of interaction due to social, cultural and language differences, ego issues among

players, problem to balance and adjust with foreign captain, dealing with corporate, family stress and IPL being result oriented. According to him the mindset of the parents have changed and now give equal importance to academics and cricket; Ranji Trophy players getting chance in IPL and resultantly are able to stake claim for national team selection; enhancement in tourism; better infrastructure, economic impact on jobs etc. He also highlighted the future of IPL in India. He concluded his session by emphasizing on the need for strengthening of Women's involvement in sports.

E-Commerce

Mr. Prashant Tandon started his session by reemphasizing on the importance of e-commerce, which is the most powerful tool to eliminate borders from the consumer market. Health care sector is the biggest user of worldwide products and services in India. E-Commerce is efficient in a way that there are no intermediaries and all the information and resources are available to the consumer at



Mr. Prashant Tandon, MD &
Co-Founder Healthkart.com
addressing at the AMC

the tip of their fingers. He informed audiences about mobile applications that imparts information about all the medicines and also gives a platform to compare the prices of medicines. "Benefit yourself from technology" is the key resource. Capital and talent flow is one of the biggest boons of globalization, talents from different part of the world is now available at local level. He concluded his

session by shedding light on Internet Entrepreneurship which gives scope for correct technical expertise.

International Taxation

Mr. Hitesh Gajaria started his session by discussing on borderless taxation, which is now an upcoming trend. He emphasized on e-resources for taxation of our country. He gave an overview of how countries implement the taxation process for the individuals and shared his life experiences of taxation by informing audiences about four sources of income tax for government: Interest on loan, dividends, loyalty and fees for technical services. International convention states that only business income profits will be taxed. He also discussed about the case-study of Vodafone which was transformed from Hutch. He summarized his session by stating that there is a mis-match between the existing taxes in India and much more work needs to be done to rationalize the tax structure.



Mr. Hitesh Gajaria, Partner KPMG
addressing the session on
Taxation

Advantages and pitfalls of investment and money transfer in the borderless world.



Mr. Anand Mehta, Partner,
Khaitan & Co. addressing the
session

Mr. Anand Mehta initiated his talk by focusing on advantages and pitfalls of investment and money transfer in the borderless world. He talked about certain realities such as change of law system which has changed substantially, irreversibility of economic globalization. He talked about two types of risks faced by entrepreneurs: primary risk which is evaluation of their own worth and secondary risk such as political risk, high cost of finance, unknown legal system. He also stressed on the issues relating to contract, such as arbitration, court of law, shareholders agreements, insurance, bank guarantee and jurisdiction. He concluded his session with a motto that "think globally and act locally".

A business Heart and not just a business Mind

Swami Gnanvatsalji started his session with a prayer. He informed the audience that BAPS is one of the world's largest NGO started by Pramukhswami Maharaj and that they had held an exhibition on a similar topic of 'beautiful borderless world' in 1991 in New Jersey. He talked about the importance of business heart saying that, "a business

heart stands when a business mind falls". He further talked about the three aspects required for a business heart; Passion, Ethics and Philanthropy. He expressed his views saying, Passion gives a person the staying power in the odd times of business situations, he further added that, don't play with your ethics because there is a law of karma and now the law of court that you will have to pay for any unethical act! He shared his views about the philanthropy saying, "Do philanthropy, it has power!! Start giving and you will enjoy. People will join you once you start doing philanthropy and will increase your clientele!"



Pujya Gnanvatsal Swami, BAPS,
addressing at the AMC

Entertainment in the BorderlessWorld



Mr. Siddharth Roy Kapur,
Managing Director, Disney India,
addressing at the AMC

Mr. Siddharth Roy Kapur started the session by expressing his views stating that we believe that with the ease of access to technology, we tend to believe that we live in a borderless world. We are a political entity and in a country like India there are so many different pockets that are bordered without even having borders! There are cultural differences in India as well as Indian cinema. Hollywood knows what the global audience wants and now, with the changing times, the Indian film industry is also covering the needs of the global audience with different genres of films like Chennai express and Kick on one hand and Lunchbox on the other. He further added that, if you set out to make a film, you need to transcend borders. He concluded by saying that, "Star of any movie is the idea behind it than the superstar."

