

Corporate Social Responsibility - Round Table Conference on Role of CSR During Covid and after Covid

Baroda Management Association organized a Round Table Conference on "CSR During COVID and After COVID" on 26th September, 2020. The Conference started with introduction to Baroda Management Association by Ms. Panchali. **Ms. Minaxi vaishnav, President of Baroda Management Association** gave the Welcome address. Minaxi Vaishnav, PRESIDENT, BMA welcomed the Key Note Speaker, All the panelists and invitees, industrialists and all participants to the ROUND TABLE CONFERENCE – CSR with theme "Role of CSR during COVID 19 and After COVID 19"

Her speech covered the importance of Corporate Social Responsibility (CSR) during this unprecedented times, the challenges faced and the opportunities of initiating CSR amid the economic activities of the industries. She also described about hybrid CSR approach taken by the industries. She touched upon on how industries did their part by manufacturing mask, sanitizer, making and donating ventilators, PPE kits etc. Ms. Minaxi showed her gratitude towards the frontline workers for their dedication and work during this pandemic. She ended her speech by encouraging all the participants to take full advantage of the event and to implement the important takeaways by interacting with the panelists for further insights.

Rationale of the RTC was given by **Mr. Vikas Vaze, Chairman of CSR Committee, BMA**, he started by giving a brief idea about the theme of the Conference as well as his involvement in CSR activities during this time.

Mr. Debdoot Mohanty, Head CSR of TATA Steel was the Keynote Speaker. Some highlights from his speech were,

- Almost 186 days we have been in this process of lockdown and unlock but there does not seem to be a quick respite or solution irrespective of country, religion, business. The economy all over the world is affected. Many firms have been pushed out of business.
- How are we going to survive through this Pandemic, presentation on CSR of TATA Group - more than 100 years ago the founder said that business cannot survive without philanthropy. It is not a family owned company, it is owned by a trust. TATA steel is 113 years old, largely operating in Jharkhand. CSR is imbedded in the company's operations.
- Long before the directive of 2% Profit sharing for CSR, the company started doing CSR activities for tribal communities and initiated different ways to help them. Every 5 years we relook our strategy because community aspirations are changing.
- Post COVID, the target was to reach out to a larger community and not just in one or two villages which ended in giving an outlet of consultant of resources to development in Jharkhand and Orissa. Sometimes we have provided 2-7% of the Profit, this year we will be doing a minimum of 2.5%. And our efforts are being appreciated by the community.
- TATA's work during COVID - 1000 bedded hospital, 10 point program during the Pandemic for providing food where people lost their jobs and had no



earnings. Even stitching of masks for creating awareness and to provide the financial support to the needy. Almost 48000 food kits were distributed and the company worked on programs which help in Self Sustain and creating of wealth for the community with or without COVID.

The speech was followed by panel discussions.

Panel Discussion 1

The topic for First Panel Discussion was "Role of CSR During the Pandemic. How multi agency coordination worked". The Moderator for this Panel Discussion was **Mr. Rajesh Umatt, Director of CSR Committee, BMA**. The speakers for the Panel were,

- o **Dr. Ranjan Aiyer, Incharge Superintendent SSG Hospital, Vadodara** and
- o **Mr Munjal Thakkar, MD Promenade Hospitality.**

Dr. Ranjan Aiyer

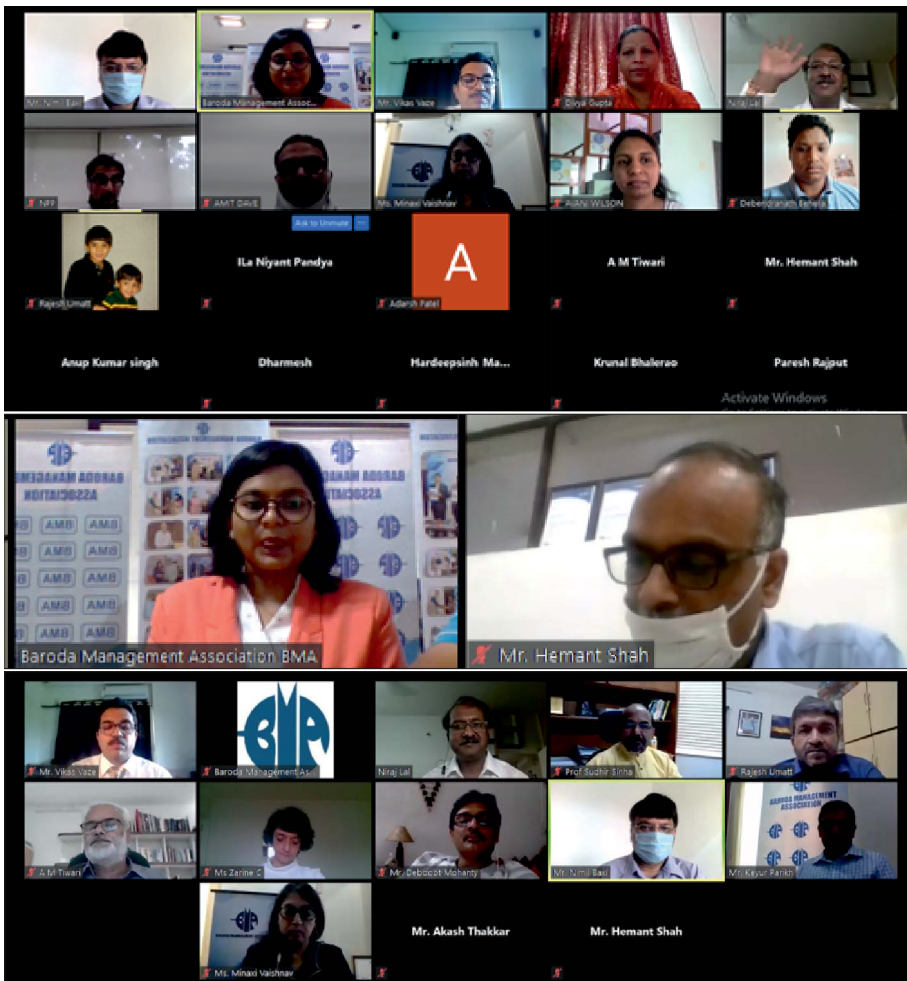
He talked about the challenges the hospital and everyone is facing. Hospital beds, Ventilators, Oxygen Supply, Investigation tests of different types, Protective Gears, Masks, PPE kits, Shields and logistic difficulties affecting supply chain. He emphasized the need for core team of doctors specializing in different things.

