

An Interview with
PERSANG J. BAVAADAM
Director, Persang Karaoke

THE SOUND OF MUSIC

PERSANG KARAOKE.... The name itself sounds musical. If you observe,

PER signifies personal, where as SANG means singing in past tense. Interestingly it is actually the name of the person I went to meet on behalf of BMA. Mr. Persang Bavaadam, the owner and director of Persang Karaoke. We often see full page news paper advertisements of this company; I had not imagined a meeting with him. Young, Enthusiastic and Enterprising is what I would call him. First he treated me to a nice cup of coffee which he graciously made himself and then enthralled me by singing in the voice of greats like Kishore Kumar and Yesudaas.



M - How did you start this business?

PB - It's a long story, but I have always been fond of music, so somehow I got into it and I am extremely blessed to be making money out of what I love doing..... maybe one in a thousand people are that lucky. My father used to have shops and showrooms for electronic goods like radios, car radios and later TVs. So I grew up listening to music and repairing sets which arrived with some broken contacts due to cartage. So after finishing my studies with M.Sc. in Mathematics and a Diploma in Electronics in 1987 from Bundelkhand University, I started manufacturing Alloys, as we needed the material for all soldering work...which is still a very good business, and my brother is looking after it now though it still carries my name.

M - Please tell me about the inception of this company.

PB - This company is only four years old. I started it in 2012 and since then we are growing at the rate of 100% every year. I am hopeful of touching a 100 crore turnover very shortly. In 2010, I happened to visit Dubai and picked up a Karaoke system from one of the malls as it really interested me. On my return to India, my family, friends and myself thoroughly enjoyed singing with it... And I realized its great potential... Basically everyone likes to sing, but are shy... Either we don't know the words or don't have the music... This provided both. So to start with, I started importing these and selling them in India. Slowly we started assembling our own with imported raw materials.

M - Is it a monopoly business?

PB - Yes and No. There are others in this area mostly Korean and Chinese but their systems technically don't match up to the large Indian orchestras and instruments... They make midi players which are capable only of doing monotonic mechanical sound. Our system at 120 kbps sounds exactly like the original, while the others offer only 2kb! And let me tell you we hold a copyright for many music labels. All our products are 100% copyright. So there is competition, but in the Indian scene we are the only ones selling up to 25,000 units every year. This is the first time in history that a small company like ours ate up a large multinational... I don't want to name though you can understand.

M - So you have a technical advantage over other manufacturers?

PB - Yes. Since my own name is involved, I have a personal commitment to providing quality. I am particular about personally checking each and every track before it is launched. *Chalse karine nahi chaale!*

Still there is vast potential as 90% of Indian homes are unaware of Karaoke. Our products are made for Indian customers. We record all our own tracks in our own studio (which I am very proud of.)

We have a song bank of more than 5000 songs! It takes us 3-4 days to make one song on live instruments with at least 3 artists working long hours. After that the lyrics are encrypted. A lot of effort and dedication goes into it, plus it costs a lot of money..... so we have to give the best. " Mobile separates the family where as karaoke binds the family!"

M- You seem very passionate about your work?

PB- I am, without a doubt. I know more than 3000 songs by heart and I can sing in 14 different voices. At my residence I have my personal studio which I have spent a fortune on making... .. it must easily be the best studio of its kind in and around Baroda.

M - Other than different kinds karaoke systems what are your other products?

PB- Firstly we have a range of karaoke systems and their additional accessories. We have introduced a trolley speaker which can be taken out for picnics etc. We now also have a Flamingo vibration speaker which is really handy and compact. To add value we import and incorporate world class Blue Tooth to our products. The best we have by far is our high end product which comes within Rs. 40,000/- with an 32GB Windows



based Intel Pad with an inbuilt Karaoke and it can be carried around easily and you can do your other work as well. There is no need for a TV, but speakers are required to amplify the sound.

M - That sounds good. What is the secret of your success?

PB- My wife Sannu's constant support always helped me to keep going. She is also a Director in the company and is always with me in every way.

M- What message would you like to give to our young readers?

PB- Rome was not built in one day.... Have patients. Hard work and honesty will pay in the end. Have Dreams. Dream of the sky and you will land on a tree-top. If you dream of the tree-top, you will land on the ground.