Flourishing in the Borderless World with Special Focus on BPOs

Mr. Naozer Dalal started his talk describing what a borderless world is. The world has evolved three phases which are; pre-digital, digital and post digital. Along with digital revolution of world customers too evolved due to technology, movement of goods and services and strategic evolution of customers as strategic partners. Now BPOs has come up with a new termination of SMAC (Social media, Mobility, Analytic and Cloud). He said now BPOs are into transforming itself from BPO to BPM (Business Process Management). BPOs are no more about cost



Mr. Naozer Dalal, CEO, e-nxt Financials addressing the session on Flourishing in borderless world with special focus on BPOs

optimizer; rather it's about looking beyond cost for quality. Now the BPOs set their benchmark with help of their customers. This is where the BPO has started shifting itself towards outcome based service. The new innovation brought in by BPO is verticalization of business; look up to innovation and investment, collaboration with clients. He concluded by stating the new element that's going to

be added to SMAC which is Artificial Intelligence and Robotics, which will help BPOs in process automation.

NGO CASE Study

Mr. Himanshu Patel is the man behind India's model village Punsari in Sabarkantha district of Gujarat. Punsari village has received a number of awards and is appreciated by many foreign delegates. Mr. Patel started the session by introducing his village and sharing its development story with the audience. Mr. Patel shared his belief of a model village as "Aatma gaon ki, facility sheher ki". He further said that his village has facilities



Mr. Himanshu Patel, Sarpanch, Punsari Gram Panchayat, addressing the session on Global Village

of WiFi connection, CC TV camera, 24x7 toll free helpline number to solve issues of the village, high tech schools, internal road transport, milk banks, mineral water plant, etc and all these facilities are developed just by using the central and state schemes of rural development and with no donations or CSR funds! Mr. Patel stated that, his idol is Mr. Atal Bihari Vajpayee and he has even started a bus facility for working pregnant women which has reduced the maternal mortality ratio. Mr. Patel concluded by sharing his belief saying that, to develop a model village, the first step should be that all the communication gap between the people and the Panchayat should be removed.

Cyber Crime and Cyber Laws



Ms. Karnika Seth, Cyber Crime Expert and Founding Partner, Seth Associates, addressing the AMC

Ms. Karnika Seth shared on the combating cyber crimes in

India and legal issues in India. The basic terms in the cyber space were explained like phishing, smishing, vishing, wamping, key logger etc. The tracking of IP address was explained. The use of proxy servers by the users was also pondered upon and a live example of the same was shown too. She highlighted some basics of IT act like cyber crime, civil negligence, blocking powers, careful about the data, intention to commit crime and so on. It is said that every thief leaves a trail and while we need the Internet for our daily work, we also need to be careful of its negative sides. The session ended with the demonstration of sending fake messages, mails anonymously to others through internet and she also demonstrated how we can identify the identity of senders.

Marketing in the Social World



Mr. Vimal Kumar, Sports Journalist, Network 18 and Mr. Chetan Mallik, Communication Head, Wells Fargo addressing the AMC

Mr. Vimal Kumar and **Mr. Chetan Mallik** gave a joint presentation. The session focused on case studies to explain the importance of social media and socializing in bollywood and in sports. Both the speakers focused on some mantras one needs to follow to be in and with the market, first; Flattery never hurts anybody, second; creating a unique Social Space of your own, third; Be a part of the wave: #trending, fourth; Social makeover is a reality. Mr. Vimal Kumar being a sports journalist focused on sports personalities during the case study where as Mr. Chetan Mallik focused on Bollywood celebrities and expressed his views saying, "every post on social media can turn into opportunity" Both the speakers concluded by

highlighting the four elements required to stay upgraded in the market using Social Media, which were; Connect, Engage, Retain, Grow

Branding in the Borderless World



Ms. Lulu Raghavan, MD, Landor Associates addressing the session on Branding in the Borderless World

Ms. Lulu Raghavan started the session by shedding light on what is a brand and what exactly branding is. Brand is not just about creating logos, names or advertising. In fact,

brand is getting associated and is a story that reflects your product or services. It is a promise made and promise delivered. Branding is a signal system that reflects who you are and where do you stand. Ms. Raghavan explained how brands add value? It adds value in ways that one; by simplifying choice, two; brand creates an emotional connect with your customers, three; it commands a premium, four; it reduces the risk of expansion once you are already established, five; it provides focus and clarity and six; brands can keep your employees engaged. Branding is about active engagement with all the stakeholders across the world.