Munjal Thakkar

He discussed the impact of the Pandemic on the Hospitality Business, their initiatives for isolation facilities in their premises and their strategies for re-assuring safety to their customers. He also highlighted on different ways of coping up and getting back to business.

Panel Discussion 2

For the Second Panel Discussion the topic was "Role of CSR Post COVID..New Normal Challenges and strategies for Sustainability". The Moderator for this Panel Discussion was **Mr. Vikas Vaze, Chairman of CSR Committee, BMA**. The speakers for the



Panel were

- o Mr. Anand Mohan Tiwari (IAS Retd.), Additional Chief Secretary to Government of Gujarat,
- o Mr. Niraj Lal, Group Head CSR, ARVIND Ltd,
- o Shri Sudhir Sinha Professor IRMA & Founder CSR Inc and
- o Zarine Commissariat Head CSR, Shapoorji Pallonji & Co.

AM Tiwari

His speech comprised of Cloud funding talent pool of retired people and cost impact of projects. He discussed how Innovation is better than a tested Model. Research is needed in CSR & development of old age & special children.

Zarine Commissariat

She started her speech by highlighting that COVID relief and CSR activities are working differently.

She then gave a glimpse of activities done by their company which included:

- 5 million meals were provided in 4 months.
- Tribal Welfare, Eradicating Malnutrition, Water Access Training and Empowerment of women.
- Involvement of the communities.
- Creating awareness, migrant workers who were returning home were first treated with suspicion.

Ms. Zarine then discussed that the trend is giving as philanthropy and not as compulsion. CSR is a continuous activity and not for 1-2 yrs but 3-5 yrs, sustainability is the key. NGO & CSR needs to have flexibility, keeping in mind the requirement of community at any particular time.

CSR in project areas is actually part of our business responsibility. Creating

awareness of Do's & Don'ts of COVID protocol. Collaboration is a must and we need to embrace the technology. She gave example of how a program with children of Mumbai slums was organized. We need to rationalize and consolidate our focus and efforts plus be resilient.

Niraj Lal

He addressed the gathering and spoke at length, some of the points that he touched upon were, CSR alone is not responsible but equally to be borne by the civil society. The approach of the top management is the back bone of working with the communities. Change resistance, people are not willing to change the approach instead of going with the requirement we need Enhancement of skill, use of technology and reaching out to large number of people (training community leaders to use technology). Competency building is an important aspect. There are opportunities with the challenges to scale up.

Sudhir Sinha

He started by mentioning that effects and impact of corona is largely in two sectors of Health and Economy. Socio economic issue are major concern - Poor health facility, shrinking livelihood opportunities, although government is doing great efforts, but still there is a big gap. Reverse migration is also an issue which is very challenging.

As per him, we will definitely suffer for 2 years, and he feels that CSR has not come up to his expectation - not just donation but "Involvement" is needed. He felt for next 2- 3 years the focus should only be on CORONA related work.

Health and skill development in rural areas- even agriculture based activities. Relook at business policies and guidelines. Rearrange priorities - business models have to be more conscious and humane. Look for innovation and low cost high intake program.

Both the Panel Discussions had a fruitful Question-Answer Session. The Concluding Remark was done by **Mr. Nimil Baxi, Honorary Secretary, Baroda Management Association** and then all the guests, speakers and dignitaries joined for the National Anthem.

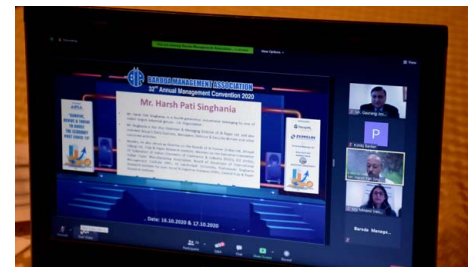


32nd Annual Management Convention Survive, Revive and Thrive post COVID19 to Boost Economy

As the impact of COVID-19 spreads across the globe, it has left everybody's life at a pause. During this time, Baroda Management Association planned a two days event named, **ANNUAL MANAGEMENT CONVENTION - "SURVIVE, REVIVE & THRIVE- POST COVID-19"** on 16th and 17th October. Baroda Management Association comprehended the need to guide people in this period to help them Survive and Thrive from this difficult time. The event was planned on the Virtual Platform ZOOM where it gathered The Dignitaries, The Committee members, The Members and the participants in a very large number. Everybody was energetic and enthusiastic for the event. The Speakers included Industry Leaders, Economic Analyst and Lifestyle Coaches who gave an insight to the participants about the current state of our Economy and the measures that should be and have been taken post COVID-19.

