

From the President's Desk:



Dear Friends,

This month, we have very gloomy news on how bad we as nation fared in Programme for International Student Assessment(PISA) 2009+test .Out of 74 regions worldwide, we fared last but one in reading skill and maths and in science, we have no body behind us , For a country proclaiming itself as oldest civilized culture and inventor of Zero and many more, this PISA result is blow under the belt. Worlds' largest democracy and one of the youngest populated country, as we repeatedly be proud of, this news is grossly discouraging , eye opening and embracing.

After 55 years of democracy and spending of billions of hard earned public money, if we are rating last or last but one in primary education, there is serious need of introspection for policy makers, academicians and society at large!

Problem for our country is we love glamour and hate research!

We love watching Crowd gathering against corruption on TV rather go there and tell them to contribute their precious time educating the illiterate kids, who may throw corruption in Arabian Sea, if they are well educated on time !

So called civil societies and New Gen Gurus of all cults must act fast on education front or else India will end up becoming largest illiterate and in turn uncivilized country of the world! A tag no body would like to dream about!

Let's all awake, rise and work till we make our country more responsible for child education!

CA KOTHARI (Advocate)

President, Rajkot Management Association

Cell: 09824220260

Learning Lessons from Life

Personnel Tips for every professionals and personal life of Students, Employees seeking mid career changes, young Corporate Executives, Businessmen, Housewives, Retired officers and Professionals like Doctors, Lawyers, Politicians etc., learned from my real lessons from the past, taking stock of the present and moving forward confidentially and carving out a strong future.

Tip 11.: QUICK DECISION END POWER PUNCH :

Acting instantaneously lends power to your decisions. Making a choice to follow a particular path must be followed, start anything; doing it in a right way. Commitment comes from action.

Acting instantaneously lends power to your decisions. Making a choice to follow a particular path must be followed, start anything, Use all your knowledge to do the right way, Action comes from commitment. Delay in decision results in a permanent loss. Deciding alone is not enough, share your choices with others by having a give and take of views. Action creates momentum and energy is created. Once it comes in motion, you will stay afresh. Goals are realized. Get and do what you want, Right now. Ground breaking changes and new challenges in one's life will be witnessed.

Tip 12.: TODAY 'FAST' EATS 'SLOW':

In the 21st century, "Fast" is the word. Please start working on any "Lead" or "contact". Instantly a Job opportunity, New business, Quick loan, Marriage alliance, Prospective order, Purchase asset, Policy matter and Interesting relationship. Don't miss . People who did not respond or act "instantly" have "Lost out". Never mind starting today. 'Be Different" people who slow in "Responding" find themselves Tough in present times. Answer all telephone calls, unknown missed calls, letters, SMS, mails. Work on leads overhearing, small tips, suggestions, "Speedily"...See how your life changes.

Tip 13.: SHOWCASE YOUR TALENT, BRING IT OUT:

A Gifted 'Teacher', speaker, singer, musician or a painter is

(Contd. on Pg 3)

How fresh MBA can increase their employability?

Synopsis: Bridge the gap between Demand (Industry side) and supply (institute side) of fresh MBA graduates



During the course of discussion in different forums, it is always said that small scale industries are not run professionally in this region and it is said that industry is not ready to hire professionals at handsome (Hand + some!) salary. As per survey, (small scale manufacturing sector in this region), wages and salary is 5% to 12 % of revenue, which is quite substantial because profit percentage in small scale sector is also limited due to inadequate facility which further requires investment.

Deposit to get electric connection and cost of electrical machinery and accessories are almost 15-20 % of the project cost.

Total duration of time from submission of project report to financial institution to start of production is quite long and it requires larger monetary resources to sustain initially for any manufacturing organization.

And then, Institutes always get complaints from MSMEs that passed out students coming for interview and job are not suitable to the requirement of the company.

They do not have enough knowledge to get started at the earliest, forget about the attitude to learn and particularly to dedicate to assignments given to them.

