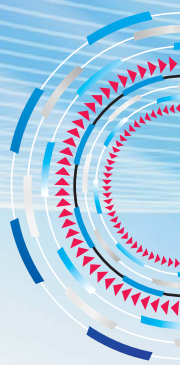




## BARODA MANAGEMENT ASSOCIATION

VOL. - XI | APRIL 2017

The Bulletin of BMA  
**SAMANVAYA**



### An Interview with **Mr. Vinay Verma**

Associate Vice President of Collabera, Vadodara

Had been hearing the name Collabera for the last couple of years and it kept getting louder and louder, but someone like me had not stopped to think or ask what it was all about. One did see their ads in the papers and prominent branding on the office building on Gotri road and that was it. Speaking out the name actually reminded me of a Koala Bear and thought the company had something to do with Australia..... So meeting Mr. Vinay Verma, the young, enthusiastic and dynamic Associate Vice President of Collabera on behalf of BMA proved to be a pleasant and informative experience for me. First of all I went to the office in Kalali where Mr. Verma works and not the Office on Gotri Sevasi Road.



**MG : I didn't expect to see such a huge office. How many people work here and what does this operation focus upon?**

**VV :** About 1000 employees work out of this operation that focuses on growing and supporting our clients based in US and Canada markets. We are an extended arm of our parent company, Collabera Inc which is headquartered in New Jersey. Another 600 of our team members work out of our Gotri office and they support our clients in APAC and EMEA.

**MG : Excuse my ignorance, but what is APAC or EMEA?**

**VV :** Oh! APAC is for Asia Pacific and EMEA is used instead of Europe, Middle East and Africa. This includes all our offices outside of USA, in European countries, Dubai, Singapore, Philippines, and Malaysia. Even our other offices within India like Bangalore, Pune, Gurgaon, Chennai, Hyderabad and Kolkata work under the Executive Leadership in Baroda.

**MG : Wow! Tell me more about the inception of the Company.**

**VV :** The parent company started in the USA in 1991 by Gujarati promoters and today we have more than 30 offices in the USA alone. Operations in India (Baroda) started in 2005. Earlier the company was called Global Consultants Inc. (GCI) but was later named Collabera Inc.

**MG : I am curious to know what Collabera means.**

**VV :** It is derived from Collaboration and stems from our significant focus on

Collaborating with our clients and employees! People earlier used to think we are a Call Centre since we work at different timings (6PM onwards) to service our offices and clients in the USA. We started off as an Offshore Delivery Center (ODC) for the parent company but have evolved substantially in the last 12 years.... Now Collabera is a full-scale business operation with presales, sales, marketing, finance, Delivery, Quality Control etc. happening in Vadodara. We have evolved to be one of the best companies to work for in Vadodara.

**MG : Mr. Verma, how long have you been with the company?**

**VV :** Well I joined the company in 2007, as a Technical Recruiter – so I have pretty much been part of the journey and growth. At that time we were based out of a relatively smaller office in Alkapuri.

**MG : Ok. Tell me more about what Collabera does.**

**VV :** We are into IT staffing & Services space catering to Fortune 500 and mid-size companies. Given that IT is at the core of driving business strategies across all organizations, there is a huge demand and supply gap for qualified IT talent that is required to execute all these large scale projects. Collabera helps the clients to bridge these talent gaps by providing qualified IT talent across various domains and skill sets. In a nut-shell, we help staff for our clients' qualified IT professionals on a contract, contract-to-hire and permanent basis.

**MG : What kinds of clients do you have and what all do you do for them?**

**VV :** We service Global Companies across various industries including Banking, Financial and Insurance Services, Retail and Manufacturing, Communication and Media, Energy and Utilities, Pharmaceutical, Life Sciences and Healthcare plus Technology and Services to clients across the world. Physical space or presence doesn't really matter to us. Our services encompass IT Staff Augmentation, Permanent Placement and Master Vendor Management. Along with this we have our Competency Leveraged Advanced Staffing & Solutions (CLASS).

**MG :** Do you service to a certain set of clients permanently or do they keep changing?

**VV :** Collabera is a client centric IT staffing & services company and probably the biggest today outside of USA in the Asia Pacific region with truly international clients. Once Collabera gets included in the vendor program of any client, Collabera makes its way to the top 3 vendors. That ensures continuity of business. Being an awarded staffing company certainly helps new client acquisition and augmentation of Collabera's foot print in its existing clients. Focus on client service and employee care and retention has earned us the recognition of "Best staffing firm to work for" 6 years in a row by SIA. With a high client satisfaction rate, Collabera is a trusted partner to some of the largest organizations in the world.