DAY - 1

With everything falling in its right place, RJ Kshitij, the anchor started with the **FIRST DAY**. The guest and participants were welcomed by the President of BMA Ms. **Minaxi Vaishnav**. In her speech she aptly explained the need for this very specific theme of the convention, that industries and business are reeling under uncertainties in the prevailing conditions, so Strategic view points from national and international leaders would add a greater value to forward path for businesses. Theme presentation by Chairperson of 32nd Annual Management Convention Mr. Gaurang Joshipura introduced the theme and emphasized on the fact that the theme for BMA AMC has always been based on concurrent situations. He added that the convention will focus on possibilities, opportunities and actions for growth in both domestic and international business post COVID19. world has experience in handling medical crises during pandemic and handling economic crises but there is no experience in handling both together and that too on a scale that we are facing now. After Mr. Joshipura's speech Ms. Minaxi Vaishnav welcomed, Mr. Harshpati Singhania, President of all India Management Association(AIMA) who was the chief guest for the event, The President of BMA requested Mr. Singhania to formally light the lamp which also took place virtually on the Digital Platform and the event was cheerfully inaugurated. Though the **lighting of lamp**



happened remotely but this is going to be **"THE NEW NORMAL"**.

Mr. Harsh Pati Singhania,

President, All India Management Association

He initially started with congratulating the Office Bearers and members of BMA to hold the convention virtually, despite the COVID-19 situation. He also added that AIMA appreciates such efforts and would ask all the Local Management Association to use such technology and to become resilient like BMA. He proudly said that BMA is one of the most accomplished LMA and has won AIMA Best LMA Award category for 18 times in a row including last year. He appropriately said that BMA has focused the convention on exploring ways to Survive, Revive and Thrive - Post COVID19. He gave a proper knowledge of September parameters which were -



- ❖ Purchasing Manager Index showed a sharp jump.
- ❖ GST Collection improved in September after shrinking consecutively for last 6 months.
- ❖ Exports raised and Imports remained weak.

He also mentioned in his speech that India's economy is expected to start showing a growth again only by 4th Quarter of the Fiscal Year. The 1st Quarter of the next Fiscal is going to be the most light scenario. With the onset of the Autumn, the 2nd wave of virus and subsequent lockdown restrictions cannot be ruled out and this wave will make the recovery even more difficult.

He also said that, India need free flow of Foreign Investment and also Global Market because its Finances are stretched. India has to export more to



grow fast and for that it has to Import more for which prioritizing of Import/Export is necessary for finished and semi-finished products and suitable trade agreements are required for avoiding backlash.

Speed and totality of adaption by industry to WFH/Virtual mode of Learning is surprising. Though pandemic has challenged everything we did and believed in, there are opportunities also to overcome the challenges that we have and foresee. The changes that COVID has bought with the New Normal is not a fable future but the immediate reality. According to him, the new competition is not from the traditional rivals and cut-price, but from the techno fast innovators are re-writing rules of every Industry. He gave a report of TCS survey, which aptly said that the organizations who adopted digital platforms are better placed to face the current challenge and are expected to rebound faster.

In his concluding words, he said that Survive Revive and Thrive - Post COVID19 is a journey not a set of events, we are not suppose to reach back where we were but to reach to a New Destination where we can be more in sync with the reality and till that time we have to manage our finances creatively in order to survive.

Mr. Sam Pitroda

International Telecom Innovator and Entrepreneur-USA

He spoke about the topic "The Role of Hyper Connectivity in shaping the future of India". He operated from Chicago virtually for the event. He started with his memories of Baroda about 57 years ago. He started with the discussion of COVID mentioning that he didn't step out of his house from past 7 months as the situation cannot be taken lightly. He also said that COVID has messed up situations for India as well as USA. He also mentioned that only Paranoids will Survive.

Hyper Connectivity has played a vital role in India during the Pandemic in shaping the future. Connectivity has enabled to educate, spread information, expertise research and have benefited a great deal. First time in the human history, we are all connected and everything is available at the palm of hands. Basically, 3 things are linked with Hyper Connectivity, which are

❖ Democratization:

It basically means giving accessibility/empowering an Individual to take charge of everything. Through this the rise of strong leaders will also be possible.

❖ Decentralization:

It basically means that power will get down to district level in India, i.e each one managing their destiny in their own way aligned to local.

❖ Demonetization:

It means that once when this will be acquired, education will become free, telemedicine will reduce its cost of health. He gave an example of BANKS, as earlier the basic thought behind this was big buildings and offices, then shifted to teller then to ATM's and now to mobile and with this facility everything is available at the palm of one's hand.

He also mentioned that Small will be beautiful, it's like going back to Gandhi's idea of economy. Concentration on smaller industries and local talent will only benefit. The scale of growth would be through network and not from Large Factories as **NEW WORLD** will be based on chain of **SMALL**

The whole new design is **OUR PLANET** because we the human beings need it, the

planet does not need us. Through this only the Sustainability will be achieved. Hyper Connectivity does not support the idea of "Nationality" based on religion/creed. We have to break boundaries, remain as one and through this one can become mobile. The Productivity in the current scenario can be increased only through WFH.