Infrastructure and Ports

Capt. Anil Kishore Singh, emphasized in the session on the thought of the major import and export medium, i.e., through sea. It is said to be the most cost effective and efficient way of transport as 95% of goods comes through sea. The sea transports have broke the borders and made it borderless, flourishing the Indian economy. Mundra and Kandla ports are considered to be the biggest ports in India.



Capt. Anil Kishore Singh, COO, Adani Ports, Hazira, addressing at the AMC

Valedictory Session

Mr. Jay Vasavada started the session by emphasizing that, though the world is becoming borderless because of globalization, everyone wants to preserve their own culture and identity. He explained about the five sense that one needs to develop for exploring the borderless' world and these are : sense of creativity, beauty, accountability, sense of ability and sensitivity. Mr. Vasavada



Mr. Jay Vasavada, Gujarati Author and Columnist addressing at the AMC Valedictory session

concluded by saying that, if we create borderless world in our minds first, becoming borderless in reality would be very easy. Hope, faith and the need for sharing will help in creating a borderless world.

GALA NIGHT

The Gala Night of the 26th Annual Management Convention was held on November 18, 2014 at The Sir Sayajirao Nagargruh, Vadodara. This Gala Night saw a spectacular performance on Sufi songs sung by the Sajdaa group of Sandeep Panchvatkar which witnessed more than 800 guests.

The audience of the Gala Night was awestruck by the miraculously sung Bollywood sufi Songs and gazed this occasion which was a cessation of this 26th Annual Management Convention.



Sufi Song Musical Performance at the Gala Night of AMC

Resource Team

Mr. Manish Shah	Chairperson
Mr. Rajiv Thakkar	Director

Members

Mr. Jeetmanyu Vin	Mr. K S Venkatachalam
Mr. Kalpesh Shah	Mr. Vikram Singhal

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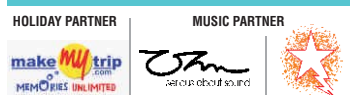
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MDP on 'Supervising for Success' By Mr. Bharat Darjee



Mr. Bharat Darjee along with the participants

MDP was held on 25th November on 'Supervising for Success' by Mr. Bharat Darjee

The programme emphasized on 16 main aspects of Supervisory Management and its purpose was to make participants learn what is needed to be successful as a supervisor and to help them create an action plan for self-improvement. It also covered top ten mistakes which are usually made by the supervisors in Judgement and Strategy, qualities of a supervisor, behaviour and characteristics of successful and unsuccessful supervisors, how to establish authority as a supervisor at workplace, how to handle criticism, how to win office politics, ten ways of coping with a bad boss and also various case-studies were discussed to make the picture clear regarding supervisor's role.

'Dr. Srikantiah Memorial Lecture' by Dr. Bhuvan Unhelkar



Dr. Bhuvan Unhelkar addressing the Srikantiah Memorial Lecture

A Srikantiah Memorial Lecture is held every year in the memory of Late Dr. Srikantiah. This year the Srikantiah Memorial Lecture was held at the VCCI Expo 2014 in collaboration with VCCI and SHIL at the Navlakhi Ground, Rajmahal Road. The Srikantiah Memorial Lecture was on the topic "The Happening of Integration and its value in Professional Life" by Dr. Bhuvan Unhelkar who is an IT Business Consultant and Advisor of SHIL (Samasthi Institute for Integrative Learning). Dr. Unhelkar started the session by

talking about a particular profession. He emphasized on Competition as a necessary tool to maintain a professional balance.

