

## BARODA MANAGEMENT ASSOCIATION

### Honouring Universal Medicap Pvt. Ltd. for their Remarkable Contribution



The President and Vice President, extend their heartfelt appreciation to Shri Jagdish Patel, Chairman of Universal Medicap Pvt. Ltd., for the exceptional sponsorship support provided to our activities.

Universal Medicap Pvt. Ltd. has exemplified its commitment to fostering growth and excellence in the business community by generously contributing to the initiatives and endeavours of our Association. Their invaluable sponsorship has not only bolstered our efforts but also strengthened the bond within the business fraternity.

As a gesture of appreciation, BMA presented a beautifully crafted memento to Shri Jagdish Patel as a token of gratitude symbolizing the profound impact that industries can have in empowering BMA's programmes. It serves as a reminder of the positive change that can be achieved through collaboration and support.

BMA family extends heartfelt congratulations to M/s Universal Medicap Pvt. Ltd. for their commendable commitment to nurturing professional growth and knowledge exchange. We look forward to continuing this partnership and creating a future of shared success and accomplishments in driving positive change within the business community.

### President's three year vision ( Mission 2025 )



President Mr. Manoj Shah has given 3 years vision for restoration of BMA with future ready infrastructure plan in 2nd Managing Committee Meeting on 19th Aug 2023 :-

#### Vision / Mission 2025

First year 2023 - sustain / retain current activities / events and to restore previous events with upgraded versions.

Start to Plan for BMA House / Convention Center and to start internal proceeding, protocol and approvals.

Second Years 2024 - retain first year done activities / events and add new activities / events as per current scenario.

Plan for Sayaji Ratna Awards. Action for BMA House to be implemented and fast tracked

Third Year 2025 - BMA back to all activities as per previous glorious times with added events in our own BMA House / Convention Centre.



## Friday Evening Talks -2.0

Baroda Management Association's revamped "Friday Evening Talk" FET-2.0 with theme based evening talks was launched successfully. This will cater in an effective way to the enterprising and vibrant minds of Baroda. The theme for the month of August was **SOCIAL MEDIA**. So every week there were different speakers with interesting related and relevant topics.

### Social Media Etiquette for Business Professionals

Date: August 04, 2023

The speaker Dr. Rushit Dubal, Assistant Professor at School of Business & Law, Navrachana University. He holds 17 years of experience in corporates and academics. An academican with the blend of industrial exposure and experience having worked with renowned advertising agencies. He gave insights to pertinent subject of social media platforms for business professionals. He said it's a powerful tool to connect with customers and promote their brand with a strong online presence, which is very necessary in today's times.



To navigate effectively through social media, one has to have a keen interest and understanding of the etiquettes to be kept in mind to ensure best practices. Working in a proper regime helps in creating a professional reputation. By following the set of guidelines one can ensure and maintain a responsible, respectful and productive online presence, hence it is important to be mindful of the content you share.

### Social Media and Artificial Intelligence – A Blessing or a Challenge?

Date: August 11, 2023

The speaker was notable Radio Jockey, Singer and TEDx speaker Mr. Kshitij Banker.

He highlighted several benefits and advantages of the integration between social media and artificial intelligence emphasizing how AI-powered algorithms enhance user experience by delivering personalized content, increasing engagement, and fostering meaningful connections. The speaker also mentioned about the changing scenario of online activities and its work patterns, which showcased how people are fully going dependent on social media and artificial intelligence. Mr. Banker beautifully stated and summarised the entire discussion clearly explaining how our lives are impacted by social media. We all bound to learn these digital transformations coming in our daily life to work effectively and efficiently. The session ended with a closing remark on how the world is changing with arrival of new digital trends, it will change even in future, so upgrading and learning the ONLINE PLATFORMS are now necessity for all.



