

SAMANVAYA

The Bulletin of BMA



Baroda Management Association



Best LMA Award

2017 - 2018

Winner
Category III

Baroda Management Association

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Winning has become a Habit to BMA!!!

BMA is the proud winner of the AIMA's "Best Local Management Association Award" for the year 2017-18. Also this is 17th AIMA LMA award so far received by BMA.



Experience the new us



RTC on Sustainability Need or Force

Organised by BMA on
14th September 2018 at the Gateway Hotel

The program started with a welcome address by the president **Shri Rajiv Thakkar**. Next the theme and context was shared by **Shri Vikas Vaze** the chairman for this RTC. Starting with a very strong sentence he said "management of natural resources today will be paramount to how our future shapes" while giving some more insights he added that no CSR activity is complete if it is not sustainable a combination of native wisdom and scientific development are needed to see us towards a sustainable life.

Then **Shri Bimal Bhatt** introduced the chief guest Shri Maheshwar Sahu who has a long and successful career with over 35 years of experience working with UNO also. Recently retired as the secretary of CSR initiative authority of government of Gujarat (GSCRA) he is on the board of directors of many companies and has also been the chairman of GIFT.

Shri Maheshwar Sahu started by saying that this subject has been extensively debated in the last couple of years and the debate will continue but the parameters will keep changing. He said on the onset we must understand that there are two types of companies the first are for making profit and the other type of companies are not-for-profit. We must not mix up the two. However, while making profits they should have a mindset to help society from their profits so it is a NEED and not a FORCE.



Then Shri Shah Sahu shared some figures saying that after the Company Act was amended 7300 companies reported CSR activities to about 8400 crore rupees in the last 3 years, however in the year 2016-17, 9000 companies reported up to 12000 crores rupees. Gujarat figures at number 4 in the all India listing, it may look like a big amount even then this is a miniscule compared to the whole budget.

He said innovation is needed at the time of project implementation, the impact should be visualised and calculated - What will be the impact of a certain project. The fact is that CSR projects make a real difference to our communities if done thoughtfully. For need based things this assessment has to be done by industries and NGOs because some amount of creative thinking is required. Government bodies cannot think that way is a fact.

He then gave an example of drought in Kutch. The locals came up with an idea of transporting livestock to greener pastures. The government didn't think it was a feasible option. However over 40 days, 200 trucks carrying approximately 200 cattle head were shifted to Valsad - and no government money was involved. People came forward to help and didn't even want any credit or to be named.

Shri Sahu said CSR is not at all new, contrary to what people may think he said right minded people have always thought about and worked for the upliftment of surrounding communities. Giving the example of the Shroffs Foundation Trust, he said, Srimati Shrutiben Shroff had approached him in 1988 with some projects when he was Collector of Baroda.

Giving another outstanding example Shri Sahu said about how things have changed for the better in that last couple of years. In the year 2000 and around those years when government teams were sent to USA for deliberations on various developmental schemes they had to struggle to get appointments: but within a decade things changed. When we went abroad with IT related projects, before going only we started getting calls for people wanting to meet our teams and partner on projects and that is a great thing he said. Our country has made a difference and the situation has reversed the IT industry has changed the whole scenario - that's a sustainable contribution to the social upliftment of our people.

Before closing he said Industries should work towards capacity building and look for the gaps in the government schemes and fill those with their own CSR activities.

Shri Pradeep Pofli introduced the guest of honour Shri S N Dave who has almost 40 years of experience of working





with the United Nations Children's Fund On Sanitation and Hygiene. He has been awarded by UN UNICEF for best project implementation.

Shri S N Dave began by saying that after being in Gujarat for last two and a half years, this was his first public speech at Baroda thanks to Baroda Management Association. He said his job has always been to try to reach the unreached. One always has to be alert as you never know who will need your help when. Giving the example of recent floods in Kerala he said the Human Development Index of Kerala is at par with the best, but see the condition now! Components of NEED are more. Drinking water and safe water are basic needs. Those who have should think of the have nots. It's as simple.



Unplanned construction, Rapid and Haphazard Development and other such factors have contributed to various disastrous side effects especially Waste Water Management and Safe Fresh drinking water. Groundwater dependency has reduced due to waste water recycling and efficient management to some extent, but lots more needs to be done. We do have some good models of self sustained management practices. Others should learn from them. In most cases people feel they have an obligation towards society and come forward. But in some things FORCE is needed like for traffic rules. "However I feel, force in CSR is probably a blessing for the underprivileged section." Sanitation is certainly a high priority with the Central and State governments currently.

