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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

DECEMBER 2008



### **President's Message**

Dear Members of the BMA fraternity,

Since the last time I wrote to you through these columns, we have stepped into 2009 with great hopes of revival. Inflation seems to be coming under control and the commodity prices including that of crude are not as volatile as we witnessed in the recent past. While that is on a happy note, the happenings at 'Satyam' has given a big jolt and has brought the subject of Corporate Governance under focus. Coming soon after the terrorist attack in Mumbai and the economic meltdown brings into focus the need to redefine the paradigms and review the Management Principles by which we have lived thus far. We at BMA are seized of this and would be extremely appreciative of any inputs that any member could provide on what the new paradigms are and what would be some of the ways to deal with them. I invite you to send in your views and comments on this subject.

BMA has planned some interesting events, details of which you will find in the enclosed pages and I am sure you will take advantage of these events through participation and benefit from them.

**S. MOHAN**

We move into the New Year 2009, carrying memories – pleasant, happy, sad, painful, memorable, unforgettable - of the year gone by. 2008 was the year of the Beijing Olympics – names such as Abhinav Bindra, Michael Phelps, Usain Bolt will long be remembered. In the political arena, Bhutan declares democracy and holds first ever elections, Nepal holds historic election, monarchy dissolved and a republic is formed, US House of Representatives and Senate approves nuclear deal with India, Barack Obama wins nomination to be elected 44<sup>th</sup> US President. In business Apple launches I-Phone Worldwide, Tata Motors clinches the Jaguar and Land Rover deal, and Chandrayaan lands on the moon, and terrorists attack our beloved city.....

We entered 2009 with hope and optimism, with expectations of a better and brighter future, with promises and aspirations. Things don't appear to be rosy with the global meltdown taking its toll and the "Satyam" disaster staring us in the face. December was not too happy a month for us at BMA with fewer programmes and lesser participation.

**The HQHI Special Series** failed to take off inspite of eminent speakers and topics being relevant. The **Membership Services Committee** organized a Stress Management Workshop with music conducted by **Dr.Rahul P Joshi**. 7 Stimulations ....Music for the Heart... Music for the Soul was propounded by Dr.Joshi. 7 Stimulations helps an individual to overcome stress by singing and listening to music. Indian classical music with its unique swara, note combination creates positive vibrations and sensations which act as a stress buster... Those present did appreciate the programme.

**BMA Thane Centre** in association with Rotary Club of Thane organized a talk on the theme **Business of Freedom – the lessons for the Modern Manager**. The author of the book "Business of Freedom" **Mr.Sandeep Singh** shared with the audience key insights of his book which was followed by a question and answer session. The book was available on sale at a special price for the participants.

**AIMA** organized the **AIMA – Sanmar 9<sup>th</sup> National Management Quiz** regional round on 10<sup>th</sup> December at Santokba Hall. **NMIMS University** was the venue host and BMA offered help and assistance in conducting the quiz competition very successfully. Sun Microsystems, Hindustan Unilever and T.C.S were the three teams that qualified for the finals. **Mr.Anil Kamath**, Past President BMA was the Chief Guest who presented trophies and certificates to the winners. The Guest of Honour Mr.Vaibhav Bhanchawat General Manager – West, GlaxoSmithKline addressed the gathering.

Those who missed the **AIMA National Management Convention** on the theme "The New Manager" could read all about it in a book placed in the BMA Library. The book comprises proceedings of the Convention and presents to the reader the likely challenges faced by the new Manager in a globalised scenario.

#### **Executive Committee Meeting Highlights:**

The Executive Committee met on 11<sup>th</sup> December and a gist of the discussions and decisions taken were as follows:

- During Management Week 16<sup>th</sup>-21<sup>st</sup> February, a workshop to be held on 20<sup>th</sup> February on "Re-establishing Brand Mumbai – A Managerial Response" at Jai Hind College from 5-8 pm.
- All B Schools to celebrate **Management Day** – 21<sup>st</sup> February by way of debates, competitions and quizzes.
- **CSI-BMA – I.T.** Convention scheduled to be held from 2-4<sup>th</sup> December postponed to 27-29<sup>th</sup> January at InterContinental The Grand.

- **Dandekar Rotating Trophy Competition** to be held for all B Schools on 19<sup>th</sup> February at K J Somaiya Institute of Management Studies and Research on the theme “**Global Meltdown – Opportunity or Threat for India Inc**”.

### **New Members:**

At the Executive Committee Meeting held on 12<sup>th</sup> November, 2008, the following members were enrolled into the BMA Family.

### **Individual :**

1. Mr.Tushar Sen
2. Mr.Rayomand Jehangir Eranee

### **Life :**

1. Mr.Manoj L Dhanwani
2. Ms.Bela Javin Bhinde

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

### **H.R Convention – 22<sup>nd</sup> January Postponed :**

We regret to inform that in light of the scenario over the last few months in the IT Industry and Financial Services sector; we are unfortunately unable to attract the delegates we had anticipated. We, therefore, feel that it is not possible to conduct the conference on the said date.