In his concluding remarks he mentioned that Hyper Connectivity do not distinguish people on any aspect but says that we are all a part of an ecosystem and have to think of development strategies being one. India has to start thinking in terms of Hyper Connectivity. Globalization will remain but local markets should be given more importance. We need to think what are local challenges and develop our own solutions.

Ms. BK Shivani

Practitioner of Rajyog Meditation, Brahma Kumaris

She enlightened the participants by talking about "Leading Better Ways of Life - Lessons from the Pandemic". She started her session



by giving an idea of better way to live a life. She explained that a little better is not enough now as we need to create a great shift in our living. She said that "Work was a part of Life but now has become our Life". She shifted to Hindi saying, "Time nai hai mere paas". Based on the above quote, she said that BUSY is the energy depilatory, it is an attitude which need to be changed and should be removed from one's vocabulary / dictionary. She also focussed on an aspect that anybody or everybody who is going back home in the evening after the work is somebody's parent, spouse



or children. So the calmness at mind is utmost necessary otherwise same vibe will be passed on to the house members also.

She gave few ways to become mentally and emotionally stable, which are:

- No Gossips (Not to say, Not to listen)
- Try to get the Feedback from others
- Not to criticize others
- Don't look at phone for 1st hour of day as that is the most precious time as a person can absorb highest at this time. This time should be instead used for Yoga, Meditation, to see a spiritual video or hearing a spiritual audio or read a book.
- The last hour at work should be spent in affirmation
- One should not have distracted eating, i.e eating with phone/tv by side.
- Have high Vibrational words playing through-out the day in kitchen like, prathna, bhajan.

In her concluding words she mentioned, if one takes care of mental and emotional health, the physical health will definitely be taken care of and we will be Our Best Version when we go to office. COVID will be a closed chapter very soon and we will go back to before but let's not go back to same within and be a better and improved version of ourselves.

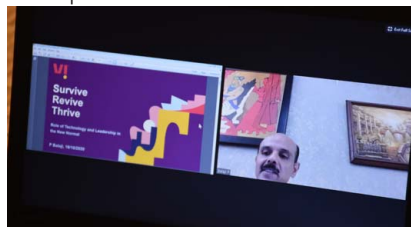
Mr. P Balaji

Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd.

He delivered a session on "Role of Technology and Leadership in the New Normal". He started his speech with recalling a 3 year back memory where he came to similar convention in person. He started with the first pillar of the topic which is SURVIVAL. The Pandemic has accelerated the Digital Revolution. The economy was anyway moving to Digitalization but the Pandemic has accelerated the pace of the same. He also mentioned that the Consumer Behavior has changed from traditional to Digital Native. Earlier there was a proper distinction between HOME and OFFICE but after the entry of COVID the distinction is blurred and gone to ZERO. The Office Centric has Shifted to Home Centric. Leadership is even more critical. Having a Astute and Wise Leadership is equally important as the Technology is important.

He then started with the second pillar of the topic which is REVIVE. The New Normal is the Different Normal. The New Normal can be used to Motivate the people in and around. The Role of a Leader is very crucial and important especially now. The Leaders should communicate properly to the people as people are looking upon to leaders to get comfortable and to work in a safe and secured climate. The Space to share and reflect should be sufficiently taken from both ends and should come up with the ideas about how to do it in a more systematic way. Innovation is most required at present but one should be so specific as with the innovation comes the failure. One should not have longer plans for a specific predicted future as what will turn up in the near course is uncertain. Such near futures provide both Opportunity and Challenges. He also mentioned in his speech that when one liquify the Solid, one can form it in different ways. Similarly the legacy organizations have liquified and one need to cast hem in a new way. The New Business Model will be based on Technology only.

He then moved to the last pillar of the topic which is THRIVE. He clearly

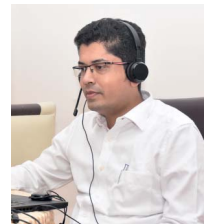


mentioned that Technology will bridge the gap between HAVES and HAVES NOT. Existing jobs will be redundant, re-skilling should be done and henceforth only one can become ready for the future uncertainties.

In his concluding remarks, he mentioned that it should not be like IF ONE CAN DO but one MUST DO. Diversity is utmost needed and there will be high possibility for potential remote workforce. COVID has definitely bought about a change in the job type.

Management Quiz

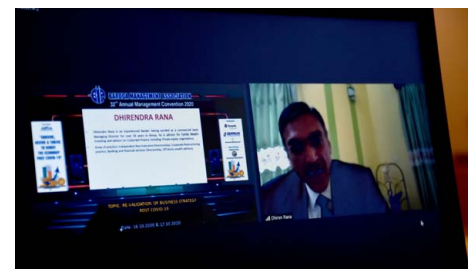
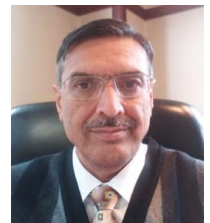
There was also a Management Quiz conducted by Mr. Kushagra Manavat and the winners for the same were declared during the event.



Mr. Dharendra Rana

Managing Director
Bizvisory (EA) Ltd., Nairobi

He delivered a session on "Re-Validation of Business Strategy Post COVID19". He started his speech with "Disruptions".



First he explained the perspective of the same saying that Disruption has bought a change in our Supply Chain, Operations, Manpower, Sales-Demand, Business Hardships etc. It has also Impacted the Short or Long Run, B2B-B2C Behavior, Sales, Company Finances, Remote Working etc.