Interviewed by **Malti Gaekwad**

BOOK REVIEW

BUSINESS SUTRA

**A Very Indian Approach to Management
By Devdutt Pattanaik**

Most of the management courses and books are borrowed from western education, and few are from east, Japan. However, to what extent those are relevant to Indian populace is a question, often asked.

Since the book is on Indian management then it is better to explore as to what earlier, most talked and cited Guru, has advised and practiced.

Arya Chanakya, an authority, says in his aphorisms on management –

1st Sutra -Sukhasya moolam dharmah (asti). This means that basis of happiness (is) ethics and it is a foundation. Remarkably first sutra starts with happiness and not with money, not with fame or success. The sole purpose of all endeavors of management is to generate happiness for all.

2nd sutra – Dharmasya mulam arthah. This means that basis of ethics is resources. Money does not lead directly to happiness. Money and resource make ethical behavior possible. Ethical behavior leads to happiness of self and others. So, the Resource generation is through enterprise.

This is an attempt by author on Indian beliefs, mythology and management. Thus, he says that – **“As is the Belief, so is the Behaviour, so is the Business”**. This is the Business Sutra”. Sutra means string or terse statement. For believer, his belief is Objective truth. Primary comparison for management sutra and science is as follows and how does it proceeds–

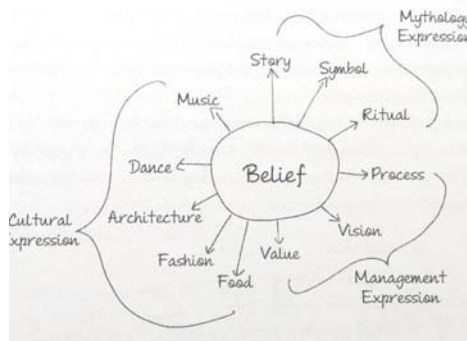


- Belief → Behaviour → Business
- Why → How → What
- Intent → Task → Target
- Non- measurable → Measurable → Measurable
- Management sutra begins here Management science begins here
- Belief → Behaviour ← → Business

Gaze (observing the subject of subjective reality) → **Goal**

If a joint venture is to take place between Indian and American companies, then the approach / beginning would be different. For understanding author has taken example of meals – Western meal proceeds with few course meals, served in sequence as suggested by chef while Indian Thali will have all varieties served together and eating as well as combination is at eating person’s will. These are two different cultures and need to wait till one change belief.

Belief is a seed from which sprouts every human enterprise, culture, kindness / cruelty (animal sacrifice). Every belief is irrational hence myth (legend, fable, fairy tale, parable, falsehood). Thus, mythology is folklore, tradition, legends. Take the case of Shani Shingnapur where houses are without doors but banks have locks. So, you find diverse human thoughts and approach.



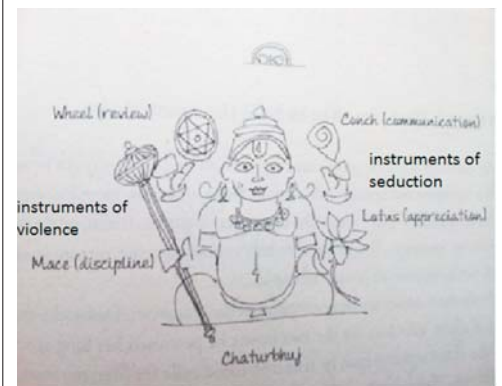
A person is known from his **personality** (Guna) characteristics and it directs behavior. Tamas-guna has no opinion, dependent on others. Rajas-guna will see Laxmi as target, does not trust on others, clings to own. Sattva-guna trusts other people opinion as well as his own. Analytical and hence outgrows fear. He sees Laxmi as an indicator of personal growth.

Human hunger is expressed in qualitative and quantitative form. It is tangible and intangible (power & identity). It is to satisfy social and mental bodies. Ability to see human quest for wealth is dristi. The fear of starvation makes to work for food – laksha (target). Laksha → Lakshmi goddess of food (bhog) to nourish physical body (sthul sharira). It is to create workplace and extract value. Durga- (karana sharira) power and feel secure. Expect to be granted status, dignity and respect through tools, technology, property and rules. We feel safer when we have money. Laxmi is surrogate for Durga in most cases. Saraswati – (shukshma sharira) mental body. Exclusive need for curiosity and imagination. Laxmi and Durga are compensations when the hunger for Saraswati is not satisfied.

