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*The Internal
communique
for Bombay
Management
Association
members*

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BOMBAY MANAGEMENT ASSOCIATION

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Bombay Management Association

UPDATE

AUGUST 2008



President's Message

Dear Members of the BMA fraternity,

I am extremely happy to know that we have received a very positive response to the electronic BMA Update which has been brought out. Kudos to the BMA Secretariat who have put this together.

I had an opportunity of meeting with Dr. Gita Piramal along with our Treasurer and Executive Director. She gave us a lot of time and we had very fruitful discussion on various aspects of how to make the publications from BMA lively and cost effective.

During the month of August, we have successfully conducted 2 no. of Management Development Programmes, covering 22 no. of people. In addition, 3 no. of programmes under the high quality, high impact training were held and 33 no. of participants benefited.

In order to take the AIMA National Convention forward, a meeting was held with Mr. Kewal Handa, President, AIMA, Ms. Rekha Sethi, Director General, AIMA and Mr. Kamal Singh, Director, AIMA. Various activities to be done by us have been identified and I have requested Mr. Prasant Khambaswadhar to be the focal person for the interface with AIMA. He has gladly taken the challenge and has started working on the various facets. Our team is putting in all efforts to make the Annual Convention a grand success.

I am glad to report to you that good progress is being made in the HR Convention scheduled for 21-22nd January 2009, spearheaded by Ms. Nina Woodard.

For the first time a Joint Convention by CSI and BMA titled Vision IT India 2020 under the stewardship of Mr. M.D. Agrawal, our Executive Committee member is progressing well. Mr. S. Mahalingam, CFO of TCS, has taken a keen interest and has given his valuable time for planning out this event.

More later. Goodbye.

S. MOHAN
September 2008

Activities in August:

The month of August brought a lot of patriotic fervour as we celebrated our 61st Independence Day and felt proud of our gold and bronze medallist that brought glory to our Country at the Beijing Olympics. The 16 days extravaganza was indeed awe inspiring as competitors challenged one another and gave off their very best in various disciplines. Surely a lot of management lessons were on display. Reproduced below is an article published by Bharuch District Management Association's Newsletter e Panorama

Michael Phelps - 5 Secrets of Success



As I'm sure you already know, on Sunday August 17th 2008, Michael Phelps achieved one of the greatest sporting records of all time by winning an incredible 8 gold medals in a single Olympic games.

Michael's performance was seen by millions of people around the world and we can all learn a great deal about achieving our own goals by analyzing his accomplishment. Here then, are five secrets of success that helped Michael Phelps to transform his dreams into reality.

Secret #1: Think BIG



The first step in Michael Phelps journey was to make the decision to pursue a dream that many people considered impossible. Instead of thinking negative thoughts and limiting his potential, Michael allowed himself to think big.

"If you dream as big as you can dream, anything is possible."

Michael Phelps

Your Turn:



In order to discover your real goals, let your imagination run free to dream as big as you can dream. Resist the temptation to limit yourself with negative thoughts. It is only by freeing your imagination that you can discover what it is that you really want from life.

Secret #2: Break it Down



Having identified his ultimate goal, Michael and his coach created a series of short term goals that would eventually lead him to his ultimate objective. In between the Olympics came the National championships, the Pan Pacific championships and the World championships. Each race of each event was a carefully planned stepping stone that would eventually lead Michael to achieve his ultimate goal of becoming the most successful Olympian of all time.

Your Turn:

After identifying your long term goal, take some time to break it down into a series of achievable short term goals. As you move forward, focus on achieving your short term goals one step at a time.

Secret #3: Use the Power of Visualization



One of the most powerful techniques used by elite athletes to achieve their goals is to visualize themselves succeeding each and every day. In his book 'Beneath the Surface', Michael Phelps writes, "When I'm about to fall asleep, I visualize to the point that I know exactly what I want to do: dive, glide, stroke, flip, reach the wall, hit the split time to the hundredth, then swim back again for as many times as I need to finish the race".

Your Turn:

Visualizing your goals before you sleep is a great way to program your subconscious mind. The more you visualize your dreams as a reality, the more motivated and determined you will become.

Secret #4: Put in the Hard Work



No matter how naturally talented Michael Phelps may be, the main reason he achieved his goals was because he was prepared to put in the thousands of hours of gruelling hard work necessary to compete at the highest level. According to Michael, "In the four years between the Athens and Sydney Olympics I probably took four or five days off and none of those were holidays"

Your Turn:

Be prepared to put in the hard work required to transform your dreams into reality. There really is no such thing as getting something for nothing. In order to make your dreams a reality you will have to work hard.