The program outlined the risks of fragmentation and the value of integration in our lives. More importantly, this talk emphasized on tremendous value of letting integration happen rather than making it, forcing it. Unless integration is effortless it is bound to lead to more confusion than being helpful. This talk was of interest to a perceptive individual who is aware of the challenges of modern lifestyle.

Best Management Blogs By SMCs of BLING Committee

Techno Teens

What is a teenager? A young bloke on a subway with Mac-book on his lap and may be with a pair of headphones on? Yeah?

Due to the enormous development of technologies, this era can also be called as 'The Age of Technology'. The one who is more techno-friendly and possesses more gadgets, has more name and fame amongst the peers. Well, therefore this technological advancement is one of the most essential factors in the life of teenagers in western societies which now, is even observed in the eastern culture. To be more specific, culture is even passed on through technology.

Like fish is to water, technology is to the teenagers. They'd rather give away their kidney, than their phone. For them, it is very practical to forget "today's homework; but how can they forget their best friend's face book page? They prefer e-work rather than written work. Research shows that the face-to-face time between teenagers hasn't changed over past 5 years. But Yes! Technology has simply added a layer on top. Electronics gadgets like television, the car, the telephone, iPod and the play station have changed the way we teens relate to each other, quite radically.

A lot has changed over the years..... but what hasn't changed is our Mom's response to our texting at the dining table. Well, after a little weeping and gnashing of teeth, we put our phones away. But then that's just a generation thing. I believe "Technology is of the teens, by the teens and for the teens".

Vatsal Gupta,

Tejas Vidhyalaya (Best Management Blog - July'14)

The Make of The Cake...

To conceptualize, an ideology is the beginning part of implementation- the most important part of any procedure which requires management. It involves production management, staff management, hygiene management and so on.....! To know the actual make of a cake, I, along with my friend, made a visit to one of the best bakeries in the city. There we had a very interesting and knowledgeable interaction with the owner and her partner. After having this interaction, I was quite clear about one thing

that “to eat a cake and let it melt in your mouth” people in the baking industry go through a lot of hardships. It may start from plain tasteless flour and end to lovely cakes. In a bakery, it’s the taste that matters the most. Making the best of cakes is not just a mechanical process; it requires culinary expertise. It’s the one difference between men and machines which makes a major difference in the food industry-EMOTIONS... Even the smallest of bakeries have different departments. Firstly, right people for the right job are employed. The next most important thing is to manage the orders received and deliver them on time to maintain the goodwill of the business. It then comes down to hygiene management-sanitation, cleaning, washing of utensils and quality of the items manufactured. Last but not the least is the involvement of the designing department who manage to attract people by their expertise by adding to the glamour of the cake. So now every time you buy a cake, think of the management skills behind the make of the cake...

Dharmadev Maniar

Grade-XI, Trailblazer - Billabong

(Best Management Blog - August'14)

Women at Work

Why in India do we have to talk about “women at work” and not about “men at work”? How are “women at work” different from “men at work”? One prime reason according to me is, women are always at work whether home or workplace.

Catalyst a leading nonprofit organization conducted a research and have found that women work three times more on domestic chores than their husbands or partners. Though many more men are pulling their weight when it comes to child care and housework than they used to, the working hours of women are still at a higher end.

Despite of so many commitments, women choose to get educated, grab challenging tasks and positions on job and compete with men. In this process, their responsibility both at work and home gets translated into STRESS. Gender inequality, longer working hours, work life imbalance, inability to say “NO” are a few stressors found in today’s working woman.

Many workplaces do not consider women’s responsibility towards their families which leaves today’s women struggling with time and relationship management.

Our workplace laws and business employment practices date back to a far different, male-centric era. It’s time for us to recognize this massive social shift by updating our workplace laws to match these new workplace realities.

It is observed that women cling to their emotions and want to please everyone. I feel instead of taking pride in their multi-tasking abilities, women should learn delegation of work and plan leisure time for themselves and indulge in activities they enjoy like developing their hobby, doing yoga, meditation, socialising etc.

To my mind, if a woman can just relax, is happy and lives life

for herself rather than for proving herself to the world, other things will start falling in line automatically.

