

# SAMANVAYA



The Bulletin of BMA



## BARODA MANAGEMENT ASSOCIATION

### Vibrant India: Reimagining the Indian Dream, - NMC 2023, AIMA, Delhi.

Mr. Manoj Shah, President BMA Attended the National Management Convention of AIMA in 2023 was a transformative experience. This prestigious event brought together leaders, innovators, and experts from diverse fields of management, fostering a rich exchange of ideas and insights.

It was been a privilege to attend the 50th National Management Convention organized by AIMA, titled "Vibrant India: Reimagining the Indian Dream," at Delhi as an invitee. The convention featured a diverse agenda covering various topics.

Sessions delved into topics like the transformation of the Indian aviation industry, where he have the opportunity to meet CEO of Indigo Mr. Pieter Elbers, who discussed the future of business trends, the impact of digital startups on culture, and managing the Indian economy's growth and risks.



The convention featured thought-provoking keynote speakers who shared their wisdom on topics ranging from leadership strategies to emerging trends in business and technology. These valuable insights provide a fresh perspective on our approach to management.

LMA CEO's interaction with incoming President Mr. Nikhil Sawhney and Director General Ms.Rekha Sethi was very motivating as App 50 LMA's has participated and given valuable suggestions to incoming president. He had opportunity to join his views and suggestion on opening AIMA regional office in Gujarat with President of Rajkot Management Association Dr. Kalpit Sanghvi. AMA President Mr. Deevyesh Radia suggested and

extended offer of utilizing AMA campus at Ahmedabad for any AIMA programs in future.



In summary, attending the National Management Convention of AIMA in 2023 was a pivotal moment for me as a president of Baroda Management Association. It enriched knowledge, expanded horizons, and opened doors to exciting new possibilities in the world of management.

This experience has undoubtedly contributed to growth for everyone who attended this conclave. He also had the privilege of connecting with professionals from various industries, enabling to broaden professional network and forge valuable collaborations for benefit of our Baroda Management Association in future.



See how your Samanvaya looked in September 2001

## Friday Evening Talks - September

### Spiritual Elements of Leadership

**Date:** September 01, 2023 | **Speaker:** Mr. Hiren Shah.

He started by explaining the concept of Spiritual Leadership. What is the spiritual quotient of a person along with the qualities of a good leader? Like... Knowledge, Vision, Humility, Empathy, Courage, Decision making, Trust etc. Then coming to how spirituality helps to be a good leader, he also explained, how with practice a person can increase his or her spiritual quotient.

He concluded with a small practical session which was liked by all participants.

### Communication Skills for Effective Leadership

**Date:** September 08, 2023 | **Speaker:** Mr. Hitendra Soniji

On the onset he explained why Communication Skills are important and how they help in effective leadership. He then talked about the Johri Window, and understanding it to help improve our communication.

Next the speaker listed the traits of a leader like Good Communication, Active Listening, Clarity of Thought and Speech, Open Mindedness, Taking Feedback positively, Transparency in working area, and Body Language of course.

### Agile Mind and Body for Vibrant Leadership

**Date:** September 15, 2023 | **Speaker:** Mr. Ujjwal Nagar

The evening's speaker is a mountaineer, adventurer, endurance sports person and an avid marathoner. He is a trainer and academician by choice and an engineer in Computer Science by profession.

In a very endearing talk he drew parallels between leadership and sportsmanship like Discipline, Resilience, Goal Setting, Time and Stress Management, Teamwork, Mental Strength, Health and Wellbeing.

His closing remark was that endurance sports don't necessarily make you a great leader but definitely contribute to the attributes of a good leader.

### Leadership Presence

**Date:** September 22, 2023 | **Speaker:** Ms. Bhumika Swarankar

The speaker is a soft skill trainer and image consultant with an expanding client base. She shared her ideas on creating a Personal Executive Brand based on a strong professional image.

She touched upon the various aspects on how leaders can make their presence known by looking Confident, Authentic, Professional, and Controlled, Respectful etc. She also shared her views on the challenges faced by male and female leaders and how one must try to lead by example to leave a professional imprint.