Secret #5: Monitor Your Performance Metrics



Every elite athlete understands the importance of using metrics to monitor their performance and progress. Michael's coach Bob Bowman constantly monitors and reviews Michael's split times down to the hundredth of a second. This provides them both with tangible evidence of how Michael is progressing towards achieving his goals.

Your Turn:

As you work towards your goals, figure out your own key metrics. For example, if you are studying, record how many hours of productive work you do each day. Or if you are building a business, record how many potential customers you contact each week. Whatever your goal may be, you will get there faster by recording and constantly improving your performance metrics.

While you may not be pursuing an Olympic gold medal, always remember that your life goals are just as important. I'd like to encourage you today to use some of the same techniques Michael

Phelps used to achieve his goals. If you can

- (1) Think BIG
- (2) Break it down
- (3) Utilize the power of visualization
- (4) Work hard and
- (5) Monitor your performance metrics

You too can conquer the challenges that stand in your way and make your dreams a reality.

Dare To Dream!

The Association continued offering its members programmes under various Committees.

1. **Membership Services Committee:**

The Committee led by Prof. Bhaskar Joshi organized:

- a) An evening lecture on Grafology on 1st August 2008 which was conducted by Dr. P M Khatri and Mr. Raveeshekar. The talk was very interesting and interactive. Members got an insight on various traits related to their handwriting and how people's handwriting reveals their personality. A request has been made to do a repeat programme. We shall announce it when planned.
- b) A Film Discussion on "Management of Change" produced and led by Mr. Sharu Rangnekar, noted Management Educator and Consultant was held on 29th August. The event was held at Sydenham Institute of Management Studies, Research and Entrepreneurs, Education who were our gracious host. The film spoke of "Continuous Change", "Discontinuous Change" and "Tsunami Change". The discussions that followed gave insights on how change can be managed.

2. **Management Development Programme Committee:**

- a) In association with Pragati Software Pvt Ltd a series of programmes were planned for August and September. The first in the series was MS Excel Level 2 – held on 8th-9th August at the Pragati premises at Andheri. The participants had a hands on experience during the two day programme.
- b) Harnessing Shopper Behaviour for Profitable Growth – a one day programme in association with K.J Somaiya Institute of Management Studies & Research was held on 9th August 2008 at the West End Hotel. The sessions were taken by Mr. Asit Waglé who has had 20+ years of managerial experience in the retail, supply and consulting disciplines in the UK, European and US Markets.



The driving of value in organizations through profitable growth at all levels be that at category level, distribution channel or business unit level is almost an obsession for him. A panel discussion post lunch comprising of Mr. Sanjay Badhe, Sr. Vice President, Aditya Birla Retail Ltd, Mr. Pradeep Katya, Vice President, Aditya Birla Retail Limited and Mr. Isaac Joseph, Professor of Marketing, K J Somaiya Institute added further value to the day's proceedings.

3. **High Quality, High Impact Programmes (HQHIP):**

High Quality, High Impact Programmes at unbelievable prices is truly empowering our members and enhancing their skills as the programmes are conducted in a teacher training mode over weekends at our Conference Room, which houses our library at Army & Navy Building. In August members got to learn.

- a) What every manager should know about Indian Labour Laws conducted by Dr. R Krishna Murthy, a Consultant and Director of the Industrial Relations Institute of India.
- b) Business Excellence through Total Quality of Management conducted by Mr. Basudev Banerjee, Ex. Senior Vice President, Corporate Quality Assurance of Associated Capsules Group.
- c) Emotional Intelligence in the Work Place conducted by Ms. Marita Nazareth of Personal Power Plus.

The programmes have all been well received and the feedback is very positive. Dr. Anand Patkar who drives the HQHIP is open to receive suggestions on the types of programmes and speakers you wish to have. Do send us your inputs and we will do our best to offer you the programmes you want.