Mahima Vachhrajani

Tejas Vidyalaya

(Best Management Blog - September'14)

Managing Friends

Friendship is one of the most precious gifts of life. A person who has true friends in life is lucky enough as Friendship makes life thrilling. It makes life sweet and pleasant experience. Friendship is indeed, an asset in life. It can lead us to success or to doom. It all depends on how we choose our friends. But sometimes, even if we have good friends, it becomes difficult to manage them.

A friend is a person to whom you can share everything about yourself, including what you did wrong or about your mistakes. In simple words, your friend should be the one whom you can trust and be yourself. Someone has said this so correctly- “What is a friend? It is a person with whom you dare to be yourself”.

“Books and friends should be few and good”. It is not important to have many friends but to have good ones, who can be reliable and trustworthy.

“Don't walk in front of me, I may not follow. Don't walk behind me, I may not lead. Walk beside me and just be my friend”. A friend should be the one who always stays or supports with you, not the one who makes you follow or lead. The most important thing is that you should have a friend like that, but you too need to be a friend like that.

The last and the most important thing is that even if your friend is not perfect, just accept him/her and try to change him/her in the way he/she is wrong as someone has truly said it, “Your friend is the one who knows all about you, and still likes you!”.

These all were the ways to manage your friends. Always remember to be a friend to someone like you expect someone else to be with you. If you do it, no one can have the power to break your friendship.

Dhriti Kansara,

Zenith School (E.M)

(Best Management Blog - October'14)

Humour in Management By Parimal Joshi

ORIGINALLY THERE WAS A POT HOLE HERE, SIR !
HOWEVER, THE TENDER FOR REPAIR WORK TOOK
SO LONG THAT POT HOLE BECAME BIGGER.
FINALLY WE HAD TO CONSTRUCT AN OVER BRIDGE !



FRAMING MINDS with Mr. Thomas Vajda US Consul General, Mumbai



(Samanvaya): Why did you join the Foreign Service? What sort of goals do you perceive to accomplish?

(Thomas Vajda): As the son of immigrants from Eastern Europe, I have always had a keen interest in international affairs. I went on to study international relations as a university student at Stanford with eye toward living and working overseas. Fortunately I passed the tests and qualified for a position with the U.S. Foreign Service. My goal in becoming a U.S. diplomat remains the same as before: to represent and serve the United States overseas, help build bridges between Americans and the people of other countries, and learn about other countries' histories, traditions, and cultures in the process.

(S): What are the challenges you are facing working as the Consul General at Mumbai? Challenges perhaps you weren't expecting or that were different from your time as US State Department's Deputy Coordinator for Assistance to the Middle East?

(TV): There is a lot to do as the Consul General in Mumbai, so most days I am quite busy. I am also new to Mumbai, and India in general, but I find that getting to know Indians is a wonderful benefit of this position. I have appreciated the wonderful hospitality extended to my family and me by so many people and organizations, including the BMA. Compared to my past work, this current assignment has also required a mental shift from dealing with the Middle East—where the region has been impacted by both crises and reform movements—to working within the vibrant democracy that is India, the world's largest democracy. As you would expect in Mumbai, I also spend much more time focusing on economic and commercial issues than I did in my previous assignment. At this time, there is great enthusiasm and energy around the U.S.-India bilateral relationship, and all of us in the Consulate are very excited about the possibilities for the partnership going forward.

(S) : You have an extensive experience in the US Foreign Service, with an expertise in Asia and Middle East affairs, how do you utilize that experience for taking the US-Indo relations to the next level?

(TV): Effective management of personnel, time, and resources is a constant goal for a senior officer within the U.S. State Department, or any other large organization for that matter. Even though I am working in a different region of the globe now, past management and leadership experiences continue to inform my current work as the Consul General in Mumbai, where we have a large staff of

Americans and Indians. I am often called upon to speak about a broad range of international issues outside of India—there again previous experiences in and with the Middle East, Europe, and East and Southeast Asia prove useful in discussing current events. Also, my most-recent posting to Washington, D.C., gave me insight into the priorities of the current Administration. All of these help me in performing my duties with the goal of stronger U.S.-India ties outlined by President Obama and Chief Minister Modi: "Chalein saath saath, forward together we go!"