Though we took every measure to market and gain support for the conference, the Global meltdown has impacted the participation as well sponsorship levels of activity for all conferences and seminars. We do expect that these will improve significantly in the next few months and we shall be able to hold the conference with better success. We plan to hold this conference before year end 2009. If there are any other reasons why you did not register for the Convention do let us know so that the Committee can seriously look into it.

### **Membership Updation – Corporate Members :**

The Membership Development Committee under the Chairmanship of Mr.Surjit Banga and Co-Chairman Major R N Wahal are keen to bring out a membership directory of BMA Members.

Prior to undertaking this exercise the Committee is desirous of having proper, correct and complete data. Hence updation of membership details is being done phase wise. Presently a communication has been sent to all the representatives of Institutional members to forward to us the correct data. Many have responded and we thank them for the same. We urge the others to do likewise.

In the next phases, communications regarding data updation will go out to the other categories of membership. Please do respond with the details as we want our communication to reach you and not be returned by the courier company. Thanking you for your support.

**Future Programmes** – Block Dates – Register to avoid disappointment:

Sr.	Event	Speaker	Date & Time	Venue
1.	Marketing Myopia in the IT Industry	Dr. Nilay Yajnik Professor of Information Systems, School of Business Management, NMIMS University & Chairman BMA Western Suburbs Committee	Wed. 21 <sup>st</sup> Jan. 09 5 pm to 6 pm	NMIMS University Vile Parle
2.	Advanced Concepts in Project Management	Anita Dhir, PMP ® President & CEO Medhira Enterprises	Fri. 23 <sup>rd</sup> Jan 09 Full Day	Hotel Suba Palace Behd. Regal Cinema
3.	INDIA IT 2020 - In association with CSI-Mumbai Chapter	Various	Tue – Thu. 27 <sup>th</sup> to 29 <sup>th</sup> Jan. 2009	InterContinental The Grand.
4.	Excellence in Communication Skills	Vincent D'Silva Management Consultant	Wed. 28 <sup>th</sup> Jan. Full Day 09	West End Hotel Marine Lines
5.	Overcoming Challenges in Today's Times	Dr. Stephen R Covey	Wednesday 28 <sup>th</sup> January 2009	ITC Grand Maratha Mumbai
6.	10 Rules for Strategic Innovators. From Idea to Execution	Prof. Vijay Govindarajan	Friday 30 <sup>th</sup> January 09	Leela Kempinski Mumbai
7.	Developing an Assertive Personality	Vincent D'Silva Management Consultant	Wed. 4 <sup>th</sup> Feb. Full Day	West End Hotel Marine Lines
8.	Two Day Programme on "Managing The Contract Labour"	Various	Thursday-Friday 5-6 <sup>th</sup> February 09	Hotel Orchid Mumbai <b>(AIMA Program)</b>
9.	Study Tour to: : 1. Raymond Textile Division - Thane 2. Wockhardt Hospitals – Mulund (in association with ISTD)	Facilitator: Bhaskar B. Joshi	7 <sup>th</sup> Feb. – 8 am - 1 p.m. & 1 pm to 5 pm	Raymond – Thane & Wockhardt – Mulund
10.	Latest in Labour Law Judgements	Various	Saturday 7 <sup>th</sup> February 09	Hotel Orchid Mumbai <b>(AIMA Program)</b>
11.	From Secretary to World Class Administrative Professional	Homai Mehta	Tue-Wed 10-11 Feb.	West End Hotel Marine Lines

12.	Visit to Vinsura Vineyards & Sankalp Winery..Nashik (in association with ISTD & Nashik Management Association)	Mr. M P Sharma & Mr. Holkar Facilitator: Bhaskar B. Joshi	Saturday, 21 <sup>st</sup> Feb. 6 am to 9 pm	Nashik
13.	Management Week (Week Long)	Various	16 <sup>th</sup> to 21 <sup>st</sup> Feb.	Various
14.	Management Day on the theme: <b>Re-Establishing Brand Mumbai – A Managerial Response</b>	Various	Fri. 20 <sup>th</sup> Feb. 5-8 pm	Jaihind College Churchgate
15.	Marketing 20:20 Convention	Various	Friday..6 <sup>th</sup> March	Welingkar Institute
16.	Financial Services Convention	Various	Friday..20 <sup>th</sup> March	(To decide)
17.	Women in Management Convention	Various	(To decide)	(To decide)

And as we close we leave you with some thoughts and sayings for the year just begun – 2009

#### **What's New about New Year:**

Most of the people look at new year with a hope for peace, happiness, prosperity and better tomorrow while bidding good bye to the past year in relief of another year having passed. This has been going on year after year with no major remarkable achievement of inner peace and happiness.

The enthusiasm of New Year celebration does not even last for 24 hrs and everybody is back to square one, with the same kind of life, same problems, complaints and disappointments! Why is life like this? Couldn't New Year been used as an opportunity to bring some positive changes in life? An opportunity for achieving our life goals and achieving the purpose for which we are here on this planet earth?

