

## 28th Annual Management Convention

**INDIA OF MY DREAMS Reliving The Dreams to Make it a Reality**  
- M K Gandhi

Date : 19th - 20th October 2016

### Crux of what speakers thought and conveyed

It is yet another milestone of our BMA in the direction of helping people to think and participate in brainstorming session with renowned speakers with expertise in their domains. We read about lot of happenings in India and on world level. This has raised our aspiration levels. So the theme of this year convention was in

the form of a manifestation "INDIA OF MY DREAMS". It was an intellectual feast. Those who missed can have taste through this write up and aspire to participate in coming events and listen to this expert speakers for their domain knowledge and communication with us.



The Program started with the Inaugural session. The welcome address by **Ms. Avi Sabavala**, President. She opened her talk by quoting a book by Mahatma Gandhi – "India

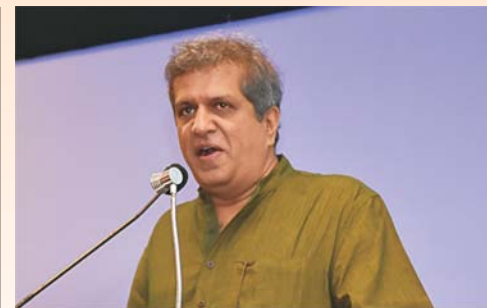
of My Dreams". She further quoted Walt Disney about transforming dreams into reality. **Anything one man can imagine, other men can make real.**

**Mr Atul Garg Chairman** of AMC explained regarding the theme of convention.



**Prof. Bhavna Mehta**, PhD. introduced the inaugural speakers Mr. Darshan Jariwala, Film & television actor & Mr. Sunil Parekh Chief corporate affairs, advisor at Zydus Group and also the lead speaker of second day Smt Rajashree Birla, Chairperson of FICCI - Aditya Birla CSR, Center for Excellence.

**Mr Darshan Jariwala** was an inaugural speaker. He is Chartered Accountant and lawyer but now devotes his time for acting on stage and films. Among his many roles, his role as Gandhi is well known. He explained Gandhi's philosophy and the crux is – "my life is my message and behave as trusty". He further narrated as to how it is still relevant. He



referred to poems of Shri Umashankar Joshi. It is a time to shift from dream to reality and we are at cusp. We need to look for dividend of demographics. All young people need to know their core competence and work on it. He stressed to bring change in education system. Preaching cannot happen on empty stomach and hence feed all. His speech set the tone and charged the atmosphere.

**Mr Sunil Parekh**, Chief Guest, for this convention, spoke on **"Industry 4.0 and its impact on Indian Industry"**. He raised two pertinent points in view of changes taking place around. 1) Deciding where we want to be & by when? 2) Markets belong to those who create them. So, he asked us to understand the basic difference. Till yesteryears, technology changed way we did things. Now for the 1st time-Technology will change us. In fact a whole new story of life is beginning. He elaborated on **twelve potentially economically disruptive**



**techno-logies.** He elaborated on huge shift in all variety of business related to manufacturing, banking, tourism, etc. and about core disruptive technologies impacting business. What would it amount to economy? Does policy of India is in consonance with those development? The change is fast and inevitable, so co-create the future proactively. Agility and collaboration is new paradigm. This will change in leadership, obviously.

The inaugural session ended with the vote of thanks by Hon. Secretary **Mr. Rajiv Thakkar.**



**Justice (Retd) C K Buch** spoke on **"Legal Reforms and Business Climate"**. He raised the question about – what is business and in which context or perspective it is being done. What is Gandhian philosophy regarding business? What has happened in the case of law reforms and stages of reforms by law commission? The law commission was influenced by political will and Supreme Court and thus could not perform to the best as desired. He explained gray areas, such as – law implementation is inconsistent, not getting proper responses in case of RTI, Green Tribunal verdicts are not

consistent especially interpreting for afforestation / deforestation. There are big concern for reform gaps and time being taken to match India of my dreams. He defined what development is – It is shift into better desired state from less desired one.

**Mr Hemant Bhattbhatt** spoke on – **"Building effective local Supply Chain to support Global Value Chain"**.

He explained, based on Michel Porter theory, as to what is Value Chain. It is a **strategic management** tool, Value chain analysis works by breaking an organization's activities down into strategically relevant pieces, so that one can see a fuller picture of the cost drivers and sources of differentiation, and then make changes appropriately. At what points the value can happen? It is subjective. A supply chain is a system of organizations, people, activities, information, and resources involved in **moving a product or service** from supplier to customer. The focus of supply chain is on creating time and place utility. So how are those different? Then, he gave an example of Airbus industry to understand Global Value Chain. He ended his presentation with his ideas of my India dreams.



