



AIMA
ALL INDIA MANAGEMENT ASSOCIATION

Best LMA Award Contest

2013 - 2014

Winner - Category III

Baroda Management Association

D Shivakumar

D Shivakumar
Chairman - Best LMA Award Jury
All India Management Association

Preetha Reddy

Preetha Reddy
President
All India Management Association

Rekha Sethi

Rekha Sethi
Director General
All India Management Association

24th September 2014



On behalf of Baroda Management Association, Mr. Sandeep Purohit (President 2013-14) and Ms. Amita Jaspal (CEO) receiving the Best Local Management Award - Category III by Minister of Transport and Minister of Rural Development, Shri Nitin Gadkari on 24th September, 2014 at the AIMA's 41st National Management Convention



**Special MDP on
'Dynamite Sales Presentations'
By Ms. Rama Moondra**



Ms. Rama Moondra addressing the participants of the session

A Special MDP was held on 5th and 6th September '14 on the topic **'Dynamite Sales Presentations'** by **Ms. Rama Moondra**. Ms. Rama Moondra is an IIM alumnus and a well known International coach who also contributes to various Initiatives pertaining to Govt of Gujarat.

The Program focused on Key elements of a quality proposal which included getting thoughts on paper, perfecting the first impression, appropriate dressing and handshake. Through the method of Role Play she demonstrated how the Participants can feel comfortable in their face – to – face presentations.

Lastly the most important part of sales presentation was stressed upon i.e. writing a winning proposal.

The session ended with the classic sales video which highlighted the importance of 'words' for a sales executive.

**Certification Course on
'Lean Six Sigma - Green Belt'
By Mr. Nandha Kumar**



Mr. Nandha Kumar, Sr. Vice President, SSA Business Solutions along with the participants

A Lean Six Sigma Certification course was held at BMA from 9th – 12th September '14 taking into consideration the requirement of Lean as well as Six Sigma as the improvements are expected to deliver end to end results unlike manufacturing processes.

The faculty demonstrated the participants as to how the Lean and Six Sigma can help to achieve breakthrough improvement and incorporate Lean Manufacturing tools with

Six Sigma methodologies, focusing on reducing variability in a process.

Mr. Kumar has led number of certification assignments under management certification assignments and improvement initiatives using Six Sigma and Lean as a methodology. He is an expert in setting up process management systems and has coached more than 300 projects across industries using Lean and Six Sigma

SSA Business Solutions was founded in 1999 by N C Narayanan (N.C.) with a missionary zeal to partner with Indian industries with an aim to make "Made in India" synonymous to quality and thus effectively counter the threat of globalization. Commencing its journey modestly as a consulting firm focusing solely on management systems certification, SSA has added several capabilities over the years to encompass Lean, Six Sigma, Performance Scorecard, Change Management, and Leadership Development.

MDP on 'Mind Power' By Mr. Billodal Sinha



Mr. Billodal Sinha along with the participants

MDP was held on 18th September on **'Mind Power'** by **Mr. Billodal Sinha** a well known soft skills Trainer. He explained the audience the various ways to increase one's Mind Power which included the Golden Rule of Dealing with People, Habit of Tolerance, Elimination of the Negative Thoughts and Positive Mental Attitude for a better flexibility in our day to day life.

**MDP on
'Understanding Customer Delight'
By Ms. Bharti Naik**



Ms. Bharti Naik along with the participants

MDP was held on 25th September '14 on **'Understanding Customer Delight'** by **Ms. Bharti Naik**. This program

revolved around understanding the element of delight for the customer that is beyond customer satisfaction. The faculty commenced the program by making the participants understand the concepts of understanding the Customer loyalty and organisational success, skills for offering good services, levels of Customer Satisfaction and dimensions of service.

“Talent wins games, but teamwork wins Championship”

The 14th LMA award was indeed the result of the hard work, dedication and team work that everyone put in. We at BMA aim for excellence in all the tasks that we do and it has led to these awards. The support that we receive from the Office Bearers, Committee Members and BMA Members keeps us going day after day. This award is for all the people who have contributed to BMA in any way possible and helped us in this journey so far - BMA Secretariat



BMA Secretariat with LMA Award

PICK OF THE MONTH

Corporate Social Responsibility (CSR)

Compiled by CA Bimal R. Bhatt

Azim Premji, Chairman-Wipro Ltd.

To me corporate social responsibility aims at fundamental social development. In Indian context, it means an attempt to realize the vision of a just, humane and equitable society and when every action, however small, is driven by this larger vision, that is real social action.