(S): What sort of perceptions do you think Americans hold about India, the people, the Industry and vice versa?

(TV): Most Americans have a very positive view of India. They see the many ways in which our two countries—as the world's largest and oldest democracies—share common values and interests. For example, U.S. businesspeople are interested in India both as a source of innovative solutions and as a destination for U.S. products and services. In academia, Indians make a tremendous contribution as scholars and researchers. In fact, recent reports show that about one lakh Indians study in the United States every year. Americans have seen Indian-origin individuals go on to be civic and business leaders as well as notable members of our medical and entertainment industries. From what I have experienced in India so far, I think many Indians likewise see great promise in a closer partnership with the United States and its people.

(S): How do you feel that America is represented abroad, and are there any elements of American foreign policy which require change/modifications?

(TV): U.S. diplomats strive to represent U.S. interests and values overseas; it's one of our primary responsibilities. Within the Consulate, we have a diverse staff in which every member has a unique perspective on—and role in—America's story. However, diplomats are not the only U.S. representatives overseas. In many countries, including India, U.S. businesspeople, students, and overseas citizens far outnumber our diplomats and also serve a de facto function as emissaries of the United States. Part of our work in Mumbai is to engage them for the overall benefit of the U.S.-India relationship. For many years now our governments and people have been on a path bringing our countries closer together. The positive change I would like to see is that this partnership continues to deepen and strengthen.

(S): How do you visualize the industry and trade incentives to be more attractive for growth as well as the future prospects for the American Investments in Central Gujarat

(TV): We are excited about U.S. participation in Vibrant Gujarat in January 2015. U.S. companies like Abbott

Nutrition, which recently opened a new manufacturing plant in Baroda, already see Gujarat as a great place to invest. U.S. investors are attracted by transparency, certainty, and efficiency. Vibrant Gujarat will provide a great platform for U.S. companies to explore opportunities and partnerships both in Gujarat and throughout India. In fact, the Consulate's Commercial Section is partnering with the U.S.-India Business Council to organize a business delegation and schedule business-to-business (B2B) as well as business-to-government (B2G) appointments. I would suggest that civic leaders take advantage of the U.S. presence as a Partner Country at Vibrant Gujarat to open new dialogues with U.S. companies about their business requirements in India. It will also be an opportunity to discuss solutions to challenges they may have previously encountered investing or doing business in India. To facilitate meetings after the summit, local companies and U.S. investors are welcome to contact the U.S. Commercial Service office in Ahmedabad (email: office.ahmedabad@trade.gov), which has been facilitating business partnerships between United States and local firms for more than 17 years.

(S): Do you have any advice for students who wish to pursue a career in the Foreign Service or joint collaboration of the Indian Educational Institutes with the US Educational Institutes work in some of the fields that you've played a role in?

(TV): I would recommend to students thinking about becoming diplomats that they study hard, follow world events, travel overseas if at all possible, and learn a foreign language. To really succeed as a diplomat, however, a person must know her or his own country inside and out. Future diplomats should be able to explain their country to foreign audiences, understand their country's business interests overseas, and be creative about how to support their country's foreign policy goals. In the U.S. Foreign Service, we recognize that we also have to be good listeners. While there are moments when we can offer the U.S. experience as a model for others, there is much we can learn from the world around us. As India's role in the region and around the globe expands, I am confident there will be great opportunities for India's up-and-coming diplomats and future foreign policy experts to shape and influence global developments.

(S): How do you see role of BMA to promote the awareness of US Commercial Service in central Gujarat?