To put it simply, yes we have retained most of our early clients (some relationships lasting over 10 years) and with their expanding businesses, we are growing too. Of course we keep pitching for new clients as well.... Which is but natural, isn't it?

**MG :** You said something about value beyond staff Augmentation, what is that?

**VV :** Yes! We help build a cohesive team that has strong chemistry and high techno-functional skills. Our CLASS helps to eliminate the risk that comes with using multiple vendors and ensures that our clients have uniform practices and methods in place. We understand requirements to the core and this helps to identify, screen, hire, train and retain the best talents for our clients. We use our Technology Competency Units (TCUs) to provide more value by providing managed services and projects to our clients, this helps clients' shorten the recruiting cycle for talent in highly specialized areas.

**MG :** I heard you also have a program called TACT. What is that?

**VV :** That is Technology Academy for Competency and Training. Developing and evolving with the advanced need for the right kind of people in the industry, we partner with companies to provide talent by upskilling young people thereby providing opportunities too, to develop evolve and grow as individuals in this competitive job market. A certain vision is needed in the technology driven work place to foresee the requirement that will be the future..... In that sense Collabera is a unique player, being in the forefront of innovation, and bridging the talent gap. We focus on emerging technologies.

**MG :** If you were to put Collabera in a nutshell for our readers, what would you say?

- VV :**
- \* Best ranked staffing firm to work for.
  - \* Largest minority owned IT staffing and services firm in the USA.
  - \* 50 + offices including US, Canada, UK, Ireland, Netherlands, Poland, India, Malaysia, Philippines and Singapore.
  - \* Over 14,000 IT professionals worldwide.
  - \* 24/7 offshore/onshore staffing model.
  - \* Top 3, preferred vendor with 90% of our enterprise clients.

**MG :** Please tell me something about yourself before we wind up.

**VV :** Well, for starters my family has its roots in Northern India however we have been living in Gujarat since two generations. My schooling and college happened at Ahmedabad and then I did a course from Symbiosis Pune.

**MG :** .....And now working for a Gujarati owned company! What are your hobbies?

**VV :** Yes, for all practical purposes I am a Gujarati. I love reading books, music, movies and also I follow cricket and European football.

**MG :** Ahhha... So with IPL going on you must be busy watching TV. It was a pleasure talking to you Mr. Verma. Thank you for your time.



- Interviewed by  
Malti Gaekwad

## Swachh Bharat

### Above and beyond the dust

"Culture is what a man does when no one is looking at him" - Gerard Seijts

What would you do if no one would be looking at you? Can you imagine what the others could do when you wouldn't be looking at them? Sample the thought of



what each and every human being on earth does when the whole world looks at them! And what they do when the opposite happens! Looking or not looking, it is a given that culture must hold its own anywhere and everywhere. If culture connects our privacy with our social self, we have got it all sorted out. The problem starts when that isn't the case! A centuries old endeavor suffers from this very dilemma of the human mind.

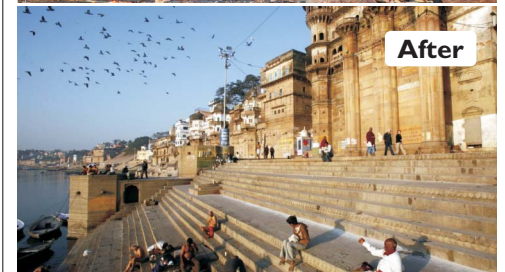
It was an iconic moment in Indian history when we shoved our blankets aside and the sight of a Prime Minister mopping his way around the Raisina Hill caught our fancy. He was seen and heard urging us to pick up our brooms on the morning of 2nd October, 2014. From within the puff of dust and a resultant buzz, emerged a campaign by the name *Swachh Bharat Abhiyan*. What we saw that morning isn't something we are going to forget in a hurry! Rough weather, youthful exuberance, cynicism and inspiration have riddled the campaign with repeated troughs and crests. It still holds its own like a creaking piece of construction, held together by a strong core with shards of its exterior chipping off as it fights the torrential rain of uncertainty! Does another sanitation campaign bite the dust? Have we ensured that we bent- over-backwards before throwing in the towel? Simply put, have we even started trying before running for cover?