### Brands and Social Media Influencers

Date: August 18, 2023

The speaker young and dynamic Dr. Ipsa Shah, who is known as AKA TheMuseGirlie is a doctor of Physiotherapy by education and a Fashion – Lifestyle, Luxury and Travel influencer by passion. She has a whopping 195842+ following on Instagram. She spoke about the branding process for social media and promotion at a local and global level. She also discussed what according to her the future of a professional social media influencer was.



Talking about her experience, she mentioned the challenges she had faced as an influencer.

### Cyber Crimes through Social Media

Date: August 25, 2023

The speaker Mr. Mahendra Motvani, Police Inspector, Cyber Crime Police Station, Vadodara.

He has been providing technical assistance in investigating Cyber Crime cases in Vadodara since 2018. Focusing his talk on how to be safe online, he shared his experience about the most commonly reported crimes that take place on social media. Cyber criminals make fake accounts and send emails and messages or create websites to trick individuals into providing their personal information. Besides victims could be harassed, bullied, threatened, stalked online and be attacked by Phishing. Money syphoning from bank accounts is another big racket by false promises etc. Unfortunately most victims don't know when to contact the police. People don't come forward unless they have faced any major problems.



Cybercrime Police Stations work to bring such criminals to justice.

### The theme for Friday Evening Talks in September is 'LEADERSHIP'

## Forthcoming Management Development Programs

Baroda Management Association  
www.bmabaroda.com

**One Day Training Program (MDP)**  
16th September 2023  
10am to 5pm

### Business Data Analytics

Course Content	Course Requirement	Faculty
<p>The Business Data Analytics Training Program focuses on familiarizing participants with the skills &amp; knowledge needed to use data analytics to drive strategic decision-making and operational improvements in business. The program will cover:</p> <ul style="list-style-type: none"> <li>Introduction to Business Data Analytics</li> <li>Relevance of Business Data Analytics with real-life applications</li> <li>Introduction to Different Levels of Analytics</li> <li>Practical Session / Cases / Real-world Applications of Descriptive Analytics, Predictive Analytics and Prescriptive Analytics</li> </ul>	<p><b>Participants to bring their Laptop for practical exercise</b></p>	<p><b>Mr. Jigar Shah</b> is an entrepreneur, consultant and an educator who started his entrepreneurial journey with a software product venture, Cresco®. He has a keen interest in the field of education and is associated as a Visiting Faculty with Narsee Manjee Institute of Management Studies (NMIMS), Mumbai Navrachana University, Vadodara, and other B-schools and edtech companies. As an entrepreneur and an educator in business operations, he is a trusted client partner collaborating with clients in their digital transformation &amp; operations improvement journeys.</p>

**Fees: (includes Course Material, Meals & Refreshments)**  
 Rs.1500/- +GST for BMA Patron & Life Members  
 Rs.2000/- +GST for BMA Members  
 Rs.2500/- +GST for BMA Non-Members

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**One Day Training (MDP)**  
**ESSENTIAL TOOLKIT FOR EFFECTIVE MANAGERS**  
20th Sept. 2023; 10am to 5:30pm

### Program Content

- ✓ Leadership Qualities
- ✓ Effective Communication Skills
- ✓ Performance Management
- ✓ Hybrid Team Working.
- ✓ Moving from Team Member to Manager
- ✓ Delegating and Developing Others

Dr. Nilesh Munshi is an MBD & Ph.D in Human Resources. He was Head HR in Gujarat Urja Vikas Nigam Limited the leading State Power Utility in the country. With experience of over 30 years, he is a prolific trainer. He had successfully managed more than 55000 employees and eight Unions for one and half decade. He was National Brand Ambassador for National Apprentice Training Promotion by Ministry of Skill Development & Entrepreneurship Government of India.

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### HAVE YOU HEARD OF JUICE JACKING?

If your mobile battery is running low and you need to charge the device in a public place you may want to think twice before using a USB charging point, because you could be exposing yourself to a cyber-attack called juice jacking.