He mainly focussed on 4 things:

❖ Revenue

One's focus should be on Revenue keenly, should track back revenues to customer relationships, cement



the relationships ensuring that the price is right and to stay very close to the market developments

❖ **Processes**

One should remodel their Processes to focus more on customer buying experience for big revenue products and to align customer buying experience.

❖ **Organization**

The organizations should be agile, adaptable, should be more focused and should be persistent in leadership team.

❖ **Digital**

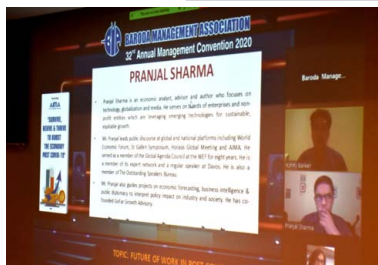
With COVID, the Digitalization has increased and one should use this technology with utmost caution so that everything is clear and positive as the things will take place virtually.

In his concluding remarks, he discussed a term called "EBITDA" (Earning Before Interest, Tax, Depreciation and Amortization) which is a cash earning before paying interest and tax. He also added that Value of a Company is a multiple of "EBITDA", which means if one buys a company fully with one's own money repaying all loans so that interest cost is zero then the Cash Profit is "EBITDA".

Mr. Pranjal Sharma

Economic Analyst, Advisor and Author

He delivered a speech on the topic "Future of Work in Post COVID World". He presented few glimpse from his book "India Automated" which talks about how Automation is rising and was published early in this year. He mentioned that Nobody at present can ignore Automation. He also discussed about the 4th Industrial Revolution. Automation is the core of lot of technology being used not only for robots but also process in what we do which accelerates the process and transparency in work. It also ensures that there is efficiency in the task that we are doing. He categorized the task of Automation in 4 parts:



❖ **Dirty**

He explained by giving an example of River Cleaning. Initially human beings used to do it but now we have a machine to clean such things.

❖ **Dangerous**

He explained this by giving an example of Scavenging. The danger involved in such things are above a level and we can't put the human beings lives at risk and hence we have bought machines to work for it. He also mentioned that several Municipal Corporations are using robots and heavy machinery for such work.

❖ **Dull**

He explained this by giving an example of Tax Filing. He explained that in the early times, an Individual had to stand in long queues, had to fill up several forms, had to employee agents to do the necessary paper work but with the Automation, the technology has come in use and an Individual can fill up the online forms without any problems.

❖ **Difficult**

He explained this by giving an example of manufacturing, jobs involving risk to human body and if in this part AUTOMATION is used then the risk would comparatively reduce. He also gave an example of Vehicle Records, Face

Scanning etc.

He also explained few terms such as "Cloud Computing" which means A machine can operate from anywhere with the help of Internet services and one does not have to carry heavy machines to different places. E.g.- Enterprise related data related to employees and management details saved in a remote location and can be updated anywhere and everywhere. In his concluding remarks he said that future of work depends on whether one has an ability to work from Digital and Physical Platforms. Digital Work is mainly about remaining relevant to all the changes around us.

Mr. Christopher Anand Daniel

Advocate & Partner, Advocatus Law Firm - Singapore



His session focussed on "Challenges and Opportunities in Performance of Contractual Obligations in



Current Situations". He operated from Singapore virtually for the event. He started by discussing the "Doctrine of Law". He also explained the difference between "Frustration" and "Force Majeure". He also mentioned that doctrine arises from the principles of justice and fairness. He also said Parties should not be forced to perform contractual obligations for a contract radically different to one they contemplated and executed through no fault of their own. It is insufficient for the frustrating event to be unforeseen. The event should also materially change the nature of the contract the parties originally signed. He also explained the Applicability of frustration to different types of Contracts. He also mentioned three types of Contracts:

- Sale of Goods



- Provision of Service
- Conveyance Contract / Tenancy Agreements

He also explained the term "Provision of Services". Explaining the above term he said, Frustration will depend on what type of service is being rendered in the contract. In light of COVID19, many work places are operating on a work from home basis. If the service can be provided regardless of the location of the service provider, the service contract will not be deemed frustrated.

Ms. Rekha Sethi
Director General of AIMA

She spoke at length about, "Agile Leadership: Surviving Crisis and Transforming to Thrive". She started her discussion with "Agile is Key". She also explained that world was already changing but was changing at a slower pace. She also said that Agility must be a top priority in the coming years because COVID would not be a last destructive event to throw world at crisis. There had been epidemics in past and it gave a sign of something big coming. Technology is the key enable of Agile Leadership. Leaders have to be Agile, i.e. The set rules and regulations should not be only used because the approach does not work anymore and AIMA has done the same. An Individual can go back to the normal scenario before COVID but with a different mind stage. The level of Digitalization which in the normal course may have taken 5 years, took place in span of 5 months due to COVID. It literally became a situation of SWIM or SINK for many. Each organization is different and need different kinds of adjustments but the need for quick step has become necessary. Agility is related in a way to adopt a more dynamic approach. In her closing remarks she said that COVID has been a Curse but also a Blessing in some ways. It opened up the eyes of everybody to the importance of Agility.



DAY -2

The event for the 2nd day opened with Opening Remarks by **Ms. Minaxi Vaishnav**, President of Baroda Management Association, summarizing the view points from all the speakers of the first day 16th October, 2020. The session was again anchored by Mr. Kshitij. He formally addressed the gathering and we started with our session.