Arun Maira, Ex-Member Planning Commission, Government of India

- CSR is an inadequate concept because it is limited to what companies do with a portion of the profits they make, whereas what the world needs is accountability from businesses for how they make their profits.
- While businesses grow and stock market rise, the condition of many people and the environment does not improve as rapidly as required to achieve the Millennium Development Goals. Therefore, leaders must rethink the role of business in society.

NVaghul, Ex-Chairman, ICICI Bank Limited

India continues to experience internal issues that are perhaps even more challenging than the potential external risks. There are the wise disparities in education, access to basic services, income levels and standards of living among our people,

regional and urban-rural asymmetries in development and economic growth and the resultant inability of significant portions of our population to participate in our country's extraordinary growth and wealth creation. Indian business must take cognizance of these issues and apply its entrepreneurial capabilities, strengths in innovation and financial capital to devise and implement solutions that will accelerate resolution of these problems in a sustainable manner. We must work towards ensuring that the disadvantages have equal opportunity to improve the quality of their lives and are not left behind those with ready fruits of economic growth.

N R Narayana Murthy, Chairman, Infosys Ltd.

With the rise of corporate power, businesses today have significant impact on the economic and social systems of the communities they operate in. As a result, corporations face increased expectations, to not just achieve their economic goals but also, in the words of Prof. & Writer Philip Kotler, to fulfill the responsibility of doing good. The Good that a corporation must do is defined by CSR. It thus encompasses the ideas of corporate governance, sustainable wealth creation, corporate philanthropy and advocacy for the goals of the community.

The Millennium Development Goals

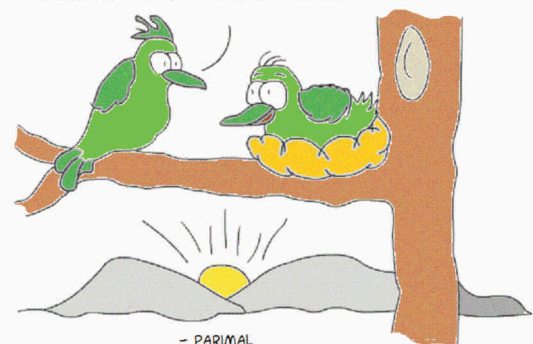
The Millennium Development Goals (MDGs) are eight goals to be achieved by 2015 that respond to the world's main development challenges. The MDGs are drawn from the actions and targets contained in the Millennium Declaration, which was adopted by 189 nations and signed by 147 heads of state and government during the UN Millennium Summit in September 2000.

The 8 (Eight) MDGs are :

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases.
7. Ensure environmental sustainability
8. Develop a Global Partnership for Development

Humour in Management By Parimal Joshi

I THINK WE SHOULD BUILD FEW MORE NESTS !
I HEARD THOSE HUMANS TALKING "DON'T PUT
ALL YOUR EGGS IN ONE BASKET" !



FRAMING MINDS

Corporate Social Responsibility – A dynamic tool for Inclusive Growth

By **Mr. G C Katiyar**

Executive Director – ONGC

(Samanvaya): What are the prime motives behind the various CSR Programs and activities in the fields of Health, Education, culture and infrastructure by ONGC



(GC Katiyar): ONGC in its search for oil and gas has its operations extending across the entire expanse of the country. Operating even in remote isolated locations where basic amenities and development benefits fail to reach the people, ONGC has always been sensitive to the needs of the society. ONGC has a long and cherished tradition of commendable initiatives, institutionalized programmes and practices of Corporate Social Responsibility since its inception (1957 which I also understand also coincides with inception of BMA) which have played a laudable role in the development of several underdeveloped regions of the country. For ONGC, societal growth is strongly anchored around integrity, respecting the rights of all its stakeholders.

(S): Do let us know your opinion on CSR which was once a philanthropic activity turned into a Business Model in India and its ethical perspective.

(GK): While ONGC has been engaged in serving the society through various welfare measures, it has presently adopted a more structured approach. I won't name it as a "Business Model" per say but the drive has moved from a 'charity-based philanthropic' approach to a 'participation' approach where the communities in and around ONGC's operation area are seen as important stakeholders and therefore their development is seen in alignment with the company's business development.

CSR has metamorphosed over time from being mere charity to philanthropy and now Corporate Social Responsibility (CSR). CSR activities are essentially guided by project based approach having well defined set objectives, targeted beneficiaries, achievable physical and social milestones, implementation methodology and discernible, long-term and sustainable benefits for the communities near its operational areas & other backward districts. Recognizing the potential to address economic inequality/disparity and accomplish other objectives that foster inclusive growth, ONGC has spread its reach deeper into rural India. Through community driven development programmes, ONGC endeavors to foster a symbiotic relationship with its stakeholders across communities to ensure sustainable development

(S): According to some critics - CSR is merely Window Dressing in the multinational companies. What are

your views on this statement in India

(GK): If it was window dressing I would not have agreed to give this interview. Anyone can visit ONGC's CSR initiatives which are run on sustainable basis where ONGC is permanently located and on variable basis where ONGC is moving camps during various seismic campaign and drilling season.