New Year can be an opportunity to tear off and throw away past impressions of enmity, hurt, jealousy and negativity from the mind like tearing off and throwing away the past years calendar. New year can start with fresh dates with peace, happiness and forgiveness. New year can start with new resolutions (to follow and not to break). Every new year should bring us one step closer to humanity, nature and universal divinity. Every gone year should give us satisfaction for what all we did in the year (not regret and guilt for what all we should not have done). If we can say good bye to the past year with satisfaction and embrace new year with another humble step forward then only we have the right to celebrate new year. Else new year celebration is only for entertainment, sensuous pleasures and would be another year of pain, sorrow and misery. We must learn to 'live by choice and not by chance'.

Somebody has rightly said that

**'If you keep doing what you have been doing, you will keep getting what you have been getting'.**

**Source - Ramesh Jain - Poorna Ananda - Newsletter**

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**Try to do the following in 2009 for a good healthy life:**

1. Take a 10-30 minutes walk every day. And while you walk, smile.
2. Sit in silence for at least 10 minutes each day.
3. Sleep for 7 hours.
4. Live with the 3 E's -- Energy, Enthusiasm, and Empathy.
5. Play more games.
6. Read more books than you did in 2008.
7. Make time to practice meditation, yoga, and prayer. They provide us with daily fuel for our busy lives.
8. Spend time with people over the age of 70 & under the age of 6.
9. Dream more while you are awake.
10. Eat more foods that grow on trees and plants and eat less food that is manufactured in plants.
11. Drink plenty of water.
12. Try to make at least three people smile each day.
13. Don't waste your precious energy on gossip.
14. Forget issues of the past. Don't remind your partner with his/her mistakes of the past. That will ruin your present happiness.
15. Don't have negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.
16. Realize that life is a school and you are here to learn. Problems are simply part of the curriculum that appear and fade away like algebra class but the lessons you learn will last a lifetime.
17. Eat breakfast like a king, lunch like a prince and dinner like a beggar.
18. Smile and laugh more.
19. Life is too short to waste time hating anyone. Don't hate others.
20. Don't take yourself so seriously. No one else does.
21. You don't have to win every argument. Agree to disagree.
22. Make peace with your past so it won't spoil the present.
23. Don't compare your life to others'. You have no idea what their journey is all about. Don't compare your partner with others.
24. No one is in charge of your happiness except you.
25. Forgive everyone for everything.
26. What other people think of you is none of your business.
27. However good or bad a situation is, it will change.
28. Your job won't take care of you when you are sick. Your friends will. Stay in touch.
29. Get rid of anything that isn't useful, beautiful or joyful.
30. Envy is a waste of time. You already have all you need.
31. The best is yet to come.
32. No matter how you feel, get up, dress up and show up.
33. Do the right thing!
34. Call your family often.
35. Your inner most is always happy. So be happy.
36. Each day give something good to others.
37. Don't over do. Keep your limits.

## Source : A Well wisher

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"Imagine life as a game in which you are juggling some five balls in the air. You name them - work, family, health, Friends and spirit and you're keeping all of these in the Air. You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four Balls - Family, Health, Friends and Spirit - are made of glass. If you drop one of these; they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for it.

## Speech by Bryan Dyson (CEO of Coca Cola)

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Long-term and do-able solutions to problems faced today by society require the involvement and participation of all stakeholders. Below is our list of Action Steps which we believe are necessary not only for our everyday lives but also to prevent incidents like that of the recent Mumbai Terror Attack.

Do comment what, in your opinion and experience, prevents government from taking these steps.

1. Reduce Corruption - via 3-member team in every govt dept from the dept, citizen, ACB
2. Catch the Corrupt - empower Anti-Corruption Bureau to investigate all complaints received
3. Implement existing laws firmly & quickly - and publicly share relevant statistics
4. Ensure speedier justice - categorise cases and dispose them via new ways; computerise; charge for all adjournments, etc.
5. Publicise Complaints and Action Taken Reports - based on the compulsorily-stated Citizens Charter of the government department
6. Penalise poor performance by government officials - connected to their jobs, salaries, reputation
7. Establish sector-wise umbrella organisations - for each social cause and civic issue
8. Formalise Citizen-Government interaction - modify the Local Area Citizen Group Charter suitably
9. Include citizen representation on government committees - with a transparent selection process
10. Review policies and procedures periodically - along with inclusion of citizens inputs that are received on an ongoing basis e.g. through RTI queries

**Source : KARMAYOG**

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**Ten Commandments for Your Organization**

1. Thou shalt proactively create thy future
2. Thou shalt build an organization on values
3. Thou shalt empathetically listen to customers
4. Thou shalt treat thy employees and partners with dignity
5. Thou shalt build a learning organization
6. Thou shalt intelligently reduce costs
7. Thou shalt proactively demolish chronic waste
8. Thou shalt benchmark to beat competition
9. Thou shalt make a habit of quality improvement
10. Thou shalt aim to be synonymous with innovation

**Source : BestPrax Club**

Do keep writing to us giving us your feedback on the Update and other matters so that we can constantly be in touch with you.

Happy Reading!

Gladwyn A Pinto  
**Executive Director**