



SAMANVAYA

The Bulletin of BMA

Message from President's Desk



Dear Members and all the well-wishers of BMA,

Out of all the diverse talents that we have at BMA, the most important one is our ability to turn difficult situations into opportunities. Industries and institutions are facing problem in getting participants for their program. BMA has moved to an era of digital marketing and we are increasing our strength by creating good database and adding people with skill in the area of Digital marketing.

We welcome Mr. Bhaskar Joshi as Honorary CEO and Mr. Pushkar Tiwari as Dy CEO of BMA. We have a very good in-house creative graphics designer. The entire team is charged up and determined to make every program a big success.

We have organised successfully a very good program – Management quiz " Kaun Banega Chanakya" and Book review " from Mr. Suresh for the students of various management institutes. This has strengthen the relationship of BMA with the student community and knowledge institutions. We are in the process of signing the MOU with Hr Milestone and I-HUB for attracting various young talent to BMA.

Please become an active part of BMA to witness the success of series of programs that we plan in the future.

WORLD ARCHITECTURE DAY CELEBRATION

Date : 4th October 2021

World Architect Day is celebrated on the first Monday of every October, concurrently with the United Nations' World Habitat Day, was set up by the Union International des Architects (UIA) back in 2005 to "remind the world of its collective responsibility for the future of the human habitat".



The Indian Institute of Architects and Baroda Management Association jointly celebrated World Architecture Day on 4th October 2021 at Royal Orchid, Vadodara from 7:00pm to 9:00pm.

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NEXT



The keynote speaker was AR. Jayesh Harayani, Chairman and Managing Director, INI GROUP. He spoke on "DESIGN GUIDED BY SUSTAINABLE ETHOS". Other notable speakers included AR. Percy Engineer, Provost of Sarvajani University, Surat, AR. Vishal Vyas, Chief Architect & Town Planner [Roads & Building Department]

[Gov. Of Gujarat] and Mr. Ajith Prabhakar, CAD Specialist & Technical Solutions Specialist Tech Data [A TD SYNTEX COMPANY]. Mr. Dipak Shah, President of Baroda Management Association facilitated the speakers with the mementos. Around 38 people participated in this event.

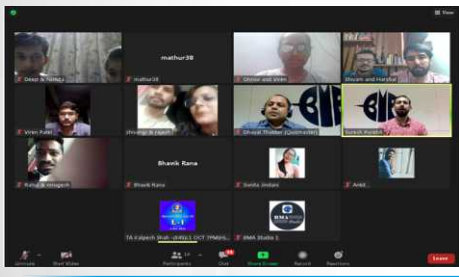
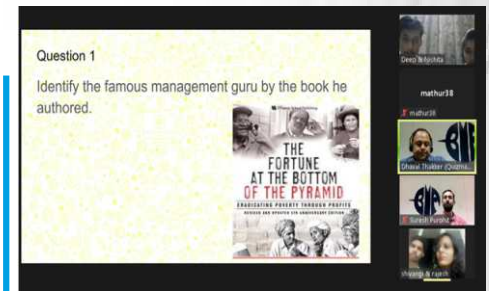


Management Quiz - "Kaun Banega Chanakya"

Date : 26th and 30th October 2021

About Topic:

Baroda Management Association organized a **Management Quiz "Kaun Banega Chanakya"**. Mr. Suresh Purohit, chairman for the quiz is also the founder of the gaming APP called Quizousie. The first prelim round was organized on 26th October 2021 at the Quizousie. 260 participants participated in the quiz from different colleges of Vadodara. And the final round for the same was organized on 30th October 2021. Mr. Suresh Purohit was the chairman of the quiz and Mr. Dhaval Soni was the Director of the quiz.



Winners for the Quiz :

- ❖ Winners were Mr. Shivam Shah and Harshal Mehta from FMS, The Maharaja Sayajirao University, Baroda.
- ❖ 1st Runners-up were Ms. Shivangi Vagdoda and Mr. Rajesh Meena from ITM (SLS) Baroda University.
- ❖ 2nd Runners-up were Ms. Dhruvi Patel and Viren B. Patel from FMS, The Maharaja Sayajirao University, Baroda.

MDPs in October and November 2021

Awakening the Leader Within You

Date : 12th October 2021

About Topic:

A leader is someone who can see how things can be improved and who rallies people to move towards that vision. Leaders can work toward making their vision a reality while putting people first.