Mr. Lee R Lambert, CEO, Lambert Consulting Group, USA taught the audience about, "Organizational Strategy And Project Delivery". He started his discussion of the topic by specifying that with the help of IT, a new world has got birth. The Traditional perspective of working is been lost many years back and has been replaced with Agile Management. The Upper Management has to understand that there will be number of projects lined up in an organization and the available resources will mostly be the same for all projects and hence Prioritizing is needed for better planning of projects, distribution of resources to various projects etc. The speaker emphasized on the point that Everybody who is involved in a project has to be a **STAKEHOLDER**. Once when the database is available, the ability to integrate data decision cannot be a problem.



He also specified that TOOLS don't run any program/project but the skills of the Project Manager runs. If the Project Manager (PM) calculates the amount of risk associated with each project, the chances of failing reduces. The PM has to quantify the impact of each project by doing the cause and time analysis because the PM is solely responsible. The speaker touched down on Why Projects get delayed? According to him it gets delayed because the planning is not done on the realistic basis, i.e., Once when the Chief Information Officer sets the date, time, revenue etc and the PM blindly follows, it is bound to get delayed.

In his closing remarks, he mentioned that not the whole project should change but few elements of the projects should change according to the situation.

Pujya Gyanvatsaldas Swami
BAPS Swaminarayan Sanstha

He illuminated the audience by speaking about "Stay Motivated and Overcome Adversities". He started by saying, To



keep us afloat, we need to keep ourselves motivated. An Individual's Thought Process, Attitude and Behavioural Pattern are linked with each other. He specified that if we focus on learning, we are bound to get better and grow within ourselves. We have our own privilege's and responsibility to remain happy.

Secondly he focused on saying that An Individual should make an introspection. Through Introspection, we can adjust to current situation and can think of what positive changes should be bought to have a better fit in the whole ecosystem. He said that one



should create a positive habit which shall remain with them forever. Change is inevitable and necessary in the mankind. Thirdly, he focused on saying that there are many opportunities available in and around us. He also said that "Don't get bogged down with circumstances - Challenge the circumstances, Think of yourself as You are well placed." He also specified that Human minds are capable of Creation so if an individual decides to do, they can definitely do it.

In his closing remarks he asked to Chant the holy name of god in high speed and high spirit, to care and share for everyone and to take advantage of positive soul.

Mr. Lalit Sharma
COO, Kei Industries Limited

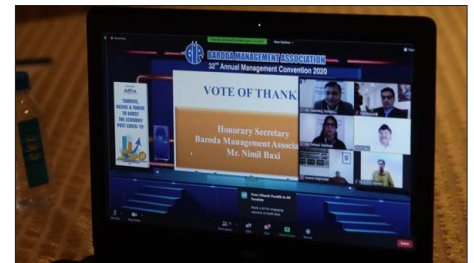
He spoke about, "Devising Strategies for protecting Global Supply Chain and overall Operations in Crisis." The gist from his speech were following:

- The Supply Chain issues.
- Normal Supply has totally shifted to Digital Platforms
- The possibilities of transforming from Manual to Automation
- The Chances of getting same quality and productivity with Social Distancing.
- Localize and Globalize
- Workers are base building blocks of the economy
- Workers and Production needs more focus
- Awareness is the key to regain
- Reinvent new Business Models
- Pause to PLAY - come out of home, with all precautions
- Challenges of Credit and Demand
- Introduction to new waves
- Leap of Faith, and
- Fresh strategies are required



concept of "Playing to Win."

After the completion of Speaker's speeches Mr. Gaurang Joshipura, Chairman, Annual Management Convention, Baroda Management Association gave the summary for the



two day's event and made the closing note.

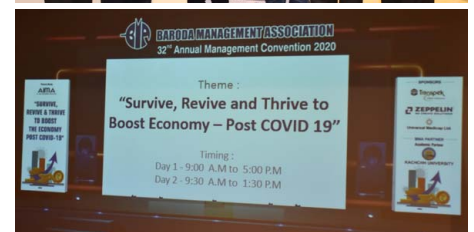
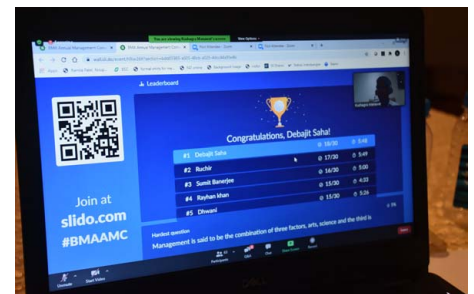
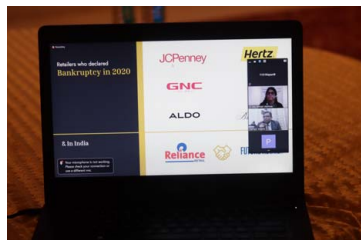
Lastly Mr. Nimil Baxi, Secretary of Baroda Management Association, wrapped up the event by giving Vote of Thanks.

The event was held virtually but the energy we received from the audience and their involvement was very commendable.