ONGC's CSR initiatives reflect the Company's strong commitment for inclusive growth. The CSR programs have brought about a meaningful difference in the lives of communities living around the operational areas. In the last seven years ONGC has contributed Rs. 13270 million towards CSR activities. In the current year (2014), we have already spent Rs. 3400 million in CSR activities across the country.

ONGC firmly believes and is committed to –UNDERSTAND the development needs of the economically weaker, differently abled and less privileged sections of society, DEVELOP suitable CSR programmes and projects that aim to improve the quality of life and enhance self-reliance of the under privileged in consultation with them and GENERATE goodwill in the communities in and around ONGC operational areas by not only mitigating in operational impact but also through creating social value that is sustainable and inclusive.

Now since the questions requires me to give you details of major CSR initiatives undertaken by ONGC, pan India, during the last fiscal you should get idea of whether these CSR implementations are window dressing or not:

- **Akhsay Patra** - A centralized fully automated mechanized kitchen with a capacity to provide mid-day meals to two lakh children from Govt. schools per day in the District of Surat.
- **Varishttajan Swastha Seva Abhiyan** in the form of provision of health care support to more than 20,000 elderly beneficiaries per day through Mobile Medicare Units
- **Aids & Appliances to 45,000 physically challenged beneficiaries** from 39 operational areas and 61 Backward Districts in collaboration with Artificial Limbs Manufacturing Corporation of India (ALIMCO) to cater to the needs of



orthopaedic, hearing and visually challenged people.

- **Quality health care services** were provided through Catheterization Laboratory and facilities for Open Heart Surgery in Assam Medical College, Dibrugarh.
- **A 26 bedded Community Hospital in Lakhimpur - Kheri, Uttar Pradesh** catering to the Health Service requirements from Economically Backward Class families was adopted as a PPP (public private partnership) model in CSR with capex contribution by ONGC and opex borne by the Operating Partner. Healthcare services are being provided in this hospital at 50% less cost than existing CGHS rates covering approximately a population of 40 lacs.
- **ONGC Mission Ujala** for eye screening of 50,000 children in Government Schools in NCR under National Blindness Control Programme of Govt. of India was undertaken and Spectacles to 3,000 children detected with refractive errors along with medicines were provided through the NGO Praani.
- **Construction and setting up of school for providing free education** with food, clothing, study material and healthcare to under-privileged children of Mahoba, a backward district identified under BRGF with joint collaboration of Shirdi Sai Baba Temple Society.
- **Construction of free English medium residential school in Patna, Bihar** in association with Soshit Seva Sangh for the extremely poor Mushahar community with estimated population of approx. 4 million. With wider objective of resolving interlinked problems of poverty, unemployment, social injustice, crime and naxalism by providing inclusive and affordable education; this is one of the key CSR initiatives in the education sector.
- **ONGC Centre for vocational rehabilitation** of the differently abled at Tamanna School of Hope, New Delhi by setting up of an Autism Centre to provide vocational training for the mentally challenged adults and children working for their economic rehabilitation by teaching relevant vocational skills to them. Financial support to Dashrath Stadium at Agartala which includes an Indoor sports complex.
- **Training and education in modern practices** on agricultural sector and animal husbandry in association with Shrimad Dayanand Vedarsh Mahavidyalaya Trust, New Delhi.
- **Apparel training programme** in association with Apparel Training and Design Centre, Gurgaon, with aim to train 180 boys and girls of poor families

located in tribal areas of Chhindwara district, MP Six Diploma/Certified training courses are sponsored by ONGC which guarantees at least 70% placements.