A Full day MDP was organized on 12th October 2021 at the Guru Narayan Hall, BMA. The Faculty Mr. Uday Dholakia, a Certified Leadership Coach, Chief Mentor and a Key-note Speaker, conducted the Management Development Program. Mr. Uday Dholakia has more than 2.7 decades of experience of Enabling Businesses, Companies and Individuals to achieve 2X performance. The intensive MDP was attended by people who are deeply interested in the subject. The faculty covered these topics in detail and participants enjoyed the role play as leaders in various situations.

Program Officer of BMA, Ms. Shivani Mathur welcomed the speaker **Mr. Uday Dholakia** and all the participants.

Mr. Uday Dholakia started by talking about his career and the hurdles he faced and overcame for reaching this stage of success. He then launched the session with an introduction of all the participants through a very interesting activity. He asked all participants to just list down the expectations from this MDP, to ensure a comprehensive program. He also recommended a book i.e. 48 LAWS of POWER, explaining the characteristics and role of leader. He gave many examples of different companies like: Nestle (Maggie). Another activity was to list down five traits for knowing that "why one should work with me"? Lastly, he undertook an activity in which one participant had to coach another worker at the workplace. At the end of the program certificates were distributed by President of Baroda Management Association to each participant and the program was concluded.

Empowering Businesses by Digital Marketing

Date : 22nd October 2021

About Topic:

Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer. This includes online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach customers.



A Full day MDP was organized on 22nd October, 2021 at the Guru Narayan Hall, BMA and the speaker was by Mr. Pushkar Tiwari a Marketing Communication adviser (Freelance). He was the Regional Head 2019-Daily Hunt, Sr. Manager- Red FM, Manager Ad Sales- Dainik Bhaskar 2017 newspaper, Deputy Manager Rajasthan Patrika Pvt Ltd, Bhopal MP. He was also awarded with SHIKHAR for the most profit yielding project in 2012. The program covered all the nuances of digital marketing and its impact on local business, Social Media advertising – Facebook, Instagram, YouTube, Twitter & LinkedIn, Google Ads. The intensive MDP was attended by few people who were deeply interested in the subject.

Program Officer of BMA, Ms. Shivani Mathur welcomed the speaker **Mr. Pushkar Tiwari** and all the participants. Mr. Pushkar Tiwari started with an introduction about career and the what comprises the digital market. After that he explained What is Digital Marketing/Digital advertising? He also gave an introduction and history of digital marketing and how it helps businesses worldwide, covering topics like Traditional Vs Digital ROI calculator, impact on local business, practical demos of digital marketing. Lastly **Mr. Sharad Jain Hon. Treasurer, of Baroda Management Association** gave a vote of thanks and concluded the session.

Art of Negotiation

Date : 19th November 2021

About Topic:

Negotiation is a strategic process of arriving at an agreement by two or more individuals, teams, or groups. It is defined as an interpersonal decision-making process which is necessary whenever we cannot achieve our objectives single-handedly.



A Full day MDP was organized on 19th November 2021 at the Guru Narayan Hall, BMA by Ms. Deval Joshi. She is prolific speaker and trainer known for her inspirational style of coaching and training in the corporate, educational, and healthcare sectors. She has completed her graduation studies in science with a certification of child and human psychology and also awarded Woman Achiever at woman startup meet 2020. BMA's Program Officer, Ms. Shivani Mathur welcomed the speaker Ms. Deval Joshi and all the participants.

Most people are not natural-born negotiators. Research has shown consistently that most people can significantly improve their negotiation skills through education, preparation and practice. During a negotiation process, an issue is addressed, a problem is resolved, and a conclusion is derived. Actions are based on what is agreed upon in the negotiation. Having great negotiation skills is an asset.

The Seven elements describe the essential tools needed to identify our goals to initiate negotiations:

1. Interests
2. Legitimacy
3. Relationships
4. Alternatives and BATNA
5. Options
6. Commitments
7. Communication

HR/Business Analytics

Date : 27th November 2021

About Topic:

This Management Development Program was organized at the Faculty of Social Work, MSU Baroda.