Entrepreneur (karta) who works for wealth must deal with Decisions and those can be contextual e.g. In Ramayana, Ram is celebrated as faithful to one wife. In Mahabharata – men have many wives and Pandavs share a common wife. What is appropriate conduct? Business is violence. Physical growth demands consumption of another. (jivo jivasya jivanam) food chain. Mental growth is

possible without consuming another. Creativity and destruction goes hand in hand. Agriculture land is converted for town. Hydro-power projects in Arunachal need removal of forest and rehabilitation of Project affected people. To happen thing, you need seduction of people to act / buy product. Even we seduce gods. There are different gods for different context. Context determined the status of god. Organization is made up of various forces – production, marketing, audit, finance etc. Every organization is a churn and balance is needed.

Following mythological illustration of **Chaturbhuj** deals with an employee.



We all (Yajaman) do our business (Yagna). Our efforts will be responded by all (Devta) when we use resources, mental activity (Svaha), then the results will be (Tathastu) Nirguna, increase in self-potential, feeling happier and wiser. Yagna Sampanna (complete).

The book explains and gives meaning as to what we do as religious rituals. Mythology and management is best explained. A must-read book.

Indian Approach to Management

<https://www.youtube.com/watch?v=mBrSurSBcnw>

Review by **Pradip Pofali**

Mind Stimulus

Demonetisation - Who is at unrest?



Change disrupts the status quo and things at rest are disturbed. Sudden and high volte change does affect many lives. Accommodating with changed or changing circumstance is painful process and screams are heard all over. Change triggers segregation, too. Some benefits and few lose and tend to cry. A much-desired change, on national level, for economic development and global integration, was in asking on the issue of corruption, since India ranks 76 globally.

Many episodes are recorded in history, may be, for good or bad. An announcement on 8th November 2016 at 8 PM by Prime Minister Narendra Modi, on demonetization, sent tremors throughout our nation and perhaps in few more countries which has altered/ changed the economic, social, political and probably cultural scenario. The aftershocks are reverberating still (28 Nov. 16 while writing this article) pan India. Different kinds of human responses are on TV News channels.

Unrest is manifested when person is deprived of something. Money, which is Goddess Laxmi is worshiped for Power to satisfy needs of people and many are hungry for that. Who are those, feeling insecure by this action? Political parties gave call for nationwide Bundhor few of them asking for protest only. So, there is varying opinion on action plan. The response on social media by populace has been mostly against the call by political parties which is confirmed by TV reports and e-paper news that majority of people do see this action as beneficial. Then, who are at unrest and feel deprive of their needs for power and hunger?

This is an issue of managing country finance, prestige by ruling party and especially Indian populace. Why not take – A VERY INDIAN APPROACH TO MANAGEMENT, as suggested by Dr. Devdutt Pattnaik, to understand, since we are part of this process. Thoughtfully, we need to participate in the process with thorough thinking and supporting some right thoughts.



Take the word POWER in broader sense. It talks of varies needs and craving / hunger to satisfy his physical, social and mental bodies. So, the food is tangible and intangible. Indian mythology, our beliefs and rituals are at help to understand it further.

Lakshmi is resource to satisfy our physical hunger. We create business place, profession and extract value not stopping even our stomachs are full. The craving leads to unethical paths and it hurts to family, society and country at large. People those who see objective reality, all that is tangible and measurable go for it.



Durga represents power to make us feel secure. Animal fend for themselves but humans expect to be granted status, dignity and respect through tools, technology, property and rules. Modern day equivalent can be big tangible objects like cars (chariots) chairs (thrones) on elevated sitting position. Durga nourishes our social body.



In fact, Lakshmi is a surrogate marker for Durga in most cases: we feel safer when we have money.

The hunger for **Saraswati** or **identity**, is to nourish our mental body. This is exclusive human need that makes us curious about nature as well as imagination. We study it, understand it, control it, determined to locate ourselves in this limitless impermanent world that seems to relentlessly invalidate us.