Our girls dropout early from school due to lack of toilets to prevent endangering their security & self-dignity by defecating in the open. Our children will grow stunted, deformed & weak due to the filth on our streets, the dirt in our food and water & the attitude of not staying clean. UNICEF data jolts us with a startling fact that more than 1.5 lakh kids under the age of five die every year because of stunting-related mal nourishment. Considering that 60% of the global openly defecating population is found in India& we find ourselves perched at the bottom of global cleanliness indices, the Swachh Bharat campaign presents an opportunity of unlimited potential. Cleanliness is a journey with no destination. In its making lies its accomplishment! Along the way, we learn how this campaign is changing the way we eat, drink, sleep, defecate, clean & educate.

Our team comprises of individuals hailing from the city of ghats (Varanasi), the city of joy (Kolkata) and the city of dreams (Mumbai). Assi Ghat of Varanasi, Uniworld City of Kolkata & the Wai town of Satara district are concrete examples of how we are increasing the cleanliness quotient on a daily basis. From our very own state of Gujarat, we go back in time to hold up Surat for special mention. Led by a charismatic civil servant S.R.Rao, Surat recovered from the scourge of the 1994 plague and stands tall as one of the cleanest cities in India today! It was an effort from a single man that brought a paradigm shift in the way we treated dirt! While cleanliness is here to stay at Surat, a similar campaign on such a large scale

hasn't yet occurred anywhere else in the country. Isolated bright sparks brighten up an otherwise desolate road that is the Swachh Bharat Campaign!

### Varanasi Ghat



On an encouraging note, an example of this campaign finding resonance is at the Dahej Manufacturing Division of Reliance Industries Ltd which is credited to be the first manufacturing unit of Reliance across the country to start a Clean Friday programme. It is a regime where every Friday; the employees & their leaders perform an hour-long manual cleaning of the respective plants and put away the collected waste into neatly segregated bins.

The failure of the predecessors of the **Swachh Bharat** campaign, namely NBA (Nirmal Bharat Abhiyan) & TSC (Total Sanitation Campaign) was essentially the non-binding nature of the campaigns and a lacklustre marketing strategy. Whether they are the Swachhata Doots appointed for this campaign or the tremendous audio-visual engagement with the citizens, lessons learnt from the past have been implemented yet we are slowly running out of steam. ODF declared places sometimes throws up news of rampant open defecation due to earlier functional toilets going dysfunctional! Lack of last mile-connectivity in



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ensuring absolutely fool-proof implementation of government policies has brought the campaign down on its knees. We need to prop it up and it starts with us; all of us! Let us be the solution and not the problem!

Bakey's, a Hyderabad-based start-up, has hit the ground running in its aim to revolutionize and initiate a behaviour change. Social gatherings, ceremonies, birthdays and parties in India meant troves of plastic waste were generated. Edible cutlery from this Young Turk has phenomenally reduced our dependence on plastic ware for our functions and saves water as they don't need washing. They are gone within 3 days of decomposing them! A little bit of globetrotting got us onto something potentially disruptive in nature happening at the Skipping Rocks Lab at London where edible water packets have been successfully tested! And then the astonishing story of Nadia district pops up in the mind's eye as it traversed its way to being India's first ODF district! From arming nearly 33% of its households (3, 39,881 to be exact) with toilets was achieved on the back of exceptional leadership and decision making by its district collectors. Such stories will act as the beacon for making this campaign a successful one. Change can happen, has happened and will continue to happen and surprise us eternally!

The fabric of a progressive nation is known from what lies deep within, at the very core. Confucius's saying about making a century old plan hinged on educating our children. They are the core and catching them young is pivotal to this campaign achieving resounding success. Nurture them, mould them and crucially, drill into them the need to maintain effect and spread cleanliness. This bottom-up approach forms the centrepiece of NITI Aayog's combat plan towards bringing behavioural change in society.

Unfriendly gases cloud the national capital's choking atmosphere from its landfills at Ghazipur, Okhla and Bhalswa. No literary rhetoric can even come close in capturing the perils of this situation. A 54-metre tall mound of landfill at Ghazipur affords an average life expectancy of 49 years to people living in its vicinity, as against the national average of 68!

How much more number-crunching is really needed beyond this! How much more must our women suffer for want of toilets! What is the cost of stirring us into action? What will it take to kill the threat of cities of landfills being created in the future as opposed to the cities themselves! The answers aren't easy. Nevertheless, accepting that there is a problem is half the problem solved. To draw from an award-winning documentary on the same, "Abhi nai, toh kab"?