Mr. Sameer Anjaria
President & COO, Lifestyle International Pvt Ltd

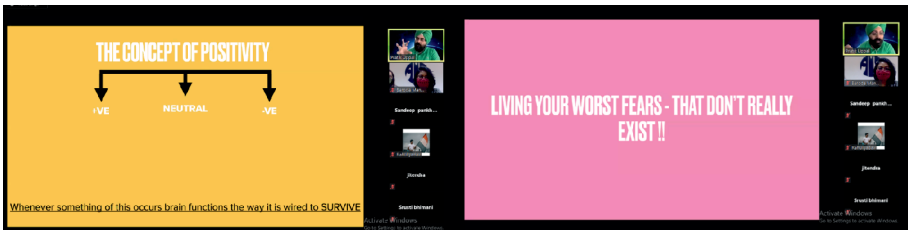
He shared the insights and deliberated on "COVID & Beyond." He started by saying that Retail is a trillion USD Market. It comprises of 10% of total GDP and 8% of total employment. The organized part of the sector is 12% and online is 5%. COVID has impacted this particular sector in a great way. It has had big losses and are still on the path of recovery. There are different sectors which have not recovered yet. He believed that the consumer behavior has changed in a way which will remain at least for a generation.

There has been a fundamental shift and the gainers will be the Online Entertainment, Online Education, Laptops, Casual Wear, Cleaning Robots, Virtual Weddings and Broadband. He also specified that due to COVID we have explored multiple arenas and it has made possible for an individual to sit at a Tier 2 city and work for Tier 1 or Tier 3 city. With this change, the individual's commitments and responsibilities are also handled without any disturbances. He ended the session by discussing the





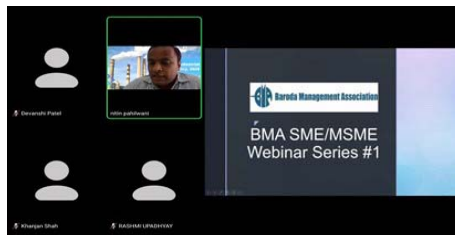
**e-MDP (Management Development Program)
Rising through the Tough time
By Mr. Prateek Uppal**



Baroda Management Association organized an e-MDP event on 8th September, 2020 (Thursday) from 3.30 P.M. to 5.00 P.M. The session began with the "Concept Of Positivity", then the speaker explained the term "Snow-Balling" in Psychological perspective. He ended the session by giving an example of 3 triplets who were separated after the birth and emphasized on the impact of "Environment" on a person's mental health.

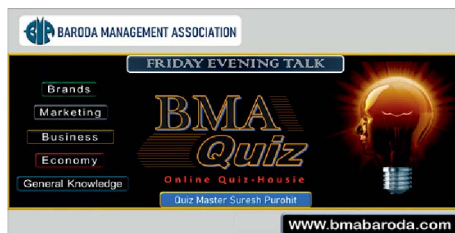
**SME/MSME Series #1
Gujarat Industrial Policy: Atmanirbhar for MSME's
By Mr. Nitin Pahilwani on 16th September, 2020.**

Baroda Management Association introduced a new series termed as, "BMA SME/MSME Series". The first session of the series was to impart full knowledge about the new GUJARAT INDUSTRIAL POLICY. The session gave knowledgeable insights into the New Policy, the New Definition regarding the policy and the new Government Financial Plans for the sector. He also emphasized on the Subsidies, Incentives and the Support the Policy covered. Mr. Kartik Mehta SME/MSME committee Member, closed the webinar with concluding remarks.



**Friday Evening Talk
Online Quiz + Housie**

Baroda Management Association organized "Online Quiz + Housie" on 28 August 2020 by Quiz Master Suresh Purohit. Online BMA Quiz has a root of conceptualization and has a great connection with BMA. It's a new format of quiz having a twist of housie. It was launched in Apr-2020. BMA Quiz includes questions from varied themes such as Brand, Marketing, Business and Economy and General Knowledge.



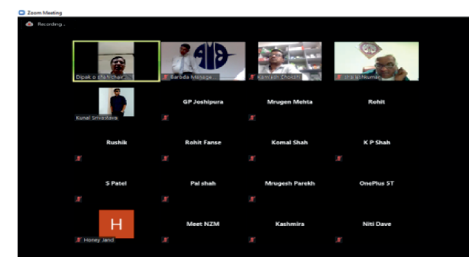
The Art of Interview

Baroda Management Association organized Friday Evening Talk on "The Art of Interview" by Mr. Sarveshkumar Rastogi on 4th September 2020. Mr. Sarveshkumar Rastogi talked about how to ace a Job interview, it is a skill everyone can master and also taught about interview skill areas like Information Gathering, Grooming, Introduction and Question Answers.

My Attitude, My Choice



Baroda Management Association Organized Friday Evening Talk on "My Attitude, My Choice" by Mr. Samar Vijay Jand on 11th September, 2020. Mr. Samar Vijay Jand talked about four steps to getting a positive attitude. how to understand and implement the same in our daily lives. Overall it was power packed and interesting session.





Friday Evening Talk Emerging Technologies: Its Social Impact

Baroda Management Association organized Friday Evening Talk on "Emerging technologies: Its Social Impact" by Dr. Vijay Shah on 18th September, 2020. Speaker talked about Technology and its Social impact that are inseparable aspects of Modern day to day life. However, rapid technological Change and its Obsolescence is the prominent challenge faced by society in developing countries like India. Technology evolution creates a big divide among communities involving different generations.