Shri Dave shared a lot of facts and figures and highlighted the following steps that need to be taken by all of us:

- * Rainwater Conservation including Rainwater Harvesting
- * Effective use of surface Runoff; Increase Permeability Absorption and increase Biomass
- * Improve Ground Water Storage as well as Natural and Artificial Recharge
- * Soil and Moisture Conservation for Raising Land Productivity
- * Reduce Demand and use water efficiently
- * Choose Suitable Crop variety and better Agricultural practices
- * Ensuring Efficiency of Systems
- * Zero Water Footprint in Industries

A vibrant question and answer followed before a tea break and some discussions continued outside the hall over a cup of tea as well.

Following are snippets from the Speakers:

Shri R.K. Sama (Ex project Director- WASMO): Shri R.K. Sama shared information on reducing the demand, water use efficiency and water productivity. He shared the macro and micro level initiatives for water management. The two major issues addressed by him were "The management of groundwater" and "Monitoring leading to sustainability of groundwater".



He also shared the essentials for water management at community level.

Shri B. R. Malik: (GM, Civil, and TPM- IOC) Shri B.R. Malik explained us the actual meaning of sustainability and its importance. He shared with us the 3 pillars of Sustainability such as Economic development, Social development and Environmental protection. He also shared the primary goals of sustainability should be the end of poverty and hunger, better standards of education and healthcare - particularly as it pertains to water quality and better sanitation, sustainability to include health of the land, air and sea, etc.



Shri Nayan Shah (Growth initiative leader, SUEZ Water technologies and solutions): Shri Nayan Shah shared about the technology positioning. He shared how SUEZ expand the range of renewable energy (solar/ wind) by increasing the production of energy from waste and bio-waste, including incineration, or the production of recovered solid fuels that can be used as new types of fuels. He discussed about ultra high pressure membranes for high recovery and suez water reuse technologies.



Dr. Gaurang Ranapurwala (Head CSR, Shroff Foundation Trust): Dr. Gaurang shared about the Shroff Foundation Trust; The operative strategy of the Trust is "Sahaviryam Karva Vahey", a Sanskrit phrase broadly translated as 'the joy of togetherness... together we will achieve the best, together we will grow and together we will prosper'. The strong belief that the liberation of the vulnerable is closely linked to the liberation of the 'liberator' is at the heart of this philosophy. The commitment of the community to the long-term vision has ensured program sustenance and resulted in remarkable and exemplary success in Vadodara, tribal Chhota Udaipur district and Banni region of Kachchh district.



Shri Ranadhir Chakraborty (DY. GM- ONGC) Shri Ranadhir said pictures waste management concept through ONGC's perspective. He explained how ONGC has





taken various steps to do their bit in the field of waste management. For ONGC environmental clearances and regulatory compliance is a statutory requirement for the initiation of any new project or modification in the existing project.

Shri Gopaldas Shah (Member, Engineering Sewa Trust): Shri Gopaldas shared his experience about how they implemented a pilot project regarding solid waste as well as water waste management in the Vadodara APMC. He further added how successful the project was and how they implemented it on a bigger scale. He had a view that companies of each and every level can implement different kinds of waste management systems which suits their budget. He explained how the waste management area is misunderstood as an expensive and labor intensive aspect.



The valedictory session had **Swami Gyanvatsalji** as the speaker. He is a known motivational speaker and with a degree in mechanical engineering along with umpteen years of experience he was able to give some wonderful insights to how the 1300 BAPS temples worldwide have an inbuilt system on solid waste and wastewater management, as well as the steps taken for reducing the use of water and saving every drop of the precious liquid. He said that Pramukh Swami Maharaj the founder of the Swaminarayan Sampraday and his Guru and mentor Shastriji had taken and taught certain things long long before people became aware of conservation of the environment. Shastriji had planted Neem saplings along the compound of the temple premises and used to bathe near a different one everyday so that water had a double use and the plants would get sufficient water as well.



It surprised everyone in the audience when Swamiji said that a class 5 pass boy from a small village near Baroda -

CHANSAD went on to create a world famous organisation with high values. Today, years after Pramukh Swami is death the organisation is on auto mode with the SERVE AND SMILE model and as an an NGO it has a permanent seat in the United Nations!

