

BARODA MANAGEMENT ASSOCIATION

31st Annual Management Convention

Date: 22nd and 23rd November | Venue: The Gateway Hotel

AMC-Day I - 22nd November

22nd November happened to be the highly awaited date for the BMA Calendar because it was the opening of the 31st Annual Management Convention or the AMC as it is popularly known.

The first day saw a lot of excitement on a lovely morning with the registration counters witnessing a queue of young managers and students- some about to witness such a big event for the first time in their careers. The young volunteers with their dress code looked smart and enthusiastic and when I complimented one young girl, she said- "Thank you, ma'am. I am so Excited!"

While many were still enjoying a cup of tea, we get a pleasant surprise the Chief Guest had arrived before time! Never heard of a politician arriving before time, so well begun is.....

Everything else naturally fell into place. RJ Mohini the anchor for the day called the house to order and formal business for the day was on its way. The guests and participants were first welcome by the President of BMA- Mr.Ashish Parasharya and then by the chairman of AMC- Mr.Gaurish Vaishnav who also introduced the theme and why it was selected. He explained that it is the dream of our Prime Minister Shri Narendra Modi- Let us explore the possibilities of this dream becoming a reality since no one else had yet selected this topic.

The CMD and Director of GAIL Shri Ashutosh Karnatak was invited as the Guest of Honor but could not leave Delhi due to some important meetings, however he sent his apology along with a message which was read out by Shri M.K.Tiwari, head of Operations of GAIL at Baroda.

Shri M.V.Iyer (MD at Gail India)



He said this was probably the right time and right theme to deliberate on. Between 2014-2019 India had reached 2 trillion dollar, now to match the dream of our PM, we aspire to reach 5 Trillion Dollar by 2024. The gist of his talk was:

- We have to support a future ready India by improving the employability of coming into the industry.
- Industries must work towards adopting the digital platform- as without that it would be difficult to operate.
- 30% of the current jobs will be non-existent by 2025
- To boost economy we have to cut expenditure and R&D expenses towards relevant technologies, cutting edge innovations are needed in AI in a large scale.
- New employment opportunities need to be explored and work force revised in that direction.
- Gujarat has been a front runner in the country's economy and will continue to do so for the next 5 years as well.

- Gail contributes in a great way towards the 5 trillion \$ economy and we are working towards a Green Economy and reducing the carbon footprint.

After this, the Guest of Honor, Shri Rajendra Trivedi, The Hon. speaker of Gujarat Legislative assembly was introduced by Chairman of the conference Shri Gaurish Vaishnav.

Shri Rajendra Trivedi:



Shri Rajendra Trivedi congratulated BMA for being a founder member of All India Management Association, and for

having continuously won awards for being the best LMA. The he shifted to hindi and said "Udaan toh unchi honi chahiye". He also said that 5 trillion dollar economy is not just a dream. We should have the confidence that we can do it. I will achieve it, should be our pledge. Each one of us has to contribute in our own way to reach out and achieve this dream. The gist of his talk was:

- 65% of Indians are young and so this is "Youngistaan". This youth power should be utilized to the optimum.
- I am a speaker. Speaker should be neutral, truthful and impartial.
- Time should be respected and we should change the work culture to work on time.
- Education is an important aspect for development, language is not important. Our culture has strong roots and was well researched, but the Britishers worked hard towards making us forget our own



culture. It is time to realise and go back to understanding its advantages.

- Education helps us to elevate our lifestyle, health and sanitisation. New innovations are required to take us towards the future with new technologies. We need to make best use of our waste by recycling it and converting it into useable materials (He gave us an example of paver blocks made from plastic).
- Appreciating PM Modi's vision for the Indian Economy he said everything is possible if industry and society work hand in hand towards achieving all round development.
- We have to learn to think seriously. If we do that and believe in ourselves, everything is possible to achieve.

