

Baroda Management Association



From the President's Desk



My Dear BMA Family,
Connecting to you today in the capacity of President of this great and prestigious association it's a moment of pride. I am honoured. As you all are aware we are entering into the 60th Year and being the Diamond Jubilee year it's an added responsibility on my team which consist of **Mr. Rajiv Thakkar**, Vice President. **Mr. Anand Majmundar**, Hon. Secretary & **Dr. Nilesh Munshi**, Hon. Treasurer. Along with our Managing Committee Members. I with my team are confident that each and every Member of BMA whether you are individual member or

Institutional member are with us in making this year a memorable one.

The year has started with a bang where we had **Mr. Parindu Bhagat (Kakubhai)** as Chief Guest and **Dr. Adil Malia** as Guest of Honor to inaugurate the Diamond Jubilee year on 28th May 2017.

60 years is a long journey and BMA has reached at this height where it is today, is the hard work which has been put in by all the past presidents. Starting from **Late Mr. Nanubhai Amin** to **Ms. Avi Sabavala** all the leaders of BMA have put in their best to make sure that BMA is one of the leading Local Management Association in India.

Our target during this year will be to increase the foot fall at the events of BMA and also to increase the membership. Whether it is institutional or individual. Our request to the members would be each one bring one. I would like to request all the members to take an advantage of this great organization by involving them in maximum activities during current year.

The Chairmen and Directors of various committees have already rolled up their sleeves and are firing all the cylinders.

Being the Diamond Jubilee Year we are going to organize 4 special events where we will invite top speakers from 4 different fields namely Industries, Politics, Art & Theaters and Sports.

Apart from these 4 events we will have our flagship events which we do every year. Annual Management Convention, Friday Evening Talks, Round Table Conferences on Corporate Social Responsibility, Information Technology, Human Resources. We also have events for youth like Igniting Minds Young India and Annual Awards for Young Managers. We will also have some unique program for Women. As last

year under leadership of Ms. Avi, We had a successful program 'Take Time to be Safe'. Similarly this year also we will focus on the women programs where we will be covering working women as well as house managers. We are also planning to focus on Management Development Programs which can be useful to all the facets of society starting from managers to students, working women to house wives.

BMA is the only association in India who organizes Cooperative Seminar on Agriculture as well as Banking. Unfortunately, we recently lost our past president **Mr. Sarvesh Chandraji** who was known as Doyen in Agriculture Industry. I put on record that this year our Cooperative seminar will be dedicated to **late Mr. Sarvesh Chandra**.

We at BMA have seen one dream of BMA house, I along with the members of BMA would like to work on this direction and seek whole hearted support from industries for this dream. The purpose of BMA House is to serve management fraternity under one roof instead of changing venues every time.

I just want to tell my team.....welcome aboard and let us make this Diamond Jubilee year a memorable one. Friends we cannot accomplish all that we need to do, without working together.... Let us join hands and take this year ahead in making it one of the best year.

Thank you ...

Gaurish Vaishnav
President

Cloud Computing for Business

: Faculty :

Dr. Bhuvan Unhelkar & Mr. Mehl Shah

Date : June 07, 2017



Brief Summary of MDP

MDP covered the following areas

Positioning the Cloud within SMAC-stack (Social-Mobile-Analytic-Cloud) What is the value of Cloud computing from a business perspective? Cloud usage variations for Small, Medium, Large, Global businesses.

What are the issues and challenges in the use of Cloud? (Performance, security, privacy, business models, risks)

What would be appropriate corporate policies that can be developed in the use of the Cloud?

How can potential government policies support and expand on the use of the Cloud?

Contemporary Cloud service providers and their role in developing Services (Software, Platform, and Analytics – as a Service) – with particular emphasis on Amazon Web Services (AWS)

Objective of the MDP

To provide a practical viewpoint on the use of Cloud technologies by businesses

Advanced 5s

Faculty : Mr. Ravindra Biswas

Date : June 16, 2017

Brief Summary of the MDP

MDP covered the following areas

1. 5s concept building
2. 5s defined and detailing
3. 5s & lean management (in line with TPS)
4. Linking 5s with 2s making it 7s



5. 7s for TPM, TQM, WCM
6. 5s implementation for Productivity
7. 15 steps to 5s implementation
8. 10 areas to concentrate on for effectiveness
9. 5s Sustainability process
10. System building on management, staff & workers' training
11. Advanced concepts on the 5s philosophy
12. Case studies

Objective of the MDP

- Understand the concept and philosophy of 5s as a foundation for Lean Management
- Learn the 5s in detail, implementation strategy, roadmap an step-by-step approach
- Learn advance concepts of 5s
- Understand the role of 5s implementation team and critical success factors

Labour Law - A Manager Should Know

Faculty : Mr. Krishnakumar Lele

Date : June 28, 2017



Brief Summary of the MDP

MDP shall provide some fundamental essentials about important labour laws.