Swami Gyanvatsal then shared some details of the various steps BAPS takes across its 3500 schools and various other campuses towards environment conservation. Firstly they strictly follow a bath-by-bucket rule, no showers. Even this water is collected in huge ponds and subsequently used to water the grass grown to feed the cattle in their farms. Everywhere drip irrigation systems are installed - no fresh water is used due to which 70% water is saved. Man power and electricity also are saved as no weeds grow on the surface since water is absorbed deep below the earth surface. At another location A 700 cubic metre facility has been created to convert solid waste to 400 kgs of CNG everyday.

Swamiji recalled that as early as 1990 - 91 Gadhada village was facing water shortage, Pramukh Swami Maharaj sent out 40 volunteers saints for one month to go door-to-door to 6000 homes to educate the farmers while he gifted pipelines to the entire village due to which all the wells were recharged from rivulets. The organisation has been giving selfless service since decades.

At Gondal they have started an agricultural college to educate farmers from all over the country who will be invited to stay free of cost for one month. It is an initiative to educate the rural youth. He suggested BMA should also take some programs for rural youth in remote areas.

The session and the whole round table conference as a whole was a great success with some excellent speakers, who left everyone charged to do their little bit for society.

Reported by Naisargi Shah & Malti Gaekwad





Sleep Better, Live Better !

It is not uncommon that with lack of sleep one tends to feel tired and cranky and sees a decrease in work productivity. But not getting enough sleep also greatly influences one's appetite, impairs metabolism and disrupts hormone levels. A study led by scientist at the University of Chicago, USA, termed sleep deprivation "the royal route to obesity".

"The number of hours of sleep that is ideal for someone varies from person to person but on an average 7-8 hours of sleep is what is needed," says Munmun Ganeriwala, nutritionist and fitness consultant Yuktahaar.

With continued loss of sleep the body's ability to sense the level of insulin in it (insulin sensitivity) reduces. The blood sugar released in the body after one eats is not well-regulated. At the same time the body secretes more cortisol (stress hormone) which makes it harder for insulin to do its work effectively. The result is that excess glucose stays in the bloodstream which not only leads to weight gain but also increases the risk of developing diabetes.

Sleep also affects hunger regulating hormones. Ghrelin is the hormone that stimulates appetite while leptin decreases it by signalling the brain that one has eaten enough. When the body is sleep-deprived the level of Ghrelin spikes, while the level of leptin falls, leading to an increase in hunger. Due to leptin insensitivity one is also unable to perceive fullness or satiety and tends to overeat.

Apart from the fact that lack of sleep throws the hormones out of balance, it also kicks off a process in the body that raises the blood level of a lipid (fat) known as endocannabinoid.

During sleep, human growth hormone HGH is released and protein synthesis takes place. This is how sleep enhances muscle recovery. This recovery, too will take a backseat if one fails to prioritise sleep. To increase lean muscle mass, get stronger, lose weight and achieve optimal results the best and cheapest solution is to prioritise sleep.

The experts suggest the following tips for a sound sleep:

- Switch off all gadgets at least an hour before you sleep. Melatonin is the sleep inducing hormone that is normally released by pineal gland in the brain a few hours before bedtime. The light that the screens of these gadgets emit, delays the release of melatonin, increases alertness and resets the body's internal clock (or Circadian Rhythm) to a later hour.

- Avoid stimulants like tea, coffee and desserts post sunset. Have a wholesome dinner, but not close to bedtime. Make sure you eat two or three hours before you go to bed.
- Have a glass of warm milk before going to bed. Milk and milk products contain an amino acid tryptophan that are a precursor to the sleep hormones.
- Getting consistent exercise improves the quality of your sleep. However doing so less than 3 hours from bedtime may make your body alert and it will then be difficult to fall asleep. Therefore avoid exercising in the evening.
- Rub ghee on the soles of your feet. Doing it just before going to bed has been an age-old therapy in Ayurveda, for relaxing the body and mind and inducing a good night sleep.

Courtesy: Lifestyle HT-city

Michael McDonough's Top Ten Things They Never Taught Me in Design School

1. Talent is one-third of the success equation.

Talent is important in any profession, but it is no guarantee of success. Hard work and luck are equally important. Hard work means self-discipline and sacrifice. Luck means, among other things, access to power, whether it is social contacts or money or timing. In fact, if you are not very talented, you can still succeed by emphasizing the other two. If you think I am wrong, just look around.

2. 95 percent of any creative profession is shit work.