**Dr. Ranjan Banerjee**, Dean, SPJIMR Mumbai spoke on the topic- **"Industry Ready Skills in Higher Education"**. He opened topic by raising questions and simultaneously answering those – what does industry ready means and do skills are only enough or needed something more? Are we heading in right direction when we talk of global? What are the challenges to attract faculties for education? Can we teach managerial skills to graduates with limited maturity and experience? He explained that few areas need most attentions, such as – family managed business, creating and nurturing women leaders, entrepreneurs, and social entrepreneurs to bring change in society / underprivileged about thinking and good educational institutes. When we talk of industry ready skills then it needs a partnership with educational institutes. He elaborated as to what qualities are needed among faculty and students. It should be versatility, attitude, verbal aptitude etc. We need to go for research and connect globally.



**Mr Pradeep Vaishnav**, Transition and Integration Coach, spoke on the topic- **"Employability and Availability of Employable Resource for Industries"**. As the title of the topic goes, he explained as to what is employability. It is a set of skills, knowledge, understanding and personal attributes that make a person more likely to choose and secure occupations in which they can be satisfied and successful. In order of preference it is attitude, knowledge and skills. This creates an ability. How changing scenario has altered employability? It is a





joint responsibility of government, educational institutes, and industry and people concern. He elaborated about what is the current state for each of stakeholder. On the end note he quoted Mahatma Gandhi – “the future depends on what you do today”.

**Madam Dilnavaz Variava**, is associated with BNHS for long time for the cause of nature. She is an authority to talk on subject titled “**AGRO- ECOLOGY, Feeding India Safely and sustainably**”. India has undergone a green revolution but it has few negative impacts too, such as use of excessive fertilizers resulting in degradation of soil, depletion of water table due to higher irrigation, use of pesticides killing beneficial insects etc. Under such circumstances, are GM crops beneficial? Only 6 countries grow GM crops, while 17 out of most developed 20 countries do not grow such crops. GM crops are used for 2 traits I.e. Pesticide Producing (Bt), Herbicide Tolerant (HT) and those are soya, corn, cotton, canola. What is the benefit and adverse effect of both was discussed. What are health impacts? Under such circumstances the alternative is – “**Agro ecology: Evergreen and Sustainable Alternative**”.



**Ms Jyoti Unadkat**, Journalist of repute, spoke on the topic “– **Role of responsible media in building India of my dream**”. She set a trend in orthodox family, facing a resistance, to opt for career as journalist and thus set a path for few more family member. She believes that things should start from self with positive note, so people trust and follow you. She elaborated about constraints in journalism and especially for ladies. She cited the current TRP dilemma pushing media. She narrated few example related to Godhara riots and such emergency situations. People call journalist for help and she has always responded and calls are attended/ called back. Few of her wishes as to what should be her dream of India tomorrow.



- Opinion of lady to be counted and no male domination.
- Safety of ladies staying outstation. (why parents call their daughter too often, at least twice in a day)
- She expects that growth rate of India will be due to big geography and population.
- She asked to dream with open eyes, realistically.

The entire presentation was, in Gujarati, full of vigour, optimism and determination to do.

Second day started with a Quiz by **Dr. Arjun Singh Mehta**. Questions were related to previous day programs and current issues happening around us related to industry. This was the best way to test the effectiveness of program and attentiveness of audience. Motivation to participate was giving rewards in the form of gift vouchers. People participated and enjoyed.



**Smt. Rajshree Birla** is an **Indian philanthropist**. She has put her efforts towards CSR and charity, developing a very large philanthropic organization funded by her family. In 2011, the Government of India honoured her with the Padma Bhushan, the third highest civilian award, for her services to society. She explained to audience about those trusteeship principals of Mahatma Gandhi and his association with Shri Ghanshyamdas Biral. How there relation evolved for the good cause of industry and at large for society.

