

## Rajkot Management Association (Affiliated to All India Management Association)

For internal circulation to members of the association

Year 1, Issue 2

*Applied Knowledge is Power*

December, 2011

### From President's Desk:



Dear Friends,

As referred in last issue, Time is changing very fast. The Union cabinet on 24 November 2011 approved 51 per cent foreign direct investment (FDI) in multi-brand retail. It's going to be a Game-changer for the estimated Rs 29.50 Lakh Crore retail market and billions of Kirana Stores in our country. We may see a shift change in the way and style of our purchasing pattern.

It would create serious threat to millions of self-employed retailers of our vast and diversified country, which account for over 90 per cent of retail trade. Traditional "Baniye ki Dukaan" will be replaced by trendy and air conditioned shopping malls. Amongst Dark clouds, there is a silver lining for MSMEs as it will be mandatory for retailers to source a minimum 30 per cent of the value of manufactured goods, barring food products, from small and medium enterprises. It may benefit farmers as well as consumers and will also strengthen the rural infrastructure. Foreign investment by Wal-Mart, Carrefour and Tesco to open mega stores in 53 major cities is expected with enhanced employment opportunities, in rural India. As a consumer, we can hope for benefit of Good Quality Service, Reasonable-Competitive pricing and pleasant shopping experience. [We all have experienced "Sabse Achha, Sabse Sasta" theme by famous Indian Co. Big Bazaar.]

The rupee fell to an all-time low in November 2011 as oil refiners and other companies rushed to buy Dollars in the midst of swelling current account deficit and fears over the global economy and euro zone. A rising oil import bill and worsening government finances heightened the risk of the rupee, which has been Asia's worst-performing currency in 2011.

World has become global village and every situation has impact on every country. In the midst of these turbulent times, let's be prepared with proper management knowledge to survive and move forward.

Gujarat is also going to see Khel Maha Kumbh-2011, which shall have a participation of 2 million sports enthusiast and Government shall need incredible managerial skills.

C. A. Kothari (Advocate),

President, Rajkot Management Association

### Editorial

Welcome to yet another issue of the Bulletin. The issue, in continuation of Management education in Rajkot series, has an article on Saurashtra University MBA Department. Supervisors are backbone of any mid-size or large organization. What makes a successful supervisor? Refer to the article. And height of supervisory failure? Please go through the cartoon!

### Rajkot Management Association (RMA)

(Compiled by - Dinesh Kakkad)

Established in November 1989, completing 22 years of its existence, Rajkot Management Association is an independent, non-profit institution and a society, affiliated with All India Management Association (AIMA), a premier management institution in India. RMA has been twice adjudged Best Local Management Association in the past for its stellar services.

#### The objectives of RMA are -

- To promote amongst the members the exchange of knowledge, experience and ideas of sound management principles and practices,
- To make available benefits of its activities to the public at large without any discrimination,
- To stimulate amongst the members thought and efforts towards the promotion and development of management movement in Saurashtra in general, and in Rajkot in particular, through lectures, conferences, conventions, seminars, workshops, programmes, symposia, visits etc.,
- To cooperate with educational and research institutions in -
  - i) Developing schemes of instruction in management principles and practices,
  - ii) Stimulating amongst the members participation in management education and other related activities,
- To establish for the members a library of management books and periodicals and arrange for circulation of publications on development in management principles and practices,
- To publish a journal/newsletter/bulletin on management development and trends for the benefit of members and -
- To maintain constructive liaison with all organizations interested in management, such as trade associations, chambers of commerce and other management associations in India and abroad.

(Contd. On Pg 4)

# Vanguard of Management Education in Rajkot

-Dr. Dharmesh S. Raval\*

Development of trade and industry needs enough support from society in which it operates. This support could be in the form of financial or non-financial way. Adequate number of skilled people is in my opinion the scarcest and key factor for the growth of any region in business. Though we can always boast about the inborn skills of Gujaratis in doing business, but managers with discipline and professionally acquired knowledge are irreplaceable in this era of global competition.

In the past issue we discussed about growth and development of Saurashtra region in industry and trade and the list of MBA Institutes operating in and around Rajkot. In this and forthcoming issues we shall focus on those Institutes who pioneered Management Education in Rajkot.

Department of Business Management of Saurashtra University offered first full time MBA program of Saurashtra region in the year 1996. This program which is still respected and appreciated by industry and academia is approved by AICTE (New Delhi) and offers MBA of Saurashtra University, Rajkot. Since its establishment, Department of Business Management has expanded in terms of its physical resources, expert faculties, variety in the programs, program content and above all - it is playing the role of a senior academic institute of entire region in the field of Management Education.

Department of Business Management has current intake capacity of 90 students and MBA aspirants need to appear for Gujarat Common Entrance Test (GCET) for getting admitted to this program. Department of Business Management has a unique

distinction of being the first choice of MBA aspirants from this region, ever since it launched its MBA Program. It has always been a task for its students to get admitted to "Department" due to the stiff competition.