Only 5 percent is actually, in some simplistic way, fun. In school that is what you focus on; it is 100 percent fun. Tick-tock. In real life, most of the time there is paper work, drafting boring stuff, fact-checking, negotiating, selling, collecting money, paying taxes, and so forth. If you don't learn to love the boring, aggravating, and stupid parts of your profession and perform them with diligence and care, you will never succeed.

3. If everything is equally important, then nothing is very important.

You hear a lot about details, from "Don't sweat the details"



to "God is in the details." Both are true, but with a very important explanation: hierarchy. You must decide what is important, and then attend to it first and foremost. Everything is important, yes. But not everything is equally important. A very successful real estate person taught me this. He told me, "Watch King Rat. You'll get it."

4. Don't over-think a problem.

One time when I was in graduate school, the late, great Steven Izenour said to me, after only a week or so into a ten-week problem, "OK, you solved it. Now draw it up." Every other critic I ever had always tried to complicate and prolong a problem when, in fact, it had already been solved. Designers are obsessive by nature. This was a revelation. Sometimes you just hit it. The thing is done. Move on.

5. Start with what you know; then remove the unknowns.

In design this means "draw what you know." Start by putting down what you already know and already understand. If you are designing a chair, for example, you know that humans are of predictable height. The seat height, the angle of repose, and the loading requirements can at least be approximated. So draw them. Most students panic when faced with something they do not know and cannot control. Forget about it. Begin at the beginning. Then work on each unknown, solving and removing them one at a time. It is the most important rule of design. In Zen it is expressed as "Be where you are." It works.

6. Don't forget your goal.

Definition of a fanatic: Someone who redoubles his effort after forgetting his goal. Students and young designers often approach a problem with insight and brilliance, and subsequently let it slip away in confusion, fear and wasted effort. They forget their goals, and make up new ones as they go along. Original thought is a kind of gift from the gods. Artists know this. "Hold the moment," they say. "Honour it." Get your idea down on a slip of paper and tape it up in front of you.

7. When you throw your weight around, you usually fall off balance.

Overconfidence is as bad as no confidence. Be humble in approaching problems. Realize and accept your ignorance, then work diligently to educate yourself out of it. Ask questions. Power - the power to create things and impose them on the world - is a privilege. Do not abuse it, do not underestimate its difficulty, or it will come around and bite you on the ass. The great Karmic wheel, however slowly, turns.

8. The road to hell is paved with good intentions; or, no good deed goes unpunished.

The world is not set up to facilitate the best any more than it is set up to facilitate the worst. It doesn't depend on brilliance or innovation because if it did, the system would be unpredictable. It requires averages and predictables. So, good deeds and brilliant ideas go against the grain of the social contract almost by definition. They will be challenged and will require enormous effort to succeed. Most fail. Expect to work hard, expect to fail a few times, and expect to be rejected. Our work is like martial arts or military strategy: Never underestimate your opponent. If you believe in excellence, your opponent will pretty much be everything.

9. It all comes down to output.

No matter how cool your computer rendering is, no matter how brilliant your essay is, no matter how fabulous your whatever is, if you can't output it, distribute it, and make it known, it basically doesn't exist. Orient yourself to output. Schedule output. Output, output, output. Show Me The Output.