In continuity to previous topic of philanthropy, followed the talk “**India of My Dream**”, by **Ms Madhulika Sharma**, Chief, Corporate Sustainability, TATA. She set a tone with famous statement by Mahatma Gandhi – “**It was my ambition to see one of the greatest – if not the greatest – Indian enterprises in**



India and study the condition of work here. But none of my activities is one-sided, and as my religion begins and ends with truth and non-violence, my identification with labour does not conflict with my friendship with capital". Entire history of TATA, about a century, is a story of social responsibility and she recalled that. How, Gandhian values of **Trusteeship, Inclusiveness, Swadeshi, Non-violence, and Truth** are being applied by TATA conglomerate. The prime example is Steel Town Jamshedpur where all these values are practiced. Now, it is happening at Kalinganar also through social and economic rehabilitation. The company has a presence in most of those fields, needed for nation building. One of those most important issue is ENVIRONMENT which is taken care of. To do all these things they practice ethics.



**Ms Bhavna Advani**, Director, Advisory Services, KPMG opted to speak on "**The Future of Technology in India?** She opened her talk with what is being talked about" Fourth Industrial Revolution". What is the state of that technology in India? What are those disruptive technologies which impact world and India, as well? How Internet of Things are going to connect appliances and would work independently? How robotics will substitute repetitive functions of human being? How self-learning machine and artificial intelligence will alter the present condition? What will

happen when we adopt cloud technologies? What speed we expect for 5 G for communication and how we deal with heap of data? AND most important question – will it snatch jobs from people? What does the earlier history tells when such revolutions took place and how this 4.0 would be different. Finally, what a role our government is placing in view of these changes? As a consultant she closed her presentation with optimistic note, "**Chance favors only the prepared mind**" and we are capable of handling oncoming challenges.



**Mr Kaizad Gustad** spoke on another interesting topic "Impact of Films on Social Thinking". He started about popularity of Amitabh Bachchan. He was looking for a desert where there should not be a human settlement in a radius of 8 km, for shooting. To his surprise, while shooting he saw a dust storm far away which was approaching a location and he realized that it was camel fleet and Arabs riding on them. They revealed that they wanted to see the star. Another story of A R Rehman songs and tunes popularity in many countries and he is bestowed with foreign awards. Fashion has migrated to Hollywood about shervani and salwar-kurta. In case of Israel, there is movie with title "Shalom Bollywood". Our cinema had spread beyond Indian diaspora, such as German Ladies has formed group for Indian dance and costumes. Did people know about Valentine day prior to picture "Dil to Pagal Hai" in India? Many of those Indian movies are not realistic but larger, filled with emotions to laugh, cry and tease. Our top export is Indian culture, music and dance. His presentation was a great insight into Indian Cinema.



Change can happen only we include people in the process. And most important, as Gandhi said – "You must be the change if you want to see in the world". Can we be selective about people while doing that? **No**, we cannot leave anybody behind. **Yes**, if the choice is as made by **Ms Pavithra Y S**. So, she is practicing and professing on "**Rise of Profitable Social Enterprise**". The thought of 60% Indian population who are still living on \$ 2 per day is haunting her. Her vision for the enterprise is "To be pioneers in quality driven back end data processes, by training & employing differently abled youngsters and adopting innovative business practices, while delivering value addition to clientele & maximum value for the stake holders." The equation to create impact is

Impact = You + Idea + community + start some good thing.

She is engaging disabled people who say "**My ability is stronger than disability**" and that is the attitude. Rest is a case worth emulating. However, great things never come from comfort zone.

The valedictory session was conducted by **Dr. Vinod Rao - IAS**, Municipal Commissioner, Vadodara and he spoke on "THE CITY OF MY DREAM – Clean Vadodara- Green Vadodara". While planning to do something timeline and





visualizing results is a necessity which he is doing for next 3 decades. The dream has to be inclusive and related to biggest concern of Vadodara citizen and that is "CLEANLINESS". He said that he is touching a risky issue. The issue need roles played by corporation for cleaning the city and citizen for keeping it clean. He has implemented system for frequent cleaning, assessing root cause of recurring complaints and patrolling for due vigilance.

To look Vadodara more beautiful, work of rejuvenation of lakes and planting of trees and relocating slum people at proper place is ongoing. Beautiful Vadodara and proximity to Statue of Unity, Sardar Vallabhbhai Patel at Kevadia, will attract tourist. We as citizen of Vadodara need to participate to happen the dream.



The program ended with thank note by **Mr Gaurish Vaishnav**, Vice President, BMA and National Anthem.

Thanks to MOC - Sreejith Sreenivasan, Saloni Dhiman & Saudamini Kadu students from Faculty of Social Work, MSU. Sponsors and our Partners.