There were two speakers for two primary topics. The first topic was HR/Business Analytics and the second one was software use for data analytics. Our subject matter expert Mr. Sumeet Varghese, SPHR covered the topic of HR/Business Analytics in depth. Whereas Mr. Harpreet Singh covered the topics on Tableau and demonstrated the use of effective software and how it helps any business and the HR fraternity.



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Business Analytics is **the process where by businesses use statistical methods and technologies for analyzing historical data** in order to gain new insights and improve strategic decision-making. Businesses have long collected and milked various types of data (information) to take a host of decisions and achieve a wide range of business enhancing objectives. However, most of this data traditionally rested in silos within office function, who leveraged it for operational decision-making. With the rise of computing power and statistical software in the last three decades, businesses began to consolidate and integrate large amounts of data that was traditionally distributed across the organization. This has led to a profusion of approaches to collect and harvest business data and analyze the data, using a wide range of methods.

Importance of HR / Business Analytics:

HR analytics aim to provide insight into how best to manage employees and reach business goals. Since so much data is available, it is important for HR teams to identify which data is most relevant, along with how to use it for maximum ROI. It is generally accepted that if there is any aspect of HR operations that HR teams dislike the most, it is numbers and number crunching. And yet HR is often called upon to report on various kinds of numbers relating to HR Operations and People. As a matter of fact, HR is not the only one to face such pressure. Various functions including Marketing & Sales, Finance, Operations, Supply Chain are increasingly relying on numbers for reporting and decision-making.

The sub topics of Data Analytics & HR were covered as follows :

- ❖ How Data and analytics are redefining Business analytics.
- ❖ The various types of analytics that are becoming popular among Business.
- ❖ The type of data analytics skills that will be required of professional joining the industry.



Tableau Software is an American interactive data visualization software company focused on business intelligence. A total of 86 participants attended this program which covered the topic in great detail.

There were 86 participants attended the MDP program.



Are You Delegating Or Empowering Or Both?



Rajal Chattopadhyay

Founder & CEO of [GRAVITAS](#) and a member of the [Harvard Business Review Advisory Council](#).

Covid-19 has changed the DNA of our workplace. It has ushered in many insights, especially the insight that delegation and empowerment matter more now than they did before. Moving forward, leaders must nurture these valuable skills to recover and rebuild high-performing teams, irrespective of the way and place of working.

Even though these two words are used interchangeably, their nuances are different when viewed from the eagle-eye perspective of the leader. Both have their unique place; therefore knowing the difference between the two allows a leader to better prepare and act.

The best practices recommend:

- ❖ Empower your team first, then think of delegating; not the other way around.
- ❖ Delegation is the higher state of the empowerment-delegation pair

Do you know which of your team members are empowered? And which ones you have delegated to? Do they know if they're empowered or delegated? The answer is usually no.

[Waymos Path To Robot Truck Business Means Mastering Wind, Flares And Pedestrians On The Highway](#)

[Could Big Data Beat Our Opioid Crisis?](#)

[Future Of Work: What The Post-Pandemic Workplace Holds For Remote Workers Careers](#)

Naturally, this causes confusion. Do you struggle in this area? If so, you're not alone. Most leaders do talk about the concept of empowering their team, yet many fall short for a number of reasons. You might have delegated, but that doesn't mean you've empowered by default.

The key lies in delegating in a way that creates an organic sense of empowerment. This is especially important when teams are working remotely, as it strengthens the team's autonomy to decide how to work and makes it easier for them to work, as well as making it easier for leaders to manage their teams.

Reflect on your own leadership style: How well do you understand the difference and pivot between delegating and empowering? Navigating the balance between the two can be tricky and needs finesse. Use these triggers to steer you to create an environment where your team feels empowered.

Key indicators you're wearing a manager's hat when delegating to your team:

- ❖ You are assigning work tasks to the team. You focus more on your to-do lists — the completion of the tasks — and less on the person.
- ❖ You are allowing someone to represent you by acting on your behalf without truly granting them authority.
- ❖ You are likely distributing work that needs to get done but originates from murky laziness, lack of interest or lack of time. You are issuing direct assignments that offer little opportunity to grow. Hence, development is secondary.
- ❖ You are likely still focused, at some level, on control, especially if you're setting upfront protocols for what/how to do tasks and checking up on how the work is getting done.