(TV): I very much appreciated the BMA's warm reception for Principal Commercial Officer Camille Richardson and me during our visit to Baroda in October. I was impressed by the enthusiasm of the chamber and its proactive leadership, including the proposal for this interview. I would

recommend that the BMA work with our U.S. Commercial Service office in Ahmedabad to match interested U.S. companies with local small-to-medium enterprises (SMEs) that are willing to explore partnerships with U.S. firms; SMEs are really the core clients of the U.S. Commercial Service. Also, we have trade missions wherein U.S. companies come to India to investigate possible linkages. For example, we have a franchising trade mission coming to Mumbai on December 8-9, 2014. Our Commercial Section organizes outbound trade missions as well, which take participants to as many as 40 different trade shows in the United States every year through the International Buyer Program (IBP). The BMA might consider partnering with us through our Ahmedabad office for its members to participate in these shows. They could also explore tying up with local partners in Ahmedabad as well as our American Business Corner (ABC) in Surat, which has organized delegations to IBP shows. In addition, the U.S.-India Importers Council (USIIC) has recently opened an Ahmedabad chapter that plans local events to promote U.S. products. We are interested in promoting U.S.-Gujarat business ties throughout Gujarat state, so these are just a couple ideas for possible partnership and collaboration opportunities.

(S): Any advice / suggestions to want to share to our readers

(TV): I would invite your readers to join us in the shared goal of a stronger U.S.-India relationship. We in the Consulate strive to do what we can to help facilitate ties between U.S. and Indian organizations, particularly as we believe that real, lasting progress will be made by our businesses, institutions, and universities working together—not just our governments. I would also invite your readers to track the work we are doing by visiting the Consulate online at the following addresses:

Facebook: <http://www.facebook.com/Mumbai.usconsulate>

Twitter: <http://twitter.com/USAndMumbai>

Website: <http://mumbai.usconsulate.gov>

Thank you very much!

This interview was taken by Mr. Mayank Mathur for Samanvaya

FRIDAY EVENING TALKS		
SR.	DATE	TOPIC & SPEAKERS
1.	21.11.2014	Hasyashan dvara Vyavsthapan (Management through Laughter) by Dr. Rajendra Hathi
2.	28.11.2014	The Happening of Integration and its Value in Professional Life by Dr. Bhuvan Unhelkar
3.	05.12.2014	People Connect in Organizations Through Technology by Maulik Bhansali
4.	12.12.2014	Shanti tu kya chhe by Vilas Bhonde
Venue : BMA, Guru Narayana Centre for Leadership, 2nd Floor, Anmol Plaza, Old Padra Road, Vadodara.		

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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(Exclusive of Service Tax, 12.36%)

Birthday Celebration at BMA



Birthday Celebration - November, 2014



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From the Editor's Desk

Dear Members,

The flagship event of the Baroda Management Association, the Annual Management Convention (AMC) was indeed an exciting event that would be etched in our memories for a long time to come. This issue carries a special report of this event for our readers.

India is on the threshold of becoming a global player. This year's theme, "Flourishing in the Borderless World" brought a very international flavour and it was no surprise that some 25 of the well-known names from the world of business, government, spirituality, sports, media, rural development, entertainment and even diplomacy shared the stage. A good mix of panel discussions and presentations ensured that the main theme was covered from many angles and every session had valuable take-aways.

An event of this kind needs to have both a curtain-raiser as well as a happy ending. What better way to kick of the event with a Golf tournament as a precursor followed by a CEO Forum where we had a talk by Keyur Joshi, the dynamic Co-founder and Chief Commercial Officer of the well known travel portal makmytrip.com. This was followed by an interesting panel discussion on "India ranks 142 on ease of doing business – World Bank Report. Why? What?" It was curtains down on the last day with a Gala Night.

Congratulations to the whole team of BMA-AMC for such a memorable event!

This time the Annual Dr. Srikantiah Memorial Lecture was held at the VCCI mega Industrial exhibition jointly with Samashti Institute of Integrative Learning. The distinguished speaker Dr. Bhuvan Unhelkar spoke on "The Happening of Integration and its value of professional Life" was very well attended and well received

This time our Framing Minds Column is an interview with a diplomat - Mr. Thomas Vajda, U.S. Consul General, Mumbai. He shares his experience as a diplomat and covers a wide range of issues especially on business and diplomatic relations between India and the US

Wish you an enjoyable read.

Yours,

Avi Sabavala

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