BMA organised a unique and entertaining musical evening called the

**MUSICAL TAMBOLA** for the first time ever on 20th October 2016.

It was scheduled on the second day of the 28th AMC 2016 after the successful completion of the business sessions.

The program was very well received and appreciated by everyone present during the program.



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#### Survival of the Fittest, they Stand Out



- K C Tiwari, Geologist



## RTC ON CSR

Date : 30<sup>th</sup> September 2016 | Venue : The Hotel Gateway Taj, Vadodara.



Baroda Management Association organized a successful Round Table Conference on Corporate Social Responsibility (CSR) on 30th September 2016 at The Gateway Hotel Taj. President **Ms. Avi Sabavala** gave the welcome address.

BMA's past president **Mr. Chirag Bakshi** introduced the inaugural speakers Mr. Maheshwar Sahu & Dr. Sudarshan Iyengar.



The Event was addressed by the following eminent speakers:

Chief Guest for the event was **Mr. Maheshwar Sahu**, Chairman of Gift City SEZ & Gujarat CSR Activity.

Guest of Honour was **Dr. Sudarshan Iyengar**, Ex-Vice Chancellor, Gujarat Vidhyapith.



'Pleasures & Pains of Community Outreach and Implementing Projects' was the theme for the panel discussion-1. This session was moderated by **Prof. Bhavana Mehta**, Ph.D. The speakers for the same were:

- ▶ Ms. Swati Bedekar, Secretary of Vatsalya Foundation.
- ▶ Ms. Nisha Grover, Hon. Principal & Managing Trustee, Akshar Centre for Hearing Impaired Children.
- ▶ Ms. Prabha Mehta, Founder & President - Disha Charitable Trust
- ▶ Ms. Archana Joshi, Director, Deepak Foundation & Head - CSR team of Deepak Foundation.
- ▶ Mr. Vikas Vaze, CEO - Shroffs Foundation Trust (SFT)



- ▶ Ms. Shushma Oza, Director, Strategy & Sustainability, Adani Foundation

'CSR - A Positive Initiative For Sustainable Business' was the theme for this panel discussion-2. This session was moderated by **Mr. Sunil Vakil**, Practicing CA, Sunil Vakil Associates. The speakers for the same were:



- ▶ Mr. Georg Sparschuh, President, Schott Pharma Tubing India.
- ▶ Mr. Vikram Singhal, MD, Gulbrandsen Technologies (India) Pvt. Ltd.
- ▶ Ms. Aradhana Lal, VP- Sustainability Initiatives - The Lemon Tree Hotel Company.
- ▶ Mr. Vikram Singhani - MD, ACE Software Pvt. Ltd.



The event had a 'Strategy Formulation Activity' that was an interactive session for all the present participants. This session was jointly hosted by:

**Mr. Samir Parikh**, MD & CEO - Naman Integrated Management Services Pvt. Ltd.



**Ms. Meera Sampat** - Entrepreneur Professional, Infus Management Consultant.



The vote of thanks was proposed by the Vice-President, **Mr. Gaurish Vaishnav**.

The Master of Ceremony for the RTC was Ms. Richa Yadav, student from the Faculty of Social Work, MSU. Overall the RTC was a great success, for both - the corporate as well as NGO.



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## BOOK REVIEW

### Rising Strong - If we are brave enough, often enough, we will fall.

It is a common misconception that self-help type books are meant for weaklings. This is what we can infer when author of this book challenges through the title and sub-title. "Rising Strong" who and when? It is the process after fall. When does someone fall? So, she says that "If we are brave enough, often enough, we will fall".

This is a book about getting back up, in personal and professional life.

Why do we need to be brave? There are and will be plenty of challenges if one has to lead with innovation, creativity and change. To do that one has to be brave enough to move in uncharted areas. Being brave can put the person into vulnerable situation. It may result in stumble, fall or get the butt kicked. OR Our courage is tested & values are forged. It is the process that teaches us the most about who we are? Our willingness to show up and be seen with no guarantee of outcome.

So it is process of Fall -> Rise -> Try again. It is placing self in arena. Quote from book – "The credit belongs to the man who is actually in arena, whose face is marred by dust and sweat and blood; who strives valiantly,...who at the best knows at the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly".