Both the above statements show that there is big gap between the aspiration of the industrial organization and expectation of qualified professionals. Sometimes, it is felt that the definition of professionalism is either misunderstood or defined in a specific way the qualified professional want to convey to the recruiter.

Here I would like to bring some definition/ information from different sources on Professionalism -

1. David Maister states that professionalism is, "...believing passionately in what you do, never compromising your standards and values, and caring about your clients, your people, and your own career."

2. The Merriam-Webster Online Dictionary broadly defines professionalism as - "the conduct, aims, or qualities that characterize or mark a profession or a professional person."

3. Dennis Snow (president, Snow and Associates) - says that there are four universal traits of a professional in any job position -

- A) Professional is responsive,
- B) Professionals are knowledgeable,
- C) Professionals care about what they do,
- D) Professionals teach something to the clients, subordinates and others.

One cannot expect from the very first day that professionals are having everything is as per above traits to make the organization strong enough to pay them handsomely.

True meaning of MBA

- Book a table that is in a quiet corner where business can be discussed without too many noisy disturbances.

- Leave instructions at the counter to usher in your guests to your table.

M	B	A
Manage Resources	Behave like professional	Attitude to take everyone together
Managing	Business	Assets and activity, Administer

*Administration includes management.

Difference between Administration and Management

Management	Administration
Nature of work: It frames policy and objectives of the organization.	It puts action to achieve the objective of the organization as per policy.
Function: It takes major decision in enterprise as a whole.	It is execution as per decision.
Authority: it is a top level activity percolating to each process owner until the objective is achieved and responsibility is fulfilled.	It takes decision within framework set by management.
It consists of owners who invest capital.	It is a group of personnel who use their specialized knowledge to fulfill the objective of the organization.
Nature of usage: It is used in business organization.	Administration is popular with Govt., military, educational, religious and business organizations as well.
Decision making: its decision is influenced by Govt. policies, economical, social, religious factors and client expectations.	Its decisions are influenced by the values and beliefs of the managers.
Abilities: It needs visionary and resource handling skills.	It needs administrative and technical skills.
Main function: Planning & organizing functions.	Motivation, control and useful utilization of resources.

In nutshell, Professionalism is to utilize the available resources of the organization to achieve objectives within the frame work of the policy.

Professionalism is to convert the available resources (INPUT) by adding some specialized process to achieve the Output (with minimum or no wastage) to satisfy customers (both internal and external) requirements.

Internal customer is both the share holder (owners + financial institutions) and next process owner inside the organization and external customer is immediate client or final user.

It is universal truth that quality of output will fully dependent on quality of input (Man, machine, material, market condition) and process (method). If all these 5 Ms possess good quality, then, naturally the Money (reward) will come.

Therefore, one has to be well versed while selecting the input material.

As far as man (professional) is concerned, syllabus is generic which gives a guideline which one should possess as minimum knowledge (not information).

But other skills have to be acquired by way of hard work, discipline, dedication, involvement and engagement to satisfy the need of immediate customer (employer) initially before recruitment.

Basic knowledge requirement by any MSME -

- One should have the knowledge of what has been taught during the course: This show involvement during study period, therefore; interviewer can understand the level of efforts needed to train the person.

- Basic knowledge of the product, process of the organization and co-relating with the theoretical knowledge: This shows how a person recalls the knowledge when it is needed.

Professionalism is to convert the available resources

- Basic attitude to learn and innovate to help organization achieve the goal.

Learning Lessons from Life (Contd. from Pg 1)

needed by the society. He or she is one in a thousand. One must never hide his or her talent; share this God gifted talent to entertain, educate, and make others Happy. One can make this a profession also as he or she will "Excel", Never feel shy to display your talent. Then God solves your problems and keeps you Happy. Innumerable gifted persons have faded away, by not showcasing their talents.

Tip 14.: FUNCTIONS AND GET TOGETHERS HIDDEN OPPORTUNITIES :

Good things happen and new developments take place by meeting relatives and friends in functions and get togethers, Establishing and consolidating relationships, chance to have solutions to business problems, new job opportunities, career guidance, alliances for children, charitable acts. People lose so many relationships by missing these functions, Never Miss Try your Best.