- **Support to Hortoki Water Supply Scheme** which aims to create a sustainable source of safe drinking water to the people of Hortoki Village, Kolasib District, Mizoram. It will supply more than 40 lpcd of drinking water till 2043.
- **Support towards setting up of a new Indian Institute of Information and Technology (IIIT) at Agartala.**
- ONGC has extended support of Rs 20 million towards rehabilitation of flood affected regions in Uttarakhand.
- **ONGC-GICEIT** Computer Centre-Employment related computer training to under-privileged youth
- **ONGC-Eastern Swamp Deer Conservation Project** in Kaziranga National Park
- **Harit Moksha – Green cremation system** to reduce wood consumption during traditional cremations are some of the other major CSR initiatives which were continued

Some of the initiatives in CSR undertaken at Vadodara and in the vicinity are:

- **Computer Education:** Construction of Computer Room with 25 Nos. Computers at Patel J.K. Sarvajanic High School (Rs. 12.354 Lac).
- **Medical Facility:** Free cost of one general ward (09 beds) to the needy patients at Kashiba General Hospital
- **Construction** of Girl's Toilet at Gnanyagna Vidyamandir, Atladra.
- **"Balgopal" Project:** Providing education, training, empowerment to mentally challenged children at Astitva Foundation.
- **Promoting sports** by sponsoring equipment for outstanding sportsperson Ms. Pulkeeta Nimmbawal.
- **Water resource management:** Rista Foundation was given a grant for repair of check dams and its maintenance in Pavagarh area.
- **School Bus donation** to Akshar Trust devoted to education of differently abled children.
- **Assistance :** Roshni Project dedicated to the education of the children of the construction workers under the aegis of Don Bosco School, Vadodara.

(S): ONGC has been presented Global CSR and Excellence Awards several times – What according to you are the prime factors behind it?

(G K): The prime factor behind ONGC CSR policy is not to win awards but to commit to CSR activity in true sense. Winning awards is a by product of this commitment and not a goal. ONGC is committed to ensure accountability in its CSR. As our business is intertwined with the communities that we operate in and the society at large, we have a synergistic relationship with them. I would not elaborate on focus areas of CSR or awards won by ONGC but request readers to refer to ONGC web-site or latest Annual Report to get details of the same.

(S): Being at the helm of the affairs what are the challenges and the issues concerning the implementation of the CSR Initiatives in a developing countries especially India?

(G K): Let us put it straight. I do not face any challenges or issues regarding implementation of CSR initiatives. For that matter no one should. The Mantra of CSR at ONGC is COMPASSION-CONVICTION-INNOVATION. Follow this mantra and impediments shall get removed as you approach challenges head-on.

(S): Your advice for the readers

(GK): Please identify targets for high impact CSR activity and implement the measures.

This interview was taken by Mr. Mayank Mathur for Samanvaya

Appeal Note

Support BMA – Be Patron

Dear Sir/ Madam, We request our Institutional Members to become Patron and avail all the prestigious benefits of our Patron Membership
For more information contact BMA

Contact : 0265-2344135/2353364/6531234 | bma@baroda1@gmail.com

REVISED MEMBERSHIP FEES			
Categories	Criteria	OneTime Entrance fees Rs.	Annual Fees Rs.
Individual			
Student		200	600
Associate		300	2000
Professional		300	2500
Life			25000
Institutional			
Patron			225000
Distinction - I	>Rs. 500 crores		25000
Distinction - II	100 to 500 crores		25000
Special	20 to 100 crores		25000
	A) 5 to 20 crores		12000
	B) 1 to 5 crores		10000
	C) Upto Rs. 1 crore		5000
	D) Multiple Institutional Membership of AIMA Rs. 1,000/- whichever is more		5000
	E) Non-profit organization (Local Bodies & Professional Bodies)		5000

Service Tax 12.36% Extra

Forthcoming



Baroda Management Association
26th Annual Management Convention (2014)
17-18 November 2014 at The Gateway Hotel

The convention will address the scope of the fiscal, societal, political, economic, technical, managerial and intellectual environment necessary to flourish in borderless world to fulfill the vision of growth trajectory of India as a nation. It will evaluate and comprehend the tools required to flourish in this border less world as world's largest democracy and discuss and deliberate upon ideas and suggestion to walk the talk about the country's emergence as an economic super power in this border less world. There are many issue that need to be explored and understood as India as country and we, the citizen to flourish in this border less globe. Convention will throw open the challenges and possible ways to surmount the same. At the end, we shall conclude with the road map for the future.

Imminent Speakers



Vivek Katju, IAS
Former Indian Ambassador



Siddharth Roy Kapur
Managing Director
Disney India



Sundar Ramam
COO
Indian Premier League



Vipul Shah
CEO & President
Dow Chemical International Pvt. Ltd.



Maheshwar Sahu
IAS Former Additional Chief Secretary
of Industry and Mines, Goa



Pranay Vakil
Founder & Former Chairman
Knight Frank, India



Meera Sanyal
Former CEO & Chairman
Royal Bank of Scotland



Mark Pierce
Consul General
Australia



Philip Sydenham
Deputy Head of Trade & Investment
Western India UKTI



Lulu Raghavan
Managing Director
Lander Associates, Mumbai



Vishal Gada
Partner
EPRAI



Prashant Tandon
Co-founder & Managing Director
HealthKart.com



Bhavik Narsana
Partner
Khatani & Co.