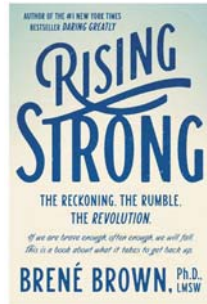
This book holds greater importance when we are in Fourth Industrial Revolution and we need talent who should be innovative and daring and ready for vulnerable situation. Another case, for better understanding, can be a terrorist attack. People who survived feel vulnerable. So, vulnerability is fear of losing what you have? Basic tenets of being brave is risking vulnerability, and overcoming adversity

This entire process /cycle is called "Physics of Vulnerability" by author and stages are well explained. Besides, author has narrated her own story of fear of being rejected by husband. When does a women feel vulnerable? It is appearance and body image fear. For men – does he feel weak for performance in any field? The situation is best explained by TV and print advertisements. Thus, every individual has a story. So it is process of reckoning by recognizing emotions and being curious about feeling, and analysing for improvement. The next step is rumbling i.e. owning a story and work on it for correction without being partial. This will bring in revolution in thinking and outcome. Author has dealt with various real life situations to understand the physics.

Few nuggets to make you think over reading this book-

"Rumbling with love – what we never do is make those expectations explicit. Disappointments are unmet expectations, and the more significant the expectation, the more significant the disappointment.

"Dependence starts when we are born and last until we die.



"People aren't themselves when they're scared.

" Giving help can occasionally feel vulnerable, asking for help always means risking vulnerability.

"There is a huge difference between I screwed up (guilt) and I am a screw up (shame). The former is acceptance of our imperfect humanity. The later is basically an indictment of our very existence.

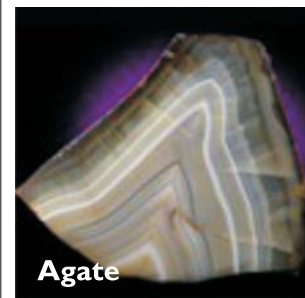
"Guilt gets a bad rap but the emotional discomfort of guilt can be a powerful and healthy motivator for change.

Visit following link to listen author Brene Brown on "The Power on Vulnerability".

[http://www.ted.com/talks/brene\\_brown\\_on\\_vulnerability](http://www.ted.com/talks/brene_brown_on_vulnerability)

- Review by Mr. Pradip Pofali

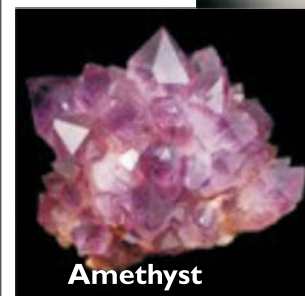
### Organized (organizational) Process Create Gems



Agate



Garnet



Amethyst

- K C Tiwari,  
Geologist



## Forthcoming Events

### One Day MDP on "Management of Contract Labour System in Service & Manufacturing Industry"

**Date** : 18th November 2016  
**Time** : 9:30 am to 5:30 pm  
**Faculty** : Mr. K B Lele  
**Venue** : Baroda Management Association

### Dr. S. Srikantiah Memorial Lecture (FET)

**Date** : 2nd December 2016  
**Time** : 6:15 pm onwards  
**Speaker** : Prof. Indira J Parikh  
**Venue** : VCCI Exhibition Center

### 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)

### RTC on Power

**Date** : 15th December 2016  
**Venue** : The Hotel Gateway (Taj)

### RTC on Innovation

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

### For Registration Contact Us: BMA

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### FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	18.11.2016	Understanding Positive Psychology by Ms. Kalpana Motanpatra
2.	25.11.2016	Spark within you by Ms. Rohini Kohli
3.	09.12.2016	Special Talk on Knock Out Your No Balls by Mr. Sandeep Purohit at I G Patel Hall

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

## From Editor's Desk

Dear Friends

In last issue, we had requested you to block dates for Annual Management Convention. Those who could not attend for some reasons should not be deprived of information as to what happened during that program. So we have opted to give glimpses from the speeches delivered by eminent speakers, covering diverse subject but central theme was – there dreams for tomorrow's India. Participants for the program were from industry. Good number of students helped to make this program success.

After much of Brain storming for two days, it was a time to rejoice and Gala Night followed by dinner was like icing on cake.

Industry owes responsibility to help society and government has given directives for Corporate Social Responsibility. This program started with renowned speakers Mr Maheswar Sahu and Dr. Sudershan Iyengar. People with repute from industry expressed their views.

Best Wishes

**Pradip Pofali**

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