- Laws related to working hours, condition of working and employment
- Laws related to wages
- Laws related to Industrial Relations
- Laws related to Social Security
- Laws related to Labour Welfare
- Laws related to Employment and Training
- Laws related to Equity and women empowerment

Objective of the MDP

- To know and understand different labour Laws and their applicability, scope and operation, important essential aspects.
- Do's and Don'ts, Trends, avoidance of pitfalls and ensure Corporate Governance through Statutes/Acts.

Target Setting & Goal Achievement

Faculty : Mr. Ojas Bhatt

Date : June 30, 2017



Brief Summary of the MDP

MDP covered the following areas

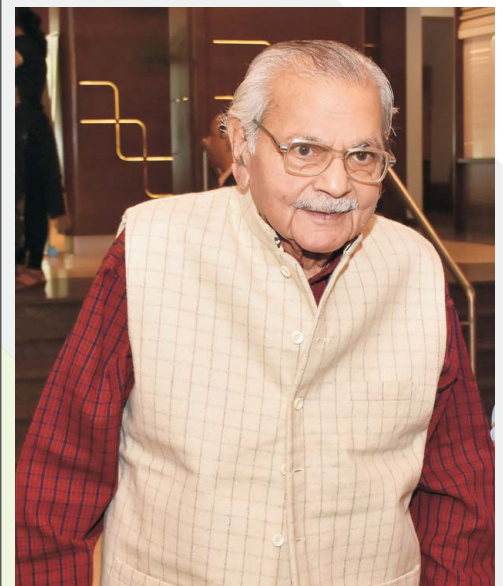
- The art and science of target setting
- Why goals and targets are important?
- The mindset and psychology of goals and targets
- Developing unit goals and individual goals
- Accomplishing targets and overcoming obstacles
- Evaluating impact of target achievement

Objective of the MDP

1. Explain the psychology behind setting a goal

2. Describe ways of writing SMART goals
3. List ways to break up larger goals into smaller goals
4. Describe tools and techniques of tracking goals and measuring achievements
5. Explain ways of evaluating the impact of goals
6. Practice goal setting and target achievement in a simulated environment

Tribute to Shri Sarvesh Chandra



My association with Shri Sarvesh Chandra Ji goes back to 1982 when I started my career in marketing under his guidance. Shri Sarvesh Chandra Ji was a thorough professional having his full tabs on all aspects of marketing. He was a visionary and was able to look ahead of time. His inspiration, leadership and guidance helped me in sharpening my skills and abilities in the marketing of agro-inputs. He was a mentor, guide and a personal advisor to me. By his passing away, I have lost a great mentor. I pray God almighty to rest his soul in eternal peace.

- V S Sirohi

Director (Marketing)
KRIBHCO



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Capacity: 15 Persons

Rate Per Hour: 315/- | 4 Hrs : 1250/- | 8 Hrs: 2500/-



Note: Above Rates are Exclusive of GST (18%)

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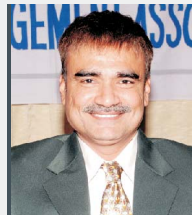
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S.R. Kulkarni



Sudhir Sethi



Vikas Chawda

Many Facets of Good Writing

One of the skills to be cultivated by almost all professionals these days is the ability to communicate well, whether it is verbal or oral. Good writing means effective writing that will make an impact on the person addressed. These days we all are multi tasking, hence we need to write for a wide spectrum of media, even if it is not formal communication, our blogs and face book pages are also in the open domain, as such on social media we often don't even know the people we will be connected with. It is therefore no harm in upgrading our writing skills.

'Writing is more learnt than taught' said a Harvard professor. What does this mean? It means that we need to learn the ways and means of good writing ourselves, rather than expect someone to teach us the same. Often, this is not realized by many. The earlier you do the better.

How to learn good writing?

The foundation for this taxing discipline is wide reading – reading of the print media, good books (fiction and non-fiction) as well as literary classics. Reading of mainline English dailies is almost a 'must'. Not only do they us updated and in tune with the present – day affairs, also helps know trends in respect of style and vocabulary.

Unfortunately the present generation has no inclination and fewer opportunities to read the classic English language – I mean the undying books and classic writings authored by all times greats, which was the staple food our generation, the fifty plus grew up on. If you have missed them, it is not too late to peep into their pages and savour their sweetness (even if it is on the electronic format like Kindle. In sum, the classics of English language lay the strongest foundation for good writing.