It is a technique that hackers use to steal data, or hack devices through USB charging ports. They can modify the charging stations to insert malicious software into your phone, tablet or laptop. They can also access your device and copy all personal and financial information such as password, contacts, photos or bank details or any other information. At places that offer free charging services you might not even notice anything suspicious. Your device could be locked by them. Your accounts could be hacked and your identity could be stolen.

The best way to avoid juice jacking is to use your own charger and plug it into a wall socket. If you have to use a USB charging point make sure you have the latest anti-virus software and security updates on your device. You can also use data blockers which are devices that prevent data transfer through USB ports. The US had warned the public about juice jacking in a public service announcement in April. It is said that hackers temper with the USB port of the charging station by putting in a device called a juice jacking tool. This tool is same like a regular charging cable but it has a small computer chip that can capture and change the data that goes between the device and the charging station.

- Courtesy TOI

At the onset of the festival season and the occasion of Janmashtami it is worth taking a look at some of the learnings from the Mahabharata, led by Lord Krishna who is undoubtedly one of the best management Gurus.

#### 1. BE GUIDED BY GOALS:

Throughout the battle Krishna did not allow the Pandavas to lose sight of their goals. Similarly for us today, it is essential to have a holistic vision of our goals and invest our time, effort and money accordingly.

#### 2. CONTROL ON EMOTIONS:

Before the start of the Kurukshetra battle Arjun was overwhelmed by emotions, refusing to fight against his loved ones, but Krishna told him about his karma. Similarly to achieve personal and financial stability and address key issues it is important to control our emotions and think rationally.

#### 3. CHANGE STRATEGY WHEN NEEDED

(Be prepared to accept change)

Shri Krishna always advocated the path of truth but he changed his stance several times during the war. Similarly we need to continuously monitor our approach to various things which we plan to achieve, but should be open to suggestions and change our approach if the need arises.



## Editorial

Dear Friends at BMA,

Greetings of festival season from Samanvaya. We are back with our second issue.

It gives me great pleasure to share with you all that the first issue of Samanvaya ..... after a break was launched with great aplomb during the managing committee meeting on August 19th. 2023. In the presence of all Office Bearers and other MC members. A moment of pride for team Samanvaya.

As you can see the new team at BMA has taken over with a lot of enthusiasm and so many things are happening back to back. All four Friday Evening Talks had full attendance and were perceived and received very well. We bring you small reports on all of the evening talks of August. And a glimpse for those coming up in September. The FET chairperson Dr. S Chakravarty and team have been working hard to bring in the best.

All other committee chairs are also working with renewed energy and have some excellent programs in the pipeline. Please do your bit by supporting them by registering participants and attending yourself too.

No matter how much effort one puts.... money remains the oxygen we all need for existence. Samanvaya too is looking for advertising support. The rates are given in this issue, may I look forward to your contribution to reach out to the corporate and professional community.

Will be back next month.

Best Wishes till then

**Malti Gaekwad**

Chairperson Samanvaya and Publication Committee.



## Advertisement Rates for Samanvaya

Duration		1 Month	3 Month	6 Month	12 Month
Include Discount			Rs. 300/-	Rs. 500/-	Rs. 700/-
Size	(in cm)	Rate (in Rs.)	Rate (in Rs.)	Rate (in Rs.)	Rate (in Rs.)
Visiting Card	(05 x 09 cm)	2,500	7,200	14,500	29,300
Strip	(18 x 03 cm)	3,500	10,200	20,500	41,300
Quarter Page	(18 x 09 cm)	5,000	14,700	29,500	59,300
Half Page	(18 x 12 cm)	7,500	22,300	44,500	89,300
Full Page	(18 x 24 cm)	12,000	37,200	74,500	1,49,300

(The above rates are exclusive of 18% GST)

All the patron/Life Member of BMA shall be eligible for 10% discount on the above rates

## Publication Committee

Ms.Malti Gaekwad Chairperson & Editor

### Editorial Team:

Himanshu Sura

Shivani Mathur

Hon. Secretary

Program Officer



## Baroda Management Association

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