4. **Meeting with AIMA:**

On 12th August, Mr. Kewal Handa, AIMA President and Past President BMA, along with the new Director General Ms. Rekha Sethi and Mr. Kamal Singh, Director CMD held a meeting with President BMA Mr. S Mohan, Hon. Treasurer Mr. Prashant Khambaswadkar and Executive Director Mr. Gladwyn A Pinto in regard to AIMA's 35th National Management Convention. At the meeting the following decisions were taken:

1. Enthuse BMA Members to attend the AIMA Convention in large numbers.
2. A target of 650 paid delegates was set comprising of Corporate delegates, Student delegates and AIMA delegates.
3. Assist AIMA in obtaining sponsors such as Associate Sponsors, Academic Sponsors, Print and Media partners, etc.
4. A Souvenir to be brought out on the occasion and advertisement support to be obtained.
5. AIMA would bring out the proceedings of the Convention in a book form and also on a CD.
6. A Cultural Program and Convention Dinner to be arranged.
7. A Curtain Raiser with HR Professionals to be organized.
8. A Press Conference to be arranged.

We urge all our members to wholeheartedly participate in the two days Convention to be held on 30th September and 1st October. An Update of the preparations so far is given below:

Theme
“The New Manager”

Dates
30th September – 1st October, 2008

Venue
Regal Room, Hotel Trident, Mumbai

Sessions	
Inaugural Session Developing a Global Mindset India – The Road Ahead Innovation: A Key Tool for the New Manager	The Entrepreneur Manager Managing Diversity – The Challenges for India Inc Valedictory Session
Speakers	
Praful Patel * Minister of State for Civil Aviation (Independent Charge) Niraj Bajaj Chairman & Managing Director Mukund Limited Rahul Bajaj Chairman Bajaj Auto Ltd Rashmi Barbhैया CEO, Advinus Therapeutics R Gopalakrishnan Convention Chairman & Executive Director Tata Sons Kewal Handa President AIMA Prof Nirmalaya Kumar Professor of Marketing London Business School John Kerr Consulting EMEA Regional Leader Deloitte *Confirmation Awaited •	B J Panda * Member of Parliament Biju Janata Dal Sachin Pilot * Member of Parliament National Congress G V Sanjay Reddy Vice Chairman, GVK Industries & Managing Director, Mumbai International Airport Limited S K Swamy Sr Vice President, AIMA Supriya Sadanand Sule Member of Parliament, NCP Larry Schmidt Founder and President Innovo, USA Jeff Watts Partner, Deloitte Tohmatsu Consulting Co Ltd, Japan Professor INSEAD, Paris

Fee Structure (Per Delegate)

<u>Category</u>	<u>For 1-3 Delegates</u>	<u>For 4 –1 0 Delegates</u>	<u>More than 10 Delegates</u>
AIMA/LMA Members	Rs.8,500/-	Rs.8,000/-	Rs.7,500/-
Non-AIMA Members	Rs.9,000/-	Rs.8,500/-	Rs.8,000/-
Academicians/NCYM Participants	Rs.5,000/-	Rs.5,000/-	Rs.5,000/-
MBA Students	Rs.3,000/-	Rs.3,000/-	Rs.3,000/-

The Registration fee includes Kit, lunches, Tea/Coffee, Reading Material and Convention Dinner. Nominations will only be confirmed on receipt of participation fee. The fee paid is non-refundable. However, participation by substitute shall be allowed upto September 22nd, 2008.

For Registration Contact:

Ms Vandana Puri, Assistant Director, CMD OR
ALL INDIA MANAGEMENT ASSOCIATION
Management House, 14 Institutional Area
Lodi Road, New Delhi 110 003
Tel: 011-24642374, 24617354/55 Extn- 231
Fax: 011-24626689
Email: vpuri@aima-ind.org / ne@aima-ind.org

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A Road, Churchgate, Mumbai 400 02
Tel : 022-22047650, 22049698
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Last Date for Registration – 27th September

To mark this occasion a Souvenir is being brought out which contains articles of topical interest authored by eminent management professionals among others. The Souvenir will also be circulated to over 1000 delegates who are high profile nucleus of opinion leaders and decision-makers besides 30,000 members of AIMA. The Souvenir would provide a good opportunity for Institutional promotion, projection of images, policies and achievement of professional organization. Members have been sent the appeal letter and tariff. We encourage you to advertise in the Souvenir on the occasion of AIMA's Convention being held in our city of Mumbai.

The registration forms for the two day Convention is available at the Secretariat, incase you have not received it. Send us your request on email and we will forward the same to you.