Currently Department of Business Management has 7 full time faculties and more than 35 visiting faculties. Full time faculties comprise 1 Professor, 2 Associate Professors and 4 Assistant Professors. All the senior faculties of this department have a very rare honour and achievement of getting trained from Indian Institute of Management Ahmedabad (IIMA) from its 4 months long Faculty Development Program in Management.

Department of Business Management is equipped with all the physical and infrastructural amenities essential for a Business School and offers very fine academic environment for its students in the beautiful campus of Saurashtra University, Rajkot.

Department also offers its prestigious Ph.D. program having current intake of 26 research scholars. With very experienced and keen researchers as faculty members of Department of Business Management, in all ways this department is a leading institute, moulding and nurturing careers and lives of thousands of people of this region.

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*\*Chairman, Professional Development Committee-Rajkot Management Association is also an academician and has interest in industry academia interface for effective management education.*

**Note:** The data have been collected from Saurashtra University website.

# Supervisor

## Mr. Jayant Jamuar\*

There will be hardly any mid-size or big organization, which may not need services of supervisors.

By definition, a supervisor is a person whose vision is super (superb) than his/her subordinates.

For being a successful supervisor, what make your vision super than your subordinates ?

Here are a few key attributes -

- Job specific knowledge,
- Qualification for the job,
- Sufficient experience,
- Involvement,
- Good communication skills,
- Planning,
- Ability to take subordinates along,
- Ability to interact with Management staff and understand organizational requirements,
- Resolve subordinate problems/bottlenecks that may impede progress of work, and many interpersonal skills.
- A supervisor is first and foremost an overseer whose main responsibility is to ensure that a group of subordinates turn out the assigned amount of production, in given time frame and within acceptable levels of quality, costs and safety.
- A Supervisor is responsible for the productivity and actions of a small group of employees under him/her. In a way, he is head of a small family !

### Six Roles of the supervisor

#### 1. Optimization of Resources

This involves maximum utilization of resources (man, machine, material & methods) to achieve production objectives of quality, quantity, cost and delivery and reduction of wastage of all kinds.

#### 2. Continuous Improvement

Establish standards and use of creativity and hard work of people to attain continuous improvement in standards.

#### 3. Maintain Discipline

It is extremely important that cooperation of subordinates is obtained in maintaining total observance of workplace rules, standard and disciplinary norms

#### 4. Improve Morale

Teamwork and motivation have very strong relationship with an organization's ability to produce and have a definite influence upon each individual. Teamwork must be promoted to accomplish individual and company objectives.

#### 5. Leadership

Guide people working under him and provide support to each individual in case of a problem, to train and develop them to improve their performance.

#### 6. Creation of easy Environment

Creating a safe and comfortable work environment and encourage team work to create lively work atmosphere.

Of course, supervisor alone cannot achieve these objectives and needs strong and continuous management support.

Thus, success of supervisor is success of the organization itself.

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*Mr. Jayant Jamuar is Technical Director at Kadvani Forge Limited, is Chairman of Forging Committee at REA (Rajkot Engineering Association) and Vice Chairman, ASM International India Council.*

(Contd. from Pg 1)

**Membership**

Membership of RMA provides professional and practicing manager recognition of their standing and efforts, offering an ever increasing range of services to meet the needs of managers at all levels. There are varieties of membership options to suit needs of the society. They are -

**1) Institutional Member :** Any firm, corporation, Government enterprise, department of the Government, Chamber of commerce, or other similar institution, which in opinion of RMA Committee, is interested in the development of the management movement may be admitted by the Committee as an institutional member. This firm may choose this membership on an annual membership or life membership basis.

**2) Individual Member :** Any person holding, in the opinion of the Committee, a responsible executive or administrative position in an industrial, commercial or professional organization, a Government or semi-government body or undertaking or any other similar establishment or profession and having "Management" as his/her area of interest, may be admitted as an individual member. Here again also, there are two options, annual or Life membership.

**3) Student Member :** Persons above age of 18 and enrolled as students in an institution teaching management courses or enrolled with AIMA for its Diploma courses shall be eligible for student membership. Application for student membership shall be sponsored by the Head of the Institution/ Association. No such member shall remain Student member after completion of the course and shall have to become an individual member.

For enrolling organization/ yourself, kindly contact Mr. Paramu Viswanathan, Chairman, Membership Committee. For further details...  
Cell No. : 98795 86871 or viswanthanparamu@gmail.com



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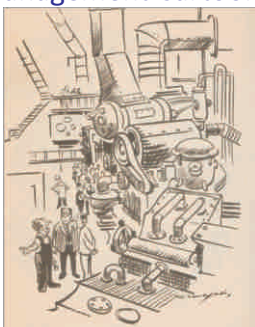
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**Management Cartoon**

Are you sure the new chief technician really knows his job, sir? The raw material fed at that end comes out as the same raw material from this end!

By Book Post / Courier

To,