Friday Evening Talk Shri Ram as Leader

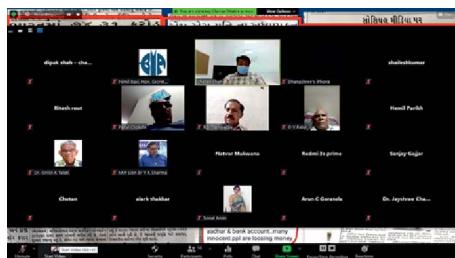
Baroda Management Association organized a Friday Evening Talk on "Shri Ram as Leader" on 25th September, 2020 and the speaker was Dr. Omprakash Gupta. In his talk, he said Ramayana is not an ancient story only. It is applicable even today. It teaches a lot of fundamental principles to be used in modern management. The Take Away from the topic were:

- How to motivate the people to fight for a cause
- Give specific rolls and instructions to the unskilled fighters during war.
- Show way to the team and direct them in tough times.



Friday Evening Talk "Be Aware and Avoid...Cyber Fraud

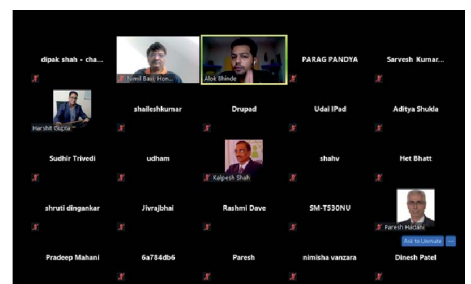
Baroda Management Association organized a Friday Evening Talk on "Be aware & Avoid.....Cyber Fraud" on 9th October, 2020 and the speaker was Mr.Chetan Shah. In this talk the speaker discussed that now a day's Online banking - Online transactions - Digital payment - Plastic Money - Online purchase - Transactions through Smartphone has become mandatory and part of everyone's life. Thus this has also become heaven for the Hackers to do Cyber Fraud which is a major risk for all Indian citizens (Kids to Senior citizens) . Hence it's required to increase the awareness towards such frauds and take necessary precautions to avoid this. This session showcased various tips and tricks to protect all our online transactions.



Friday Evening Talk "Navratri Management in Digital Era..."

(Triveni Mahasangam) -
Culture + Technology +
Management,

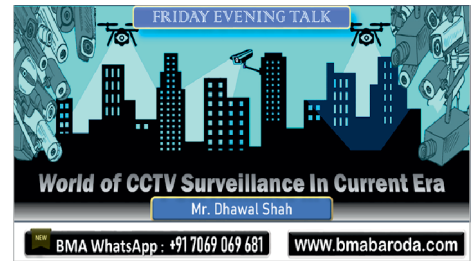
Baroda Management Association organised a Friday Evening Talk on "Navratri Management in digital era..." (Triveni Mahasangam) - Culture + Technology + Management, Navratri Management in Digital era..." on 16th October, 2020 and the speaker was Mr. Nachiket Shah. In this talk, he discussed how Navratri was celebrated in small Sheri and local area in past and then it was taken over by the large ground in a very big scale and now it has come back to Sheri and in small scale. He also focused on Why navratri? What is social importance of it and how the value of tradition is getting changed over a period of time. Lastly he concluded by giving a picture of how The Augmented reality, Virtual reality and mix reality with latest electronics devices, will bring the change in the celebration of Navratri festival.





Friday Evening Talk World of CCTV Surveillance in Current Era

Baroda Management Association organized a Friday Evening Talk on "World of CCTV Surveillance in Current Era" on 30th October, 2020 and the Speaker was Mr. Dhawal Shah. The use of CCTV cameras in smart city projects and security systems everywhere. We need to understand the types of cameras, their specification, their working, and the care that we need to take in selecting the camera. Speaker will show the various types of cameras and their easy installation procedure.



Benefits of Sponsoring Our Virtual Events



Baroda Management Association

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BMA EVENTS

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BMA PARTNERS

**View of online virtual partnership
Companies can support BMA as our partners to various events - Virtually**

Forthcoming Events

Sr.	Month / Tentative Date	Name of the Program	Type of Events
1	26.11.2020	Dr. Srikantiah Memorial Lecture	Special Lecture
2	12.12.2020	Industry Specific RTC	Round Table Conference
3	December-2020	Leadership Series	Webinar
4	December-2020	Digital Offerings - RTC	Round Table Conference
5	February-2021	Co-Operative Seminar	Seminar
6	January-2021	Igniting Mind Young India	Youth Programs
7	23.01.2021	International Women Conference	International Conference
8	February -2021	Annual Awards for Outstanding Young Manager	Young Managers Competition
9	March-2021	CXO	Chief Executive Program
10	March-2021	Other Round Table Conferences	Round Table Conferences

Editorial

Dear Friends,

People feel frustrated due to not being able to go out due to the lockdown and other social restrictions due to Corona Virus. There are of course sad cases of many having died due to COVID and others going into depression either due to being sick themselves and having to stay in Isolation, having lost a loved one or having lost their jobs, suffering financial losses and mother's struggling to help kids with online classes as well as working from home.... Whatever it is, people all over the world are going through a difficult time and 2020 has generally been a bad year.

Despite the year being low and slow, the new team at BMA has managed to vigorously kick about and generate a lot of energy, enthusiasm and activities, which you will see in this issue of Samanvaya. These days we are also beginning to get used to the New Normal - using the Digital Platform for all our activities be it FET's, RTC's or the Flagship Programs like the AMC. All these have been well organized under the Able-Leadership resulting in Galaxy of renowned speakers and good participation from Members and Non-Members in every event. Enjoy reading the gist of all.

Best Wishes,



Malti Gaekwad

happy
Diwali



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