### Enterprising Leadership for Enthusiastic Team

**Date:** September 29, 2023 | **Speaker:** Prof. G Krishnamurthi

An experienced speaker Prof. Krishnamurthi started by saying that at the 'heart' of an enterprising leadership is the concept known as "Effectutation" which was developed by Prof. Saraswathy.

He explained, how it focuses on entrepreneurial enterprise and is based on other popular concepts. In fact a combination of various things like a bird-in-hand, pilot-in-the-plane, affordable loss and how other such things work hand in hand, to make an enthused team.

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At: Exhibition Hall, Faculty of Fine Arts, Opp. Kamati Baug, Vadodara -2, M:9824045020

## Management Development Programs

Venue: Guru Narayan Centre for Leadership, BMA | Time : 10:00 a.m. to 5:00 p.m.

### Effective Business Communication

Date: September 13, 2023

The faculty Ms. Archita Patel Surti is an academican with hands on experience in facilitating students and professionals to master the art of communication by exploring and overcoming the challenges faced at the workplace. .

Along with having International exposure she is an accomplished content developer for a large multinational publishing house.

She give an excellent introduction to communication and the importance of effective communication in business. The various sessions covered skills required for Business Writing, Business Presentations along with the much required Ethics and Responsibilities of the communicator.



### Business Data Anayltics

Date: September 16, 2023

The faculty Mr. Jigar Shah is associated with various B- Schools as a visiting faculty. He has vast experience with his software product venture. As an entrepreneur and educator in Business Operations he is a trusted client partner collaborating with clients in their digital transformation.

The one day training program focused on familiarizing participants with the skills and knowledge to use Data Analytics to drive strategic decision making along with operational improvements in business.



The course included introduction to Business Data Analytics, relevance of Business Data Analytics with real life applications, the different levels of Analytics - Application of Descriptive Analytics, Predictive Analytics and Prescriptive Analytics. Using that laptops during the practical session the participants got hands on experience also.

### Leading The Way - During Difficult Times

It is said that the role of a great leader gets even more pronounced during a crisis as employees look up to them for assurance and guidance. HR managers confirm that leadership planning is always high on the corporate agenda.

According to Peter Drucker effective leadership is not about making speeches or being liked. Leadership is defined by results and not attributes. This becomes even more crucial during a crisis situation when people in leadership roles are expected to go beyond being just leaders and inspire their team to rise above the challenges. Employees expect leaders to help them identify opportunities and leverage them. They expect to be coached about the changing demands and rules. Also employees expect their leaders to trust them and enable them to develop their competencies.

The Management's policies and HR policies must not be different in difficult times and normal times, except that in tough times the leader has to be more visible within the organisation. One major function of the leader during such times is to communicate more and more than what he or she would be doing otherwise. A leader has to communicate more frequently and has to reach out to the employees and seek inputs from them on what is happening at the ground level.

During the difficult situation the fear of uncertainty brings in a lot of anxiety. Thus within an organisation a capable leader must be in a place to ward of this anxiety and boost the confidence level. Experts feel that sharing information and data with the employees alone cannot reduce the stress, employees must have confidence in their leaders and they must feel safe under their leadership. This confidence and trust has to be built up over time and cannot happen overnight at the time of a crisis.

Apart from effective communication some of the most effective ways of motivating the workforce during challenging times are to appraise the workforce about the development within an outside the organisation to bring about consistency in objectives, be available and listen to problems of the work force, acknowledge their concerns even if addressing them is a difficult proposition and appreciate employees for work well done.

Working out from the ivory tower is the last thing that any leader should do during a crisis. A leader must reach out to the people and must be easily accessible.

As per industry experts another key area that a leader should focus on during tough times is to concentrate more on the values and culture of an organisation. Focusing on long term goals and building a competent talent pool for the future is imperative as it is said a good leader must be a visionary who not only thinks about today's challenges but also about the opportunities and future.

- Courtesy Ascent



**Baroda Management Association**

## Be a Sales Superstar

One-Day Training Program (MDP)

27th Oct. 2023  
9:30am to 5:30pm

**SCAN TO REGISTER**

**Faculty:**  
Riddhish Jainapurkar

**About the program:**  
This workshop aims to equip you with the essential skills, strategies, and techniques needed to excel in the challenging field of selling. Whether you are a beginner or an experienced sales professional, this workshop will provide you with valuable insights and practical knowledge to enhance your sales performance and achieve outstanding results.