The Inaugural session ended with the vote of thanks from Hon. Secretary of BMA- Ms.Sarita Sinha.

SESSION I

Shri Ameet Desai (Former CFO, Adani Group)



He is the founder of Anubhuti Advisors and has over 33 years of experience. He said that the PLAN must be converted to a VISION and then into ACTION, otherwise there can be no progress. Starting with 1970, he gave a bird's eye view of the world's economy. He displayed many slides with comparative data and explained how India and China (our nearest competitor) started off towards progressive economy. We were couple of years behind China in waking up but currently we are at least 20 years behind them. Giving an overview of Indian economy of last 50 years, he said we should not really go by political upheavals. We have been growing consistently at the rate of 8% for the last 50 years with some ups and downs.

Regarding the theme of 5 trillion dollar economy, he felt India is very much on the right track and he is very hopeful about the possibility of achieving it. Shri Desai said "The Pathological test of the economy shows a decent and healthy report card" He cited a report by Price Water Cooper of 2014, but also added a quote of Churehill, "Unless you learn from history future may be very harsh on you!"

His talk was followed by a healthy Q&A session.

Shri Manoj Nagpal (CEO-Outlook Asia Capital & Consulting Editor with moneycontrol.com)



His talk was titled "Firing the right cylinders milestones or mileage"

He started by saying that first we must understand if there has been change in the lifestyle of Indians and its impact in the economy from 1 trillion to 3 trillion. Does it really make a difference? and how? But he quoted the ex RBI Governance

Rangarajan saying that it is not possible to reach 5 trillion dollar economy by 2024. We will reach there someday but doesn't look possible by 2024.

Profits are decreasing because competitors are rapidly increasing. He said that the first reforms were in 1990 and second was during Vajpai Government. Now can we really look forward to reforms by the government in the areas of land, labour and capital.



Shri Nagpal said our Youth power is an important driver to our country's economy, but if we cannot train them and cannot provide them the opportunity, then it can have a negative impact especially in the unorganised sector- or facilitate them to become part of the organised businesses. He gave examples and shared some cases with the audiences. He also said that the GST is definitely a positive reform, but it is too early to judge its success- ideally it takes 3-4 years for the results to show.

After a power packed morning everyone was ready for a healthy lunch.

The session after lunch was largely dedicated to the growth, prospects and contribution by the entertainment industry.

SESSION II

Smt. Apara Mehta (TV and Bollywood Actress)



Smt. Apara Mehta spoke about theatre in the times of Online Entertainment. She started by giving a gist of the 150 year old history of theatre in Gujarat and Maharashtra (as earlier it was one state). Theatrical performances were popular and went on all night even before there were any auditoriums. Then, modern theatre emerged where themes were related to the freedom struggle and other socially relevant subjects- and then it took a turn again towards entertainment.

She said in the western part of the country, theatre is like a "full thali" with something interesting for every taste, but sadly nothing much is happening in the eastern parts of the country. And even in Delhi, despite the presence of The National School of Drama- they only keep doing experiments.



Smt. Aparna had been in theatre since 1981, and felt theatre was doing well until 2002, when Ekta Kapoor emerged on the scene, and started the family soaps. It drastically affected theatre, because people didn't have to go out of their homes for entertainment. But now, things are again going to change in a big way and will provide many opportunities to the young-Theatre and TV artists both will suffer.

Shri Viveck Vaswani (Indian Actor and Director)



He had very interesting things to share about him becoming an Actor/Director and how he was instrumental in launching Shahrukh Khan. He narrated stories of his first film "GAWAHI" and how he roped in big stars without any money. The movie went on to become a great success much to everyone's surprise and it is still a topper on Amazon. Although his anecdotes kept the audience enthralled, there were management lessons rolled into his stories. He said launching Shahrukh Khan with Raju Ban Gaya Gentleman was no fluke it was a well-planned and well executed strategy.