(L to R) Mr. Bhushan Patil, Ms. Garima Singh & Mr. Pranshu Singh  
(Reliance Industries Ltd - Dahej Manufacturing Division)

## Round Table Conference on IT

Drive the Change  
Connect + Collaborate = Conquer (C<sub>2</sub>)

**Date:** April 7, 2017 | **Venue:** The Hote Gateway (Taj)

Baroda Management Association organized the first ever Round Table Conference on Information and Technology in Baroda on Friday 7th April, 2017 at the Hotel Taj

Gateway. Theme of the very successful conference was "Connect, Collaborate, Conquer = 3C". It laid foundation for the companies to connect and collaborate with each other to conquer the market place and win client delight in the digital world.



Welcome address  
by Ms. Avi Sabavala

The conference was attended by 12 different IT companies of varied sizes from Gujarat. There were 3 keynote speakers for the conference who shared their perspectives on the present trends in IT, Future of IT and overall IT industry view in Gujarat. Participants gained a lot of knowledge from these sessions.

The RTC on IT had a unique and digital inauguration by the Mayor Shri Bharat Dangar who hugely appreciated this initiative of BMA and expressed his



Mr. Vivek Ogra, Chairman  
and Director of GESIA  
Mr. Manish Sheladia, Investor  
& Mentor for many Companies



Felicitating of the Committee Chair - Mr. Ashish Parasharya



Felicitating of the Committee Director - Mr. Neeraj Haathi



Felicitation of Committee Member - Ms. Rajal Chattopadhyay



Felicitation of Committee Member - Mr. Vikas Chawda

wishes and faith around the success of the conference.

Keynote speakers included:

Mr. Manish Sheladia, Investor and Mentor of several companies, who shared intriguing story of his journey to become a successful entrepreneur

Mr. Vivek Ogra, Chairman and Director of GESIA, shared overall view of technology landscape and changes enabled by technology in the state of Gujarat

Mr. Martyn Arbon, CTO Investis, shared his vision of the future of technology, automation and innovation and how it will lead to changes in every aspect of business

Framework for the conference was driven by the theme of Connect, Collaborate, Conquer and every team was invited to present about their organization, connect with the IT community by sharing and learning, collaborating and brainstorm ideas to be future-ready and making a difference by innovation to manage development of the organization.

Brainstorming for how to be future ready yielded a few great ideas that can be implemented by different organizations and for making a difference generated



Group photograph taken during the RTC on IT

actionable steps as well.

Takeaways for all participants included

- A framework to apply digital business concepts to real world scenarios and achieve measurable and sustainable business results
- Comparison of their current offerings vs. emerging global trends and needs
- A scalable relationship model for future learnings

All the participants got an excellent opportunity to brainstorm various aspects of the future of IT together and they had actionable takeaways from the conference. Everyone shared great insights into their vision of the future of IT and helped each other to work towards strengthening their businesses strategies for the IT driven future of the world.

The RTC was praised by one and all, and BMA plans to conduct similar RTC for Information Technology every year.

The success of the RTC was ensured by the committee Chairman Mr. Ashish Parasharya, committee Director Mr. Neeraj Haathi with active participation and involvement in designing the program by Mr. Vikas Chawda and Ms. Rajal Chattopadhyay. The committee likes to thank BMA Secretariat for all the arrangements and logistics to make the program successful.

### One day Management Development Program on Get Future Ready with Digital Business Tools from Google

Faculty : Mr. Vimal Solanki

Creator of AUMIZ - CMS for Google App Engine

Date : April 13, 2017 | Venue : BMA



Peace of Mind, in my opinion, is the most important decision parameter when we must get committed for long-term and need to invest significant amount of resources. Prudent selection of tools is of paramount importance and we selected

Google products and recommend, also.

We are talking about GSuite (formerly known as Google Apps for Domain when launched in 2006) and Google App Engine (launched in 2008).

### What is G Suite?

Gsuite is a bunch of apps that includes communication (Gmail, Hangout, Calendar and Google+), store (Drive), collaboration (Docs, Slides, Sheets, Sites and Forms) and Administrative tools. GSuite is the simplest way to take an organization online in an hour, without any worries of purchasing and setting up any servers or headache of maintaining them 24x7x365. Moreover, Gsuite marketplace offers many business apps that can be used in organization, just with one click setup.

### What is Google App Engine?

Google App Engine (GAE) is a cloud hosting environment offered as pay-per-use pricing model and is a member of Google Cloud family. It is worth noting that GAE offers daily free quota of server resources and you need to pay only if your website/app consumes more resources than the free quota. Together with Gsuite, GAE can help to build technological capabilities inevitable in digital economy. Modern business needs keep changing and thus tools evolution is necessary. As per Wikipedia page, GSuite has 3 million paying businesses, and 70 million G Suite for Education users as its customers. In nutshell, these products come up with complete ecosystem and necessary hardware as well as software infrastructure, supported by service integration points. It holds infinite innovation potential.