You may not believe this, but it is true. All our great writers and journalists like Jawaharlal Nehru, Radhakrishnan, Frank Moraes, R.K. Narayan, Kushwant Singh – to cite a few – have drawn inspiration from the classics of English language. As a matter of fact, they often quoted from classical authors in their writings.

If you lay a strong foundation for yourself in this fashion you will - in the long run – become a skilled writer capable of doing justice to whatever you write.

Writing for the print media such as newspapers and periodicals is quite different from writing for social media. They call for different skills and approaches. In this case of the former, you will have to have a reasonable command over the journalistic style – a skill that has to be cultivated. In the case of the latter, you have to practice the art for a long period of time to attain proficiency.

Few Tips

- Make the central point clear, at the very outset itself; in the first sentence, if possible. Let the details come later. Example: The Kenya Agricultural Research Institute has set up a task force for groundnut research and development in Kenya.

- Clarity is number one aim of writing for professional writing. The target audience must understand the message of your writing. Clarity is achieved by the use of short sentences and simple words. It follows that long sentences and difficult words must be avoided.
- Avoid redundant words. For example, words like nay, thy, thou....etc. should be avoided.
- One-step-at-a-time. The writer should not confuse the target audience with too much at a time. Readers can understand and assimilate only one point at a time. Identify the main points you want to project and then put one point in para. Thus, if you have five main points, you write five paras. Make your paras short. Visually they will be pleasing to the eyes.
- Pay special attention to grammar, spelling and punctuation in all your writings.
- Read, and re-read whatever you write, edit, re-write if required..... Until you are happy to read what you have written. Most often we send off something in a rush even without checking spelling/ grammar etc.

Lastly, I must emphasize the most important aspect. To become a good writer, one ought to write as often as possible. This constant exercise, spread over a long span of time, is the only way to success.

After all, like in everything else, practice makes you perfect.

Happy Writing.

- M.A. Gaekwad

Teacher, Mentor, a Soft Skill Trainer & Public Relations Professional

Forthcoming Events

Leadership Skills

Date : July 13, 2017
Time : 09:30 am to 05:30 pm
Faculty : Mr. Chirag Desai

Lean Six Sigma

Date : July 28, 2017
Time : 09:30 am to 05:30 pm
Faculty : Mr. Madhav Reddy

Stress Management (Half Day)

Date : August 04, 2017
Time : 09:30 am to 01:30 pm
Faculty : Mr. Bhaskar Joshi

For Registration Contact Us : BMA
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From Editor's Desk

My dear Members,

To become the editor of SAMANVAYA, for me is like coming back to meet old friends after a long time. On an introductory note I recall nostalgically when in the year 1992 we had proposed that the until then known as "The BMA Newsletter" should have a proper name. For the information of our younger members suggestions were invited from all, and after the scrutiny and a brainstorming session by the managing committee this name was selected..... It means CONVERGENCE. Subsequently, i was honoured as a designer when asked to design the mast head logo. Today I am proud of the fact that it is still being used in its original form and colour even after almost 25 years!

This is also my second stint as Editor. Earlier I had been given the responsibility during the years 1998-2000 when Mr. Bhaskar Joshi relocated to Mumbai mid-term.

BMA and SAMANVAYA have evolved qualitatively and professionally over the years, and today I face a bigger challenge to up keep the high standard. Only your sincere feed-back will help me tide over.

During the last year, members had an opportunity to read the various interviews I conducted with industry leaders. It was a great learning experience for me and I got a positive feedback from people – specially those I interviewed. Almost each one called back to tell me the interview was well written. Hope you all enjoyed reading as much as I did while meeting and writing them for you all.

My best wishes to Mr. Gaurish Vaishnav and the entire Diamond Jubilee Team for a trail blazing year. BMA will surely reach greater heights this year.

Malti Gaekwad

FRIDAY EVENING TALKS

SR	DATE	TOPIC & SPEAKERS
1.	07.07.2017	Why The World is Getting Fat by Mr. Samir Contractor
2.	14.07.2017	Hypnotism by Capt. Manoj Gaur
3.	21.07.2017	GST- Way Forward by CA.Prakash Thakkar & CA. Hitesh Thakkar
4.	28.07.2017	Money Version 2 by Mr. Pratish Naik

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

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Ms. Malti Gaekwad Chairperson

Editorial Team:

Ms. Malti Gaekwad Editor
Ms. Amita Jaspal CEO
Mr. Anand Parikh Program Officer
Ms. Nileema Nagdev Tr. Program Officer
Mr. Anand Majmudar Hon. Secretary



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