He said he didn't know much about the 5 Trillion Dollar Economy, but he said "I only know that a lot of opportunity awaits our younger generation and if each one of us decides to be successful individually and work towards it, collectively we will definitely become a 5 Trillion Dollar Economy."

Shri Viveck said whatever we do we should be well planned. You have to qualify for the job. The youth should be clear about what they want- Job, Career or Success. We need to learn Skill Management and Talent Translation, identify what you are good at and encash on that. Create content that can be consumable and saleable to be successful.

Shri Rahul Bhole (Indian Director and Writer)



Shri Rahul Bhole- the Director of a National Award Winning film REVA also made a Guest appearance and shared some of his experiences of making a film on a Shoe-String budget.

This was followed by a joint session of Shri Robin Bhatt and Shri Viveck Vaswani. Veteran Writer, Director Robin Bhatt, said what we see of the film and entertainment industry is only the tip of the iceberg. Since the entertainment industry is slowly and steadily shifting to the digital platform, the money and opportunities for the youth are humungous and unimaginable. NETFLIX alone is a Rs 58 Crore business in one year only. 70 million new smartphones will be added within the next one year-now people want to be entertained through their phones. That is only the hardware- we have the huge opportunity to provide the SOFTWARE.

He said the Media and Entertainment Industry is going to contribute majorly to the 5 Trillion Dollar dream of PM Modi, and he has realized it. That is why some 100 odd people from the industry were invited by him for a private function. 23% per annum growth is projected in the next few years.

INTERNET, ADVERTISING and MEDIA MANAGERS are going to be needed in large numbers. We need at least 50 more institutes for media studies to train Media Professionals.



The end message from the discussion was that we need to stop seeing cinema only as a creative art and start seeing it as a "Business". The combination of Creativity and Strategy will bring in the required success. Corporate Governance in Bollywood is very high and one must think of that too as a business entity- just like any business, one must know the subject well, so study and prepare yourself:

- Don't copy Masterpieces.
- Be ahead of your time.
- Find new things-Be different.
- Understand the facts and figures.
- Translate you "Passion" to "Knowledge".

With these tips and an interesting session, the first day of the AMC came to an end.

AMC-Day II - 23rd November

23rd November was the second day and the final day of AMC, people turned up a bit leisurely but slowly and steadily the hall filled up to the warm and enthusiastic welcome by RJ Kshitij- who was the MOC for the day. People had gathered to hear Shri Robin Banerjee whose topic was "Frauds and Blunders in the world of Modern Business: Who, What & How?" Evidently he has recently published a book on the subject through his vast and varied experience (the book was also on sale on discounted price - many took advantage of it and even got it autographed by the author). Shri Robin has worked with big companies in India and overseas as a chartered accountant and even received an award from Business Today. Magazine for the best CFO!



SESSION I

Shri Robin Banerjee (MD, Caprihans India Ltd)



He gave many examples about Frauds and Blunders in the corporate world but the icing on the cake was about Vijay Maliya and Kingfisher Airlines. Robin Banerjee gave step by step details of the case and audience lapped it with interest. He also talked about the Insolvency and Banking code while sharing his views about the financial reforms taken up by the Modi Sarkar. He also mentioned that GST is a good step towards converting the unaccountable to the accountable economy. He said GST and Demonitisation together have helped collect more in taxes, earlier only 3% of 135 crore Indians were paying taxes. Now more than 7 Crore are paying. He added NFRA (National Financial Reporting Authority) is making published accounts more accountable and responsible. Towards the end he shared his thoughts on what one should not do in business. To make it easy to remember he called it a DREAM.

D= Debt (loan) Borrow only what you can return in 90 days. It's called "Service the debt"

R= "Risk Management". Giving the example of micromax and ILFS, he said one must think about the risk involved. Think- What if.....?

E= Ethics. Unethical practices never yield results in the long run, it's like riding a tiger, you can get off!