**Program Contents:**

1. Mastering the Mindset of a Sales Superstar
2. Building Rapport and Trust
3. Needs Analysis and Solution Selling
4. Handling Objections and Closing Techniques
5. Negotiation Skills for Sales Success
6. Lead Generation and Customer Acquisition
7. Presenting the Value of Machine Tools
8. Continuous Learning and Professional Development

Mr. Jainapurkar is an Engineer with 25 years of on the ground experience in the field of selling small to high value and simple to highly technical equipment's and projects in India. He has had the privilege to travel extensively within India, Europe, USA, Canada, China, South East Asia, Gulf Countries, South Africa. He founded, Sales Insight India, with a vision to help People, Companies and Countries He is "Forever Passionate about Sales and People."

**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

**Baroda Management Association**  
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**Baroda Management Association**

## Management Development Program (MDP)

9:30am to 5:30pm  
On 28/10/2023

### Administration "the right fit"

**Faculty:**  
Dr.Milind Vora  
He is M.Com, MA, PGDMSM, PHD.

Has a Vast industry experience of over 17 years by working in a range of industries. Also, has achedemic experience of over 11 years. Currently, he is serving in IDMC Limited, Anand as an Administration Head in HR & Administration Department.

**In the realm of administration, "the right fit" means the strategic alignment of skills sets, expertise, and personality with the demands and culture of a specific organization. Administrative skills are related to the running of a business and increasing office productivity. It involves individuals whose abilities and values harmonize with the needs and goals of the organization, ultimately contributing to its success and growth.**

**Program Contents**

**Conceptual clarity-What, Why & how Should have & must have skills**  
**Brick walling technique**  
**Locate and attack technique**

**The program will be conducted by training and interactive sessions and training activities**

**CONTACT US HERE :** Scan to Register

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- info@bmabaroda.com

**Gurunarayan Centre for Leadership**  
BMA 2nd Floor, Anmol Plaza, OP Road  
Vadodara

**BARODA MANAGEMENT ASSOCIATION**

## One Day Training Program (MDP)

31st October 2023, 9:30am to 5:30pm

### Human Resource Analytics

**Key Contents:**

- Introduction to HR analytics
- Metrics Vs Analytics
- Formulas of HR Metrics
- Dashboards Creation
- HR Analytics using Power BI

**Faculty:**  
Keren Millal has a decade of experience in the fields of Teaching and Administration, specializing in Human Resource Management. Her expertise extends to various aspects of HR, including recruitment, data management, and teaching. Keren has a strong background in research, with several papers and publications to her name. She is dedicated to advancing HR practices and knowledge. She has excellent communication, organization, and proficiency in MS Office tools. Currently working as Head of the department Parul university- Parul Institute of Business Administration.

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**About the Subject**

In today's fast-paced data-centric business landscape, one indispensable tool is Human Resources (HR) analytics. It involves the systematic collection and analysis of HR data to make informed decisions and drive strategic initiatives. HR analytics plays a pivotal role in an organization by providing a data-driven approach to HR management. It empowers companies to make well-informed decisions, from talent acquisition to performance management. Companies can optimize their workforce strategies, improve diversity and inclusion, reduce costs, and predict future talent needs. It elevates HR from a support function to a strategic partner in achieving overall business goals & contributing to the organization's success.

**Participants to bring Laptop for practical session**

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## Editorial

Hello dear members,

Wishing you all a very happy and happening festive season.

As you can see BMA has been vibrating with energy and some very nice programs. In Samanvaya, we can only bring you a glimpse of these.... However our earnest request to all members is to attend as many programs as you can, to get the maximum benefit of your membership.

Apart from the activities we try to incorporate a few more interesting things, hope you enjoy them.

Our next issue will be after Diwali so wishing you all and your families a bright, safe and prosperous Diwali and year ahead.

Best wishes

**Malti Gaekwad**  
Chairperson Samanvaya and Publication Committee.

**Publication Committee** Ms.Malti Gaekwad Chairperson & Editor

**Editorial Team:** Himanshu Sura Hon. Secretary | Shivani Mathur Program Officer

**Baroda Management Association**

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