10. The rest of the world counts.

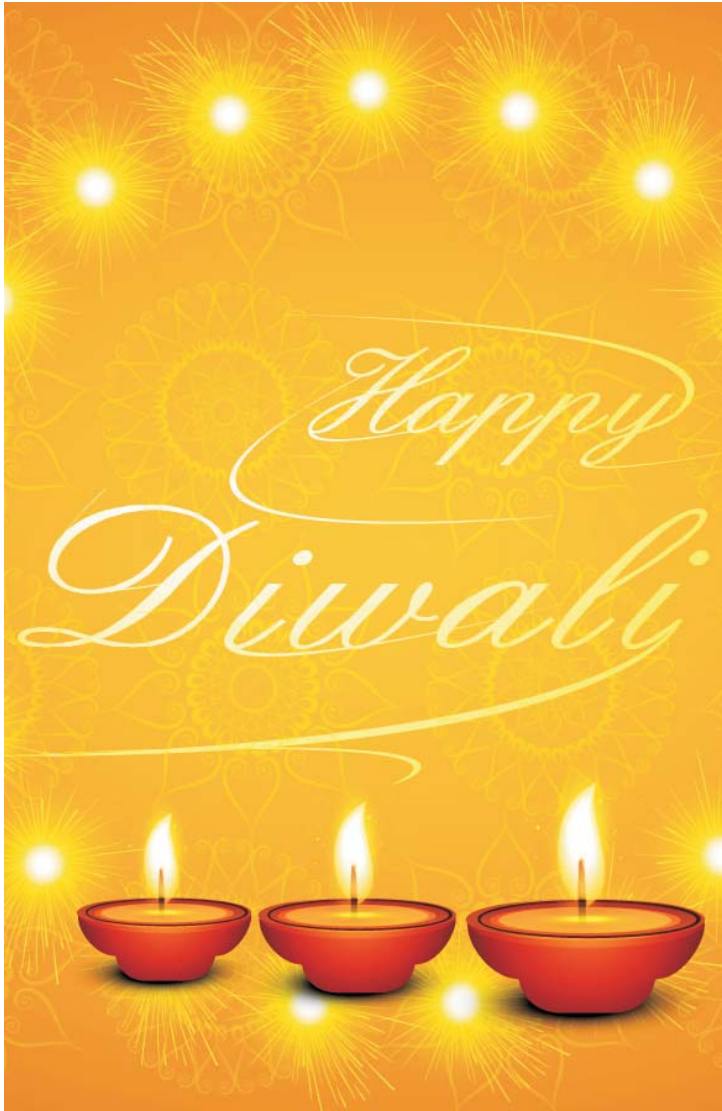
If you hope to accomplish anything, you will inevitably need all of the people you hated in high school. I once attended a very prestigious design school where the idea was "If you are here, you are so important, the rest of the world doesn't count." Not a single person from that school that I know of has ever been really successful outside of school. In fact, most are the kind of mid-level management drones and hacks they so despised as students. A suit does not make you a genius. No matter how good your design is, somebody has to construct or manufacture it. Somebody has to insure it. Somebody has to buy it. Respect those people. You need them Big time.

by Michael McDonough

BMA Managing Committee - Special Invitee for the Year 2018-19



Mr. Dhruv Patel



From the desk of Editorial

Dear Friends,

Let me start with best Wishes to you all and families for a Happy and Enjoyable Festive Season.... we are in the middle of the holiday mood with Navratri on and Diwali around the corner it is celebration time,

Celebration indeed BMA has once again bagged the Best Local Management Award from AIMA. Heartiest congratulations to IPP Gaurish Vaishnav and his team. The bench mark goes up for BMA with every passing year! Keep it that way.

There is of course the report on the successfully concluded RTC on Sustainability. It had some very knowledgeable and experienced speakers..... And I am sure after you read it you will be motivated enough to do your bit in whatever way you can.

Too much of work and celebrations leads us to sleeping late, so apart from BMA's activity report we bring you a small article on how to sleep better.

This month we had planned to interview another top executive from our city for you but couldn't manage to get time from this busy and extensively travelling personality..... so instead there is an article for you which has been my favourite since it is on Design. Re-reading it recently I realised although the author is talking from a design perspective, the creative aspect and the learning is relevant for each one of us. Some interesting points and insights. Happy reading.

I leave you on a lighter note till we meet after Diwali.

Wish you a Happy, Bright and Prosperous New Year.



- Malti Gaekwad

Forthcoming Events

Management Development Program on Advanced Excel

Date : 31st October, 2018
Time : 9:30 a.m. to 5:30 p.m.
Speaker : Mr. Nilay Shah
Venue : Baroda Management Association

Publication Committee:

Ms. Malti Gaekwad - Chairperson

Editorial Team:

Mr. Ashish Parasharya - Hon. Secretary
Ms. Malti Gaekwad - Editor
Ms. Pallavi Vyas - Deputy CEO
Ms. Naisargi Shah - Trainee Program Officer

Friday Evening Talks

Sr	Date	Topic & Speakers
1.	05.10.2018	Namaste to Hi Bro By Mr. Naman Rao
2.	12.10.2018	Dynamic Governance By Mr. Umesh Mangroliya
3.	26.10.2018	Effective Listening By Ms. Bijal Mistry

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



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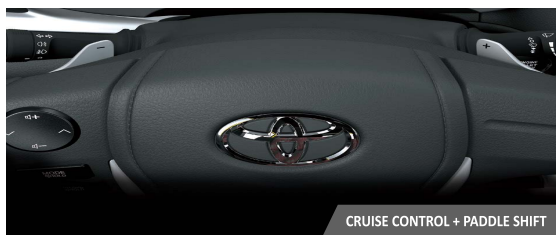


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