A= Acquisition. Don't acquire too ambitiously. You are doomed if you cannot pay the debt. He then gave the example of SUZLON

M= Modernisation. Do not overlook innovation and upgradation. Go with the changing technology and 'modernize' your business outlook. He ended by saying- "Don't take DREAM for granted"

Shri Maulik Bhansali (CEO, Netweb, software and Chairman-Gesia IT)



Shri Maulik Bhansali is the CEO and co-founder of Netweb software. He is the chairman and Director of Gujarat Electronics and Software Industries Association and is also associated with NASSCOM as a National Council Member- and leads their activities in western Indian. He started his talk by saying that skilling and re-skilling is important even though India is considered a power house in this area. We need to look at the growth potential in our own businesses and re-skill our working methods to align ourselves to the possibilities. He said if we all start doing that in each of our business "I am hopeful that India has an opportunity and potential to reach 5 trillion dollar economy dream". Change is all around us- Innovation and Modernisation. We need to think differently. Critical thinking is the need of an hour. Digitization is penetrating everywhere and that it is providing opportunities- We need to take up that challenge and change for digital transformation.

The 4th Industrial Revolution is taking place- We will soon be living in a CYBER PHYSICAL WORLD. Just to give an example of its impact he talked about driverless cars!

He said the idea actually germinated in 1945, when Newyork city was faced by a strike of lift attendants. People were forced to make lifts (Elevators) that could work without a lift boy. That changed the parameters of the contruction business forever!



At this juncture there was a brief felicitation of Prof. Jadeja, The Dean of the faculty of Management Studies- MSU for always being supportive of BMA's activities.

Dr. Subhash Brahmhatt
(Professor & Researcher of Indian Culture- Indology)



Dr. Subhash was clearly not happy with the education system in our country and thought that we should give more importance to our culture and ancient values India was always rich but we were robbed and taught to think of ourselves as poor and deprived nation. To go forward, with the times, he felt we must look back at our rich heritage and know our strengths- only AATMAGYAN will lead us the way forward. He suggested the 4 things we need to practice to build our personality and face the future with ability and confidence. They are:

YOG	=	Determination and Discipline.
CONCENTRATION	=	to focus and get power
SWADHYAYA	=	Self-study
PRAVACHAN	=	Develop the ability to listen

And understand the needs.

All these not necessarily in the same order will lead us to listen, reflect and contemplate before any action. He said, unfortunately our education system is not teaching any of these things. Only information is given – “No knowledge or wisdom”. Prof. Brahmhatt sighted the example of Nalanda University of ancient times, it was world famous in those days people/ scholars came to India from all over in pursuit of knowledge and excellence. These days there is no value for honesty and corruption is imposed on us! According to him, India should have a larger budget allocation for education, because that will help build the character of the nation. Currently Social Engineering is in the shambles, crime rate is steadily going up and our jails are full of graduates- because there are no jobs for them.”

He didn't have much to say about the topic of “5 Trillion Dollar Economy” except that he is the most sceptical about it – “Why hasn't any university come forward to take up this challenge?” He felt we need to learn from Korea, China and Japan how they have built their countries after major setbacks. He also said that media can play an important role, but they have lost their focus. They are sold out and only want to concentrate on earning TRP's.

After the rather cynical remarks of the professor, the audience was shaken up completely by the next speaker.

Shri Jayant Krishna
(Former CEO, NSDC)



Shri Jayant Krishna spoke about Economic Reforms. He has been on the boards of many companies and educational institutions. He came to speak with a rich experience of 32 years spanning the corporate sector, government as well as not for profit organisations. He recently retired from the post of Executive Director and COO

of the National Skill Development Corporation (NSDC), Skill India Mission. He started by saying “It's difficult- but an achievable goal”. His presentation was full of figures on various parameters, to support the fact that – we have woken up a bit late (Compared to China). India's economic reforms began only in 1992, but China had started off from 1978. We are still far behind them, now almost by 20 years. He voiced his concern about the 5 Trillion Dollar Economy dream, saying will it become a reality or was it only a nice jargon to win the elections. If we have to make it a reality many things will have to be worked on simultaneously like Education, Skill development, Healthcare, Pollution and Environment.