In fact, Lakshmi and Durga are compensations when the hunger for Saraswati is not satisfied.

POWER SHIFT (Alvin Toffler) →

Muscle	Money	Mind
Physical	Physical	Non-physical
Low Quality	Medium Quality	High Quality
Non-Transferable	Transferable-Exhaustible	Transferable-Growth
Tangible	Tangible	Non- tangible

Sudden withdrawal of currency has given a jolt and made some people restless. It means that demonetization process has moved Lakshmi and Durga away from them and Sarawati was not with them, anyway. Thus, this hunger is root cause of unrest. Reader is smart enough to know who are those people and why are they shouting? The shouts are to create fear among people to bring pressure on the who are elected through them.

You are wise and know what to do. Is it not confusing when we want to progress and some leaders call for Bandh (stop). An interesting video talk by Sadguru Jaggi Vasudev, Isha Foundation is worth listening in this context.

- **Black money measures**
https://www.youtube.com/watch?v=XtxhOgFBk_w
- **Stopping VS Making "THE NATION":**
https://www.youtube.com/watch?v=XtxhOgFBk_w



by Shweta Bhiwapurkar, Bank of America, Ex. IT Analyst

Sabavala. She acknowledged the presence of the family members of Dr. Srikantiah and floral tributes were offered by all on the dias. In her welcome address Ms. Sabavala mentioned the Prime Minister's thrust on MAKE IN INDIA as well as SKILL DEVELOPMENT which is directly related to the topic of the evening talk.

The youth need to be trained to realize the vision of India as a world leader, because of Make in India. The challenge is to make education relevant for the future and how that can be done..... is what we all want to know from the learned speaker.

Former Dean of IIM-A where she taught for 30 years, Prof. Indira Parikh is widely travelled, highly educated, very respected, recipient of many awards and recognitions' and a Director on the Boards of many companies. Her vast and multidisciplinary educational background got her to where she stands (tall) today.

She is the Founder President of FLAME University, Pune which is known for its interdisciplinary approach to education. She is currently the President of ANTARDISHA Direction from Within, which is a private entity creating space for individuals, collectives, organisations and institutes to have a dialogue to discover themselves, to review their past, to reflect on the present HERE and NOW and renew themselves for the future.

At the onset of her talk, she said it is important to understand the backgrounds about who are the people we need to educate? How to educate and what is to be taught. The so called young Indians are the 7th or 8th generation of free Indians. They are born in a successful India, an India which is aware and uses information technology with ease. It is a generation of Indians who are techno savvy, abroad they are

Late Dr. S Srikantiah Memorial Lecture - 2016

Topic: **Landscape of Future Education in India**
 Speaker : **Prof. Indira J Parikh**
 Venue : **VCCI Exhibition 2016**

December 1, 2015 was a red letter day as Barodians got to hear and see Ratan Tata. In 2016, however December 2, became special day for our citizens as, thanks to



BMA we got to see another 'ratan' of this country. Yes the date will be marked as special one on BMA's activity calendar for the current year. We had a special speaker for a special occasion. This Friday evening was truly a Samanvaya of BMA'S 17th Memorial Lecture & VCCI's 10TH. Edition of the Global Trade Show. The topic of the evening talk was **LANDSCAPE OF FUTURE EDUCATION** and the speaker was none other than Prof. Indira J. Parikh.

The programme started with a brief about Dr. Srikantiah's long association with BMA, his contribution and the inception of the memorial lecture series by Ms. Zelum Tambe. Followed by a welcome address by BMA President Ms. Avi

appreciated and considered intelligent, and they have good intellectual capacity. In the USA, I was told Indians are considerate and helpful by nature.....

Today our country stands on the threshold of modernism, and the cross roads for bringing the youth on the right track. The institute of Education in our country have a long history, perhaps 7000 years old, with a rich and varied heritage in philosophy, culture, epics, folk lore and folk tales. Nalanda and Taxshila had huge campuses and were well recognised: known all over the world as a centre for knowledge and learning, where scholars would meet and discuss. But after that there was a huge gap.....