I conducted a Management Development Program (MDP) at Baroda Management Association on How to be future ready by using GSuite and GAE for any organization. Few participants reported that their organizations are already using GSuites, who shared real-world experience and interacted. To my astonishment, none of the participant knew about GAE and its capabilities as a website / application hosting environment. It was a good experience to conduct MDP.

## One day Management Development Program on Graphopsychology

Faculty : Mr. Pradip Pofali

Date : 18th April 2017 | Venue : BMA



### One day MDP on Graphopsychology - A Tool to Assess Personality

The program was conducted on 18th April 2017 by Mr. Pradip Pofali at BMA

premises, with an objective to provide an additional tool to assess personality of people they want to shortlist with designed key responsible duties. Otherwise, know the person and use his abilities where those are suitable. It is to be done in view of those changes happening around us.

Technological disruptions and global competition is changing Industrial, Economic and Employment scenario. Report of Fourth Industrial Revolution clearly states that, to stay relevant in market, we need talent who are transparent / truthful and ready to learn. Rest resources take secondary position. To select a talent, we need tool to enter in psyche of a person, to know as to what s/he is thinking, especially, for responsibilities at work place. Besides, we need to reassess people when they are being shifted vertically or laterally in the organization. Service history and referrals are helpful but do not tell about working on new assignment. Who knows the person is reaching to his level of incompetence? (Peter Principle). Another aspect is to eliminate intelligent fraud people getting into organization and/or detecting them if they exist, already. You know that big frauds are committed by senior inside persons. Competitive market makes the situation easier for them when organizations are getting flatter. This tool helps to reduce the error.

Most professions/techniques which are highly respected today received their share of public criticism during their formative years; two notable examples of this are psychiatry and psychology. As these professions continue to prove their indisputable worth, the negative comments and criticism have substantially decreased; so too is it and will it be with graphology. Thus, attendance was low and mostly from HR fraternity.

## Forthcoming Events

### A Special Talk on The Development of Vadodara Around and outside Corporation Limits

**Date** : May 26, 2017  
**Time** : 06:00 pm to 08:00 pm  
**Faculty** : Mr. N. V. Patel (Vuda Chairman)  
**Venue** : The IG Patel Auditorium, MSU, Vadodara

### BMA's Annual Day Celebration

**Date** : May 28, 2017  
**Time** : 07:00 pm Onwards  
**Venue** : The Hotel Gateway Taj

### One Day MDP on Cloud Computing for Business

**Date** : June 07, 2017  
**Time** : 09:30 am to 05:30 pm  
**Faculty** : Dr. Bhuvan Unhelkar  
**Venue** : BMA, Vadodara

**For Registration Contact Us : BMA**  
 (0265) 2344135, 2353364, 6531234  
 bmabaroda2@gmail.com

## From Editor's Desk

Dear Friends

We can draw some level of satisfaction when our Vadodara appeared in cleanest cities of India. What role did BMA played in this direction?

This month, April, was to celebrate for Earth Day and issues on climate. We had invited Dr. K C Tiwari from M S University who is Professor in Geology and spoke on this subject. Our efforts continued and then team from Reliance Industries was also called on in continuity to speak as Friday Evening Talk. Same team has written an article titled "Swacch Bharat".

Technology is playing vital and transformative role in our lives. In that direction, it was essential to have "Round Table Conference on IT". Stalwarts from the industry were called to impart knowledge. Things around are really moving fast and need to think on Future and getting ready is an imperative. To do so, we need some tools and MDP was arranged to acquaint with "Digital Business Tools from Google".

If everything must happen, as mentioned in previous text then we need people capable to meet those standards and demands. Here again, we need tool to pick up the most suitable. Graphopsychology is an additional tool to understand the psyche, social behaviour of a person and its relationship with Behavioural Economics. So, MDP was conducted by me to bring awareness of this tool.

Best Wishes  
**Pradip Pofali**

## FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	05.05.2017	Family Values and Relations by Ms. Gargi Vaishnav
2.	12.05.2017	Youth and Expectations (YuvaAasha) by Ms. DHARMISTHA BAMANIA (YUVALAY Team)
3.	19.05.2017	Think Without Constraints by Mr. Suresh Purohit
4.	26.05.2017	The development of Vadodara around and outside corporation limits by Mr. N V Patel, VUDA Chairman

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

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**Ms. Malti Gaekwad** Director

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