Through these actions, you're only empowering yourself — getting things done which you otherwise would have not been able to do alone. While this means less work for you in the short run, it can also turn into more work for you in the long run. It also ensures that you are your own leadership legacy — for good or ill. It holds you at the center of leadership activity and allows you to raise more followers, but not to cultivate leaders within your organization.

Key indicators you're wearing a leader's hat when empowering your team:

- ❖ You are giving the team enough space to represent themselves and take initiative.
- ❖ You are giving decision-making responsibility and ownership to them.
- ❖ You focus on enabling a person by seeding the potential for interest as well as developing required competency, building skills, confidence, and capability. Development of the team and growth is one of your primary focuses.
- ❖ You have a support-learn-apply triadic mindset in place to ensure the team's success.
- ❖ You gain a comfort level about the team's capability and in turn, empower them more.
- ❖ You establish a running dialogue with the team to establish a partnership with them — your focus on guidance takes the place of your need to control.

Empowerment always comes from a noble intent to make others grow, so focus more on the person to ensure that he/she becomes better. This in turn automatically leads him/her to better execute tasks.

Empowering your team is time-consuming and complicated work in the beginning, especially when you have to give problems back to subordinates to solve themselves. When you do this, you have to be sure that they have both the desire and the ability to find a solid solution. However, investing the initial time and resources to develop your team creates less work for you in the long run.

Doing this kind of work inevitably places someone else at the center of leadership activity. Making them feel responsible for meaningful tasks and making them believe that they are competent creates a healthier working relationship and fosters mutual trust.

You are giving others more authority and power to achieve objectives with the aim of developing team commitment, enthusiasm and expertise while simultaneously encouraging innovative initiatives that benefit the organization over time.

You, the one granting empowerment, begin to learn how this particular person thinks and approaches issues. Their ways of working may be very different from yours, but that matters less as you are more open to new ideas and new ways of working.

Empowerment is a motivational concept related to self-efficacy and self-actualization and it is intended to function as a motivational strategy. It's about improving self-management and sparking others from within to take action. In turn, it helps subordinates increase confidence, self-actualization and self-esteem. You build the other person first and then automatically he/she looks upon you as a leader. This ensures that more leaders are your leadership legacy – which is almost always a good thing for the organization.

Focusing on empowering employees means you are actually elevating more leaders – irrespective of the industry and the company size or culture. And when an organization reaches the right level of empowerment, it enables faster decision-making, increases ownership, swift problem-resolution and a more customer-oriented approach to your business.

Empowerment does necessarily require some level of delegation, but not all instances of delegation produce an empowered team. To drive empowerment, the manager/leader has to change how she/he leads – work on herself/himself, both at the team level and at the organizational level.

Friday Evening Talk

October and November 2021



“First Things First”

Baroda Management Association organized its evening talk on 1st October 2021 on the topic "**First Things First**" with **Dr. Kirit M. Makwana**. He spoke about Time Management, things that most matter in our life, how Time Management is important for

personal leadership and how to keep first things first.

You can watch this event in our Youtube Channel by clicking this link: [“First Things First”](#)



“Logistic Infrastructure Challenges & Issues”

Baroda Management Association organized its evening talk on 8th October 2021 on the topic “**Logistic Infrastructure Challenges & Issues**” with **Mr. Rajesh Anand Menon**.



You can watch this event in our Youtube Channel by clicking this link: [“Logistic Infrastructure Challenges & Issues”](#)



“Assets Monetization Clearing the Miasma and Misunderstanding”

Baroda Management Association organized its evening talk on 22nd October 2021 on the topic “**Assets Monetization Clearing the Miasma and Misunderstanding**” with **CA Manish Baxi**. He spoke about Asset Monetization Vs Disinvestment, Indian and

Global Scenario, Way forward to become superpower and NMP is a transparent process.

You can watch this event in our Youtube Channel by clicking this link: [“Assets Monetization Clearing the Miasma and Misunderstanding”](#)



“Energy Follows Attention”

Baroda Management Association organized its evening talk on the 12th November 2021 on the topic “**Energy Follows Attention**” with **Mr. Ajit Pandalai**. Everything we see is shaped by how we observe, what we pay attention to and how we respond to it. How you see your world determines your future, your possibilities and

We may look at the same thing and yet 'see' different things. How we observe does not reveal reality, it reveals out history of learning how to observe.