For latest updates on agenda and speakers, you are welcome to visit AIMA's website : www.aima-ind.org

5. **Meeting with Dr.Gita Piramal:**

Members will be pleased to learn that the President Mr.S Mohan along with the Hon. Secretary Ms.Nirmala Mehendale and the Executive Director Mr.Gladwyn Pinto met Dr.Gita Piramal, Chairman, BP Ergo in regard to the BMA Journal and how we could take it forward. Dr.Piramal brings out a magazine called the “Smart Manager”. The interactive meeting threw up a lot of ideas and suggestions such as going on email rather than coming out with print matter. Members could get articles as well as information at regular intervals on email. Another suggestion made was that members be invited to present a case study which would comprise of the challenges they experienced, how they overcome it and what were the learnings from the experience. This case study could be presented by way of a round table and same would be recorded, transcribed and thereafter carried by an email to all the members. The case studies could be on various sectors of the Industry. Dr.Piramal impressed on the need for “Shared Learning” and felt that it was a valuable tool which would immensely benefit BMA members.

6. **New Members:**

At the Executive Committee Meeting held on 13th August 2008, the following members were enrolled into the BMA family.

Individual:

1. Dr. Gyanesh K Sharma
2. Mr.Alok Kumar Jha

Life:

1. Mr.V R Vasudevan

Institutional:

1. Future Capital Holdings Ltd

We welcome them and look forward to their active participation and valuable contribution.

7. **New Books at the B.M.A Library:**

We are pleased to announce the following new books that have been placed in the B.M.A Library. Members are encouraged to avail of the library facilities.

<u>Sr.No</u>	<u>Title of the Book</u>	<u>Author</u>
1.	Always On (Advertising, Marketing and Media in an Era of Consumer Control)	Christopher Vollmer with Geoffrey Precourt
2.	Business of Freedom – an Initiative for School of Indian Management	Sandeep Singh
3.	Entrepreneur (I Believe You Can Move Mountains)	Walter Vieira
4.	Escaping The Price-driven Sale (How World-class Sellers create extraordinary profit)	Tom Snyder Kevin Kearns
5.	Flight Plan (How To Achieve More Faster Than You	Brian Tracy

- Ever Dreamed Possible)
6. **Getting To Big The Small Way** Frank Prestipino
 7. **202 Great Cover Letters** Michael Betrus
 8. **How Tiger Does It** Brad Kearns
(Put the Success Formula of a Champion into everything you do)
 9. **India in the Emerging Global Order** Amar K J R Nayak
M G Jomon
 10. **JACKED UP** Bill Lane
(The Inside Story of How Jack Welch talked GE into becoming the World's Greatest Company)
 11. **Living Brands** Raymond A Nadeau
Collaboration + Innovation = Customer Fascination
 12. **Macroeconomics Demystified** Madan Sabnavis
 13. **Make or Break** Kaj Grichnik & Conrad Winkler with Jeffrey Rothfeder
(How Manufacturers Can Leap from Decline to Revitalization)
 14. **Making Globalization Work for India** N.R. Narayana Murthy
 15. **Mobilizing Minds** Lowell L. Bryan and Claudia I Joyce
(Creating Wealth from Talent in the 21st Century Organization)
 16. **My Secret Life of the McJob** Jerry Newman
(Lessons from Behind the Counter Guaranteed to Supersize any Management Style)
 17. **New Era Leaders: Lessons of Self Empowerment** Edited by Vivek Shah
 18. **Out of Poverty** Paul Polak
(What works when traditional approaches fail)
 19. **Peaceful Mumbai** Awaaz Foundation
(Clean, Green... Peaceful Mumbai)
 20. **Reawakening The Spirit in Work** Jack Hawley
(The Power of Dharmic Management)
 21. **Silicon Dragon** Rebecca A Fannin
(How China is Winning the tech Race)
 22. **Six Sigma Business Scorecard** Praveen Gupta
 23. **Strategic Corporate Communication** Paul A Argenti
 24. **Stratagem** Meenakshi Radhakrishnan Swami
(Cases on Retail, Products, Services and

Trends)

25. **Strategic Product Creation**
(Deliver Customer Satisfaction from every level of your Company) Ronald L Kerber and Timothy M Laseter with Max Russell
26. **Selling The Invisible**
(A Field Guide to Modern Marketing) Harry Beckwith
27. **Seduced by Success**
(How The Best Companies Survive the 9 Traps of Winning) Robert J Herbold