Shri Jayant said that India is the 6th largest consumer economy in the world- so global upheavals don't affect us much as our international consumption is pretty high. He said our country has the advantage of a young work force mainly for 2 reasons.

- Cost to company is lower
- This work force will remain productive for a longer period

52 Crore people make up India's work force, but we need to educate and employ them channelizing their energy and skill correctly to our full advantage. Failing to do that we can be disastrous too.

Changes and Economic reforms like the reduction of corporate tax are taking place but a lot more needs to be done to recognize and facilitate the unorganised or marginalised sectors, they are the bulk of our industries. He said we need to work on one reform a day, only then we will be on track. Other points he made were:

- Make in India scheme is good, but industries are not getting enough land for their business



expansion.

- Banks need to be privatized for better working.
- Only mergers will not work long time
- Regulators also play an important role; they have to be fair to all.

GST should be simplified with lesser slabs, 3 instead of 5.

MSME sector forms 45% of manufacturing so, they should be helped, not given a step motherly treatment.

Transportation and ports needs improvement to take future loads.

Judicial systems also needs to be tightened up and vacancies needs to be filled up quickly.

SESSION II

Shri Mukesh Raval (Project Director, Larsen & Toubro)



It was Shri Mukesh Raval, the Project Director for the Statue of Unity from L&T. Those who have visited the statue were keen to know about its making and those who have not visited yet were equally inquisitive about its making.

Shri Raval has about 30 years of experience in the construction of specialised structures having risen at L&T from being a trainee engineer. For the SOU he said the biggest challenge was to convert ART into ENGINEERING- a vision to reality. The artist was Shri Ram Suthar (A Padma Awardee who is now 92 years old). To start with that had its own limitations and Shri Raval said "We didn't understand how and where to start". Then step by step he explained how they went about it.

- First the artist/sculptor made a 3 ft tall statue. Then it was scaled upto 18 ft.
- Then this 18 ft tall statue was kept at public display in various towns where Sardar Patel had been and people were invited to give their opinions and suggestions.
- It was a unique management challenge for the engineers. They selected from 3000 pictures and 3D wire frame from those photographs. Various things were going on different locations. This led to a 30 ft tall statue being made in bronze (This is now kept in Gandhinagar).
- To decide which side the statue should face a study of the sun/ solar path was done. Another challenge was to accommodate the core wall of the elevator in one of the legs. Jokingly, he said we would have been happy if we had a chance to work on Lungi and not Dhoti with the ankle and feet showing. That would have made things much simpler!
- There were about 5000 people working at the site and almost 1000 engineers working on the structural details at different offices. It was really difficult coordinating everything especially since most of the time there was no 3G and 4G connectivity on the location.
- Imagine only the face is 70 ft tall. Finally 6500 pieces of bronze tiles were out sourced from a foundry in China after the 3D moulding and casting. He said that the Chinese had expertise and professionalism in working on large scale projects- hence their services were taken.
- The best thing was that the project was completed before time which in itself is a record worth appreciating.

With this interesting and illustrated talk, AMC came to an end and the valedictory session started. Film personality Shri Apoorva Lakhia was supposed to be the Guest of Honor but he couldn't come- instead he sent a video recorded message with his apologies.

The Chief Guest was Shri Avinash Verma (CMD-OPAL).



Shri Verma had the persona of an able leader and impressed the audience by his presence itself. He

was brief in his message and up to the point. He started by congratulating BMA for its great performance and for organising such an event with much professionalism on a very relevant topic. He put everyone's mood in top gear saying the 5 Trillion Dollar Economy is a dream that can be realised and it is not impossible. India is on the right track, we only need to give it full throttle and remain focused on our goal. He said OPAL and other companies are contributing in every way. The Indian economy depends on the demand and supply, but the growth is largely driven by the government in most cases (except Reliance). The Government will have to continue to fuel this growth by extending its support. Big and bold investments will be required. Currently the largest refinery coming up near Ratnagiri is an example.