You can watch this event in our Youtube Channel by clicking this link: [“Energy Follows Attention”](#)



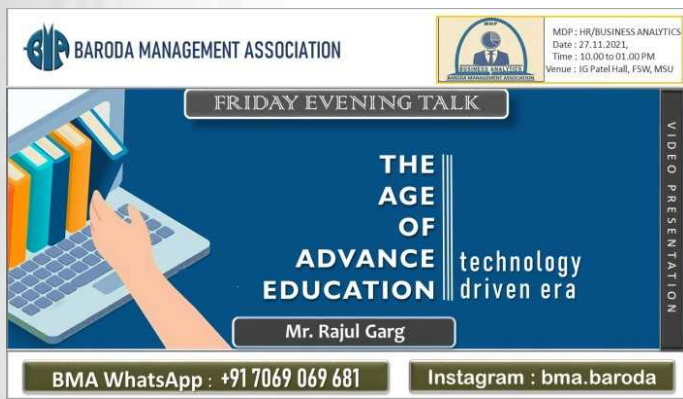


“Communication India Reaching the Last Mile”

Baroda Management Association organized its evening talk on 19th November 2021 on the topic "Communication India Reaching the Last Mile" with **Mr. Praveen Gupta**. He explained that it is a time to avoid discords, variance and enable open communication worldwide. what are the issues with countries and our responses?



You can watch this event in our Youtube Channel by clicking this link: ["Communication India Reaching the Last Mile"](#)



“THE AGE OF ADVANCE EDUCATION technology driven era”

Baroda Management Association organized its evening talk on 26th November, 2021 on the topic "THE AGE OF ADVANCE EDUCATION technology driven era" by **Mr. Rajul Garg**. He covered topics such as communication & collaboration; Course Management & Delivery as well as Core Schooling mentioned the role of technology in

education. Along with this, some adoption curves across segments like K-12, Test prep, UG, UG + / Skilling were explained.

You can watch this event in our Youtube Channel by clicking this link: [“THE AGE OF ADVANCE EDUCATION technology driven era”](#)

Special Evening Talk

November 2021



“Cancer Prevention and Healthy Lifestyle”

National Cancer Awareness Day is observed globally in the month of November. BMA conducted a special evening talk on 16th November, 2021 on the topic of "Cancer Prevention and Healthy Lifestyle" with **Ms. Saiyanika Deka**. She explained the risks of developing certain cancers which can be lowered down by making certain changes, following a

healthy diet and following an active life style. Ms. Deka talked about the importance of early diagnosis, common cancers in India, probability of getting cancer and how to reduce the probability, among other topics of interest.

You can watch this event in our Youtube Channel by clicking this link: [“Cancer Prevention and Healthy Lifestyle”](#)





Dy. CEO Introduction



Dear Readers,

Mr. Pushkar Tiwari - An enthusiastic media and advertising professional, adviser in marketing communications (Digital) with more than 15 years of professional experience in Print, Radio and digital. An aspiring entrepreneur, coach and leader. Follows the philosophy reflected in great lines written by unknown - " You Can't force an agenda, You have to inspire one as a Leader" also my key motivation inspired by the Dale Carnegie'e rule No. -09 which says "Talk in terms of the other person's interests, Make the other person feel important - and do it sincerely."

From the Desk of Editor

Dear Readers,

As another pandemic year comes to close, it is time to take stock of the year that went by and the impact of the global pandemic on our personal, professional, and social lives.

At Baroda Management Association, we always strive to bring the best of programs, round tables, Friday Evening Talks and webinars that are aligned to the times that we live in. From themes such as digital transformation, security, financial literacy to digital marketing, big data and analytics, leadership in the new normal, we have covered the entire gamut of topics that matter to the urban Indian professional.

It gives me immense joy to bring you the highlights of these events via our bulletin, each month. We have accomplished a lot this year, despite the challenging and volatile times we live in. Even as news of the new variant and the possibility of restrictions and lockdowns is looking large, we are gearing up with some exciting programmes and events for the new calendar year, albeit bearing all the caution. I look forward to hearing your feedback and suggestions on how to make our programs and bulletin more relevant to your needs.

Here's hoping for another informative and insightful year for all our patrons and stakeholders.



Ms. Jasmine Chokshi

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- Chairperson : Ms. Jasmine Chokshi (Editor)
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- Sr. Prog. Officer : Mr. Sumesh Kavungal (Graphic Design)
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