In recent times we had some great universities like BHU & AMU, but now in the evolving scenario, they too do not count. Somewhere our education system lost direction and started churning out students who can only implement not **THINK**. They can only follow, borrow, beg, steal, adapt, and adopt, not **LEAD**. What we need is **THINKERS** and **LEADERS**, people who can think independently, innovatively and then evolve individually. The young generation need to dream and dream BIG. They need to be exposed not chaperoned to discover for themselves not be doctored at every step, they have to be encouraged to take a road not travelled so far. She emphasised that students should be allowed to explore. They are already quite aware and have the means (Google Uncle) and often know more about things than their parents and sometimes teachers too. We as parents and teachers keep compromising with discipline because we don't want to risk acceptability. Parents must be strict and teach certain values to their children at a young age, before they are 7 or 8 years, but today parents don't have the time and

unfortunately grandparents are somewhere far away!

So, What should be the Future Landscape of Education in India?

Currently there is a lot of debate going on in the country about what needs to be done, how it should be done, what is the best for the emerging environment etc. There is a lot of hope for the country, the young generation should not let us down.

Creativity and Dynamism will help us flourish. Youngsters should be allowed to follow their calling be it music, dance, arts or anything else. Currently our educational system does not permit this, but this will have to change. We need to give creative freedom only then will they learn to think differently and innovate. We have been experimenting with this ideology at FLAME university and got some outstanding results.

Our Performing arts have a rich legacy and students should be encouraged to borrow from that treasure instead of blindly borrowing from the West. One needs to be grounded with the culture and heritage of this great country so students should be encouraged to use creative ways to express their thoughts and ideas.

Students should be involved in the administration and teaching processes. Instead of being mere listeners – they should be allowed to take class where they can present their ideas on a particular subject like a debate (for which they would obviously have to study and research) the ideas thus will be shared and discussed... the learning will be higher and will bring a better understanding of the subject. The dialogue itself will be a great learning experience.

The universities must include the young stake holders in the governance and management system by having student representatives in the decision making processes. Even as students they have to be taught to take responsibility and the multiplicity of roles. The environment has to be made conducive to ongoing learning for students and teachers as well. If students come up with a suggestion, it should be discussed and debated before being discarded. All have to be made aware and sensitized to the transforming realities. We need to reinvent and renew ourselves by opening up to new ideas and thinking differently. Like the BPR (Business Process Re-engineering) we need to do that to ourselves.

Hierarchy needs to be broken. Positions are only places of responsibility not POWER. The language of POSITION has to change, it must be to bring out the best in everyone and grow. Institutions should foster intellectual growth through DIALOGUE to mitigate problems: that will bring in the change. When given a chance, students can come up with some very effective ideas and creative solutions. It is a difficult and slow process, but baby steps in that direction will mark the beginning and set the ball rolling. The whole system has to keep on undergoing a change and keep evolving – education too has to keep pace because everything is changing and transforming constantly.

Some things that need to be incorporated:

- **Encourage Diversity**
- Change Curriculum to integrate **Vision, Culture & Globalization or Modernization**
- **Break Stereotyping** (Science student can't take up dance etc.)
- **Break the Hierarchical Structures In Academic Management**

- Need a **More participatory Environment of Learning**
- A More **Liberal Education Is Needed** (like at FLAME University)
- **Shift From Teacher Centric** to become **Student Centric**
- **Learning Has To Be Life Long** - A degree is not the end of one's education. Do not limit it to that.
- **Introduce Value Based Learning.**

Some schools have started providing value based learning others will follow soon. An individual IDENTITY is very important. Who am I? Why am I here? What am I supposed to be doing? What best can I do?

Change is happening on the streets. People are becoming conscious about their responsibilities. So there is hope. Earlier people only kept their homes clean. Now they are reaching out to their surroundings as well.

The path is uphill but not impossible. Its time to have courage to take responsibility. Choose to be different, break some rules for betterment of everybody and everything. Usually government policies have a framework of 5 years but if people willingly take up responsibility, things can be achieved at a faster pace. Dreams can be realised. India can become the India it was known to be.