Happy Reading

8. **BMA Committees in Action:**

- a) The preparations of the **BMA-CSI Committee** in regard to the IT Convention being held from 2nd – 4th December 2008 at Taj Land's End is in full progress. The Chairman Mr.M D Agarwal along with his team have had several brain storming sessions in regard to the theme, sub-theme, speakers, sessions, sponsors, etc. The theme chosen is "Vision IT India 2020". The Committee is looking at having 300 delegates for the Convention. Members are requested to block the dates and send their suggestions if any.
- b) **H.R. Convention Committee** led by Ms.Nina Woodard is in the process of firming up its two day programme to be held on 21st-22nd January at Taj Land's End. Many meetings and long hours have gone into the preparation and programme outline. Shortly a flier or brochure will reach you. The H.R. fraternity is requested to block the dates and send suggestions and inputs which could be addressed at the Convention. An H.R. book based on the themes and sub-themes is also being planned to be brought out. Those wishing to contribute articles may get in touch with the Secretariat.
- c) **Conceptual Forum Committee** led by Mr.Vijay Jalan, along with Committee members Mr.Vithal Palekar and Mr.Arvind Jolly met on 28th August. Committee Member Dr.Ram Tarneja being out of the country was not present. Dr.Devender Nath joined the meeting as an invitee. The Committee brainstormed on speakers and topics and put a framework in place. Once things are fine tuned CF Members will be intimated. Membership Renewal letters have been sent to old members and invitations to new members has also been extended. We hope to have a strong and vibrant body of C.F. members.

9. **BMA Website:**

Work on redesigning and upgrading the BMA Website is presently on. Members will be kept posted when it is up and functioning. Till such time do kindly bear with us.

10. **20th Annual Management Education Convention:**

The “Association of Indian Management Schools” held their 20th Annual Management Education Convention from 27-29 August 2008 at Prin. L N Welingkar Institute of Management Development and Research. Prof. Dr. Uday Salunkhe, President AIMS along with his entire team from his Institute did an excellent job in making the Convention a great success. On 27th August Mr.K V Kamath, Managing Director and CEO, ICICI Bank Ltd & President CII inaugurated the Convention and Prof. Dr.Vijay Govindarajan, Professor at Tuck School & Chief Innovation Consultant at GE delivered the keynote address. Both the eminent speakers were very forthright in their views, which set the august gathering, comprising of Directors of Business Schools and Faculty Members, thinking. The prestigious Ravi J Mathai Award was presented to Mr.Kumar Mangalam Birla, Chairman, Aditya Birla Group who delivered the Valedictory Address. There were other awards too that were presented on the occasion. The theme of the two day Convention was “Nurturing Thought Leadership through Management Education”. There was an international flavour to the Convention with delegates from abroad participating in the two day event.

11. **Future Events:**

Members are encouraged to register for the following programmes. Hence do rush in your registrations at the earliest. Block these dates.

Day	Date	Topic	Faculty	Venue
Friday	19 th Sept 2008	Discussion on the film made by Mr.Harsha Bhogle on “Achievers of Excellence”	To be led by Mr.Bhaskar Joshi, Chairman, Membership Services Committee	Sydenham Institute of Management Studies, Research and Entrepreneurs Education (Auditorium) Free Programme.
Tuesday- Wednesday	23-24 th Sept 08	A Grand Management Festival – A series of evening lectures.	Prof. Rooshikumar Pandya	Jaihind College Auditorium Free Programme.
Saturday	4 th October 2008	Leadership, Power Stress and Renewal	Ms.Nirmala Mehendale & Mr.Eric D Mistry	Army & Navy Building, 3 rd floor, M G Road, Kala Ghoda, Mumbai 400 023 Fees: Rs.1950/- for BMA Members and Rs.2250/- for Non-Members
Saturday	11 th October 2008	Competencies Based Interview Skills	Mr.Vijay Deshpande Training Faculty	Army & Navy Building, 3 rd floor, M G Road, Kala Ghoda, Mumbai 400 023 Fees: Rs.1950/- for BMA Members and Rs.2250/- for Non-Members

Saturday	8 th November 2008	Indirect Taxes	T Gunasekaran Advocate Excise Consultant	Army & Navy Building, 3 rd floor, M G Road, Kala Ghoda, Mumbai 400 023 Fees: Rs.1950/- for BMA Members and Rs.2250/- for Non-Members
Saturday	15 th November 2008	Stress Management	Ms.Marita Nazareth	Army & Navy Building, 3 rd floor, M G Road, Kala Ghoda, Mumbai 400 023 Fees: Rs.1950/- for BMA Members and Rs.2250/- for Non-Members

We trust you would have enjoyed reading this Update as the previous issue where we filled you with information and photographs of the new Executive Committee. Do send us your feedback and give us your inputs so that we constantly strive to remain relevant and meaningful to our members.

Till next time!

Gladwyn A Pinto
Executive Director