He said growth opportunities are many but we need to concentrate on pollution and environmental concerns for sustainable development. Newer and modern cities will be needed to accommodate the growing expectations and they too will provide employment opportunities.



evening program was sponsored by OPAL and some of their officers were also seen mixing with our OB's in a lighter mood.



With this we came to the end of the 2nd day Convention. Ms.Sarita Sinha proposed the formal Vote of Thanks.

The programme ended with singing of National Anthem.

GALA NIGHT

AMC was followed by Gala Night on the evening of 23rd November. An Evening full of retro melodious songs and foot tapping music which was capped by a sumptuous dinner. Nice way to relax and unwind after two days of hectic and figure heavy talks on a very serious theme.

Guests of the AMC like Shri Viveck Vaswani and Shri Jayant Krishna joined the members and people got chance to interact leisurely with them. The

Management Development Program on “E-mail Writing and Etiquette”



Date: October 22, 2019 | Venue: BMA | Faculty: Ms. Sharad Mohan
 Baroda Management Association organised management development program on “E-mail Writing and Etiquette” on 22nd October’19 by Ms. Sharad Mohan. Through this, the participants learnt the basics of E-mail Writing along with the Do’s and Dont’s. The participants also learnt the advanced techniques and methods of composing an E-mail. Further, through this MDP the trainer also explained the standard format and types of E-mails.

Forthcoming Events

Another Mega Event coming in the month of January-
 "CSR on Operational and Compliance Framework- Wisdom through learning and experience."
 Management Development Programme (MDP)

Sr.	Date	Topic & Speakers
1	17-12-2019	Business Etiquette
2	19-12-2019	The Art of Effective Writing Skills

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



Friday Evening Talks

Sr.	Date	Topic & Speakers
1	06.12.2019	The Quality circle, industrial safety and acute need for change in HR/IR policies by Mr.Rahul Batavia
2	13.12.2019	Find your IKIGAI by Ms.Deval Dave Joshi
3	20.12.2019	Family Business and Enterpreneurship by Dr.Sanjeev Chaturvedi/Darshan Mankad
4	03.01.2020	Digital Well-being for tomorrow by Mr.Ramkesh Meena
5	10.01.2020	It's Ok to ask for help by Dr.Ronak Shah

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

Editorial

Dear Friends,

BMA Calendar has been going full swing in the last couple of weeks. Apart, from the regular MDP's and FET's we had the big daddy of all the programs- The Annual Management Convention on 22nd and 23rd November as well as the Special Talk (The Annual Srikantiah Memorial Talk) on the evening of 28th November. Both these major programmes were very well received by the audience and those who did not attend surely missed couple of good speakers and a lot of networking.

The Gala Night which followed the AMC was most enjoyable with melodious music and great food. This issue of Samanvaya brings you the glimpses of all these in pictures and just a peep into what the speakers shared on the theme of 5 trillion dollar economy.

When the OB's have worked so hard to get good speakers and arrange nice programmes, it's disappointing that members don't take advantage. Organizers always look forward to having a hall full of participation and we hope to meet more of you in the forthcoming events.

On behalf of BMA, Samanvaya thanks all our associates and sponsors for the AMC. We look forward to their support in future also.

Best Wishes for the coming New Year.



Malti Gaekwad

Keep your spirits and determination unshaken and you shall always walk the glory road. With courage, faith and great effort you shall achieve everything you desire. It's time to write a beautiful story for yourself. **Wishing You All A Very HAPPY AND A PROSPEROUS NEW YEAR!**

May the melody and spirit of Christmas feel your home with love and peace. **Wishing You A Merry Christmas!**

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