In a message to the youngsters, while answering a question she said: If you want to achieve something different, something new. Have the courage to tread the difficult path. There may be thorns, the thorns will make your feet bleed, but if you have the conviction and the courage to stick on, you will surely succeed. Have trust in yourself. People give up too soon by saying "people demotivate us!", but I say focus on your goals, your dreams—itsself should be enough motivation and encouragement

for you. Why do you need it from outside sources?

Respect yourself and others.

Value yourself and others.

Do something from your head, heart and values!

Indiraji's talk was followed by a lively Q & A session.

Vote of Thanks was given by Col. N. S. Chabbra, Chairman FET.

- Reported By Malti Gaekwad

One Day Management Development Program

MDP on "Management of Contract Labour System in Manufacturing and Service Industry"



Date : 18th November 2016 | **Speaker :** Mr. Krishnakumar Lele

Venue : The Guru Narayana Centre for leadership.

Brief Summary of the MDP :

MDP covered the following areas that are very important :

- The contract labour should be engaged strategically in the areas and operations, which are not core activities of the company.
- Indiscriminate engagement of contract labour without proper thought and documentation can give rise to unresolved issues / Industrial Relations problems.
- Understanding the changing employment patterns and its significant relation with management of contract labour for various type of Operations in Industry.

The Objective of the MDP was :

- To impart basic knowledge to the participants on various interpretations and implementation of contract labour (Regulation and Abolition) Act 1970 – [CL (RA) ACT]
- To enable participants for a comprehensive and total compliance of CL (R and A) Act.
- To impart conceptual knowledge to participants about precautions to be taken and merits and demerits of Contract Labour System and its management.

Forthcoming Events

The Cooperative Seminar Theme: Agriculture Operation in Changed Environment

Date : 9th December 2016
Time : 9:00 am to 6:00 pm
Venue : The Hotel Gateway (Taj)

One Day MDP on Marketing Options & Strategies

Date : 22nd December 2016
Time : 9.30 am to 6.30 pm.
Faculty : Mr. Rajeev Maniar
Venue : Baroda Management Association

One Day MDP on Supervising for success

Date : 28th December 2016
Time : 9.30 am to 6.30 pm.
Faculty : Mr. Bharat Darjee at BMA
Venue : Baroda Management Association

RTC on Innovation

Date : 6th January 2017
Venue : The Hotel Gateway (Taj)

For Registration Contact Us : BMA
(0265) 2344135, 2353364, 6531234 |
bmabaroda2@gmail.com

From Editor's Desk

Dear Friends

As you know that BMA is incessantly trying to share knowledge through all programs. Those programs are contemporary and learned people devote time to share their knowledge, experience. It is not possible to participate all programs by all people. So, we try to provide glimpses of those programs through our Samanvaya, which our readers can explore further as per their need.

Last month we missed interview of entrepreneurial personality for important reason, as we covered Annual Management Convention, but now you will read that. Similarly, book review is appearing, which is related to mythology and Indian way of Management. We are Indians and our culture is different than those of available management books and courses of management schools.

It was good opportunity to listen Ms Indira Parikh on the topic "Landscape of Future Education". If we must compete globally then it is dire need to change education and acquire new skills.

Most important topic which, probably, shaken and touched every Indian is "Demonetisation". The shock of 8th November 16 generated variety of reactions and still reverberating. We thought to explore – who is at unrest? And Why?

You may suggest some topics which you think that we should cover.

Best Wishes

Pradip Pofali

FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	09.12.2016	Special Talk on Knock out your No balls by Mr. Sandeep Purohit at IG Patel Seminar Hall, FSW, MS University.
2.	16.12.2016	Conflict Management at Personal & Professional Level by Ms. Geeta Sikdar
3.	23.12.2016	Climate Change (Indian Scenario) Mr. Jitendra Gavali
4.	30.12.2016	Debate on Social Media boon or bane
5.	06.01.2017	Are You Aware of Your Circles ? by Mr. Hemang Desai
6.	13.01.2017	Misuse of marital laws in India by Ms. Sabiha Sindhi

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

Publication Committee:

Mr. Pradip Pofali Chairperson
Ms. Malti Gaekwad Director

Editorial Team:

Mr. Pradip Pofali Editor
Ms. Amita Jaspal CEO
Mr. Anand Parikh Tr. Program Officer
Mr. Rajiv Thakkar Hon. Secretary



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