- Understanding of Quality management system and management Information system.

- Data analysis and data management to help use during decision making.

- Train the trainer and pupil according to need of the customer.

It is understood that industries have their own training department which is true in case of corporate giants but not in the case of MSMEs, because small industries cannot afford to train the fresher or existing employees.

Therefore, the trainer in the external institute needs to visit and interact with small business owners to understand their needs.

It is taught in classes that marketing understands the customer's need to offer the product to satisfy the needs.

Communication: It is the skill and part of listening process. Unless you listen to your customer and their requirements, it is difficult to produce as per requirement. Keep on telling about what has been done does not click.

Business communication skills are needed to be developed because a qualified professional is meant to communicate with seniors, juniors, skilled, unskilled, customers, suppliers and service providers.

It is the business communication skill (either verbal or written) which makes first impression about the business organizations both internally and with external customer or service provider or govt. agencies.

Knowing the subject taught in the class room is important but all the above points discussed may also is required to supplement the degree attained through full time or part time courses or learn at grass root level.

Thus, it should be evident that MBA graduates have to adapt to requirements of industry for better employability.

Jayant Januar, Technical Director, Kadvani Forge Limited and associated with many educational institutes.

Tip 15.: AT ALL TIMES, KEEP WORKING, ANY AGE ! :

Every person 'Must Work' up to 85 years of age. Do not "Retire" at 65. One must keep meeting Young professionals, Business / Industrial owners, Senior officials, Founder of colleges / Institutions, people with Connections, - kindly use all your contacts. What are they for? Seek help, show enthusiasm to work, tell them what you can do and how to contribute. Use grey hair and wisdom Happily 'get a job or create work'. Retirement is only in Mind. Keep the Mind Young, Then You will Never Retire. A pleasant outcome is "A jubilant family".!

Deepak V. Suchde

Proprietor, Team Consultants

Chairman, Rajkot Management Association

Managing Committee Member, Institution of Engineers (India) Gujarat State Centre.

Welcome to New Members			Sponsorship Invitee Member	
MEMBER NO.	NAME	COMPANY	NAME	COMPANY
IAM 234/11	Mrs. Vaishali H Parekh	Krish Consultant	Mr. Kaushalendra Verma	TATA MOTORS LTD.
IAM 235/11	Mr. Sanjay Parmar	Acme Consultancy Service	Mr. Subramanyam	CORPORATION BANK
IAM 236/11	Mr. Bhavesh Solanki		Mr. Dolphy S D'mello	SIDBI
IAM 237/11	Mr. Kalpesh H Pandya	Aurbindo College	Dr. Kalpit Sanghavi	VISION INFOMATIC
IAM 238/11	Mr. Dhaval Khandedia			
IAM 239/11	Mr. Dharmendra Kateria	Malta Engineering		
ILM 111/11	Mrs. Niharika Bajaja		To know more about membership: Please contact Mr. Manish Dave Cell: 9428040428 For Sponsorship contact: Mr. Deepak Suchde Cell: 9898091981	
ILM 112/11	Dr. Dipti Shethi	Principal, Christ Inst. of Mgt		
ILM 113/11	Mr. Ketan R Bhandari	Chartered Accountant		
ILM 114/11	Mr. Gopal R Bhatt			

"Take advantage of volatility!"

Invest in Pramerica Dynamic Bond Fund- An Open Ended Income Scheme

Making the right choice is critical

Year 2010 We recommended Liquid Funds - Year 2011 We recommended Short Term Income Funds

Year 2012 We recommend Dynamic Bond Funds

Pramerica Dynamic Bond Fund -Making volatility work

Investment Strategy

- Active Duration Management : Identify trends in economic and interest rate environment to exploit short term opportunities across the yield curve&Focus on opportunities due to change in steepness of yield curve
- Capturing Opportunities in Credit