Robin Singh
Coach of Indian Premier League
Franchise Mumbai Indians



Swami Gyan Vatsal
BAPS



Sudhakar Kasture
International Trade Consultant

Golf Tournament | Networking with CEOs | Youth Interaction | Gala Night Award Ceremony | Various Ice Breakers

Baroda Management Association
26th Annual Management Convention
17th & 18th November 2014

CURTAIN RAISER
Golf Classic
Date
16th November 2014
Venue
Gaekwad Baroda Golf Club

- Play Golf Classic & Network with CEOs
- Be a Delegate in the 2 days Convention at Taj Gateway
- Enjoy Gala Night Celebration

For Participation Contact :
GBGC - XXXXX XXXXX
BMA Office - 0265 2344135

Academic Partner: Audio/Visual Partner: Multiplex Partner: Radio Partner: Travel Partner: Creative Partner:

એન્જિનિયરીંગ અભ્યાસ માટે શ્રેષ્ઠ વિકલ્પ (સાવલી) વડોદરામાં

K. J. Institute of Engineering & Technology S. B. Polytechnic, Savli

(Approved by AICTE, Affiliated to GUJARAT TECHNOLOGICAL UNIVERSITY)

ધો. ૧૨ (સાયન્સ) પછી ડીગ્રી એન્જિનીયરીંગ
અને ધો. ૧૦ પછી ડીપ્લોમાં- અભ્યાસક્રમો

- Mechanical
- Electrical
- Civil
- Automobile
- EC
- Computer
- IT

- કોલેજ કેમ્પસમાં વિદ્યાર્થી ભાઈઓ અને બહેનો માટે હોસ્ટેલ છે.
- વડોદરા અને આણંદ (વલ્લભ વિધાનગર) થી કોલેજની બસ સુવિધા.

સફળતાપૂર્વક કોર્ષ
કર્તા પછી
(Placement)
નોકરીની વ્યવસ્થા.

કે. જે. કેમ્પસ, I.T.I. ની સામે, જાવલા-સાવલી, સાવલી - ૩૯૧૭૭૦, જી. વડોદરા.
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FRIDAY EVENING TALKS

SR.	DATE	TOPIC & SPEAKERS
1.	17.10.2014	Shingo Model for Operational Excellence by Mr. Nital Zaveri
2.	31.10.2014	Essentials and secrets of healthy living by Mr. Priyakant Bhatt
3.	07.11.2014	Corporatization of Health Care Services in India By Dr. Ashok Bhatt
4.	14.11.2014	Paryavaran Mitra by Naman Parikh
5.	28.11.2014	Shrikantiah Lecture by Maj. Gen. G D Bakshi (VSM) at Knowledge Conclave, VCCI 2014 Exhibition.

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

Birthday Celebration at BMA

BMA has come up with a very beaming and jovial idea to celebrate the Birthdays of the Secretariat and the Members of the Managing Committee by cutting the cake in every Managing Committee Meeting. This is glimpse of the Birthday Celebrations during the Managing Committee Meeting at BMA from September, 2014.



Birthday Celebration - September, 2014

Editorial Team

- Ms. Avi Sabavala - Chairperson - Publications Committee
- Mr. Mayank Mathur - Director - Publications Committee
- Ms. Amita Jaspal - CEO
- Ms. Shivangi Singh - Manager - Program
- Ms. Minal Padhiar - Program Officer
- Mr. Sagar Mehta - Hon. Secretary

From the Editor's Desk

Dear Readers,

The month of September 2014 saw the town of Baroda being painted Red. BMA too saw a lot many colours in form of action packed sequences starting with the receipt of the AIMA award, thus creating a record in itself, MDP's by Ms Moondra, Mr Sinha, Mr Kumar, Ms Naik.

The 'Framing minds' covers a crisp interview with Mr GC Katiyar, ED ONGC, featuring the details of CSR being undertaken by ONGC in Baroda and other parts of the country.

Hope you have a good read of the articles covered on CSR in the current edition of Samanvaya. The topic we have chosen for the month of October 2014 is 'Healthcare in India', do please start sending in your write-up's on the topic.

The month of October shall see a lot of action at BMA and celebrations of festivities. The ever popular Cooperative Seminar, which BMA has been successfully hosting since more than a decade shall also be inaugurated.

We request your earnest presence and contribution for the FET's to make it a much bigger success.

Jai Hind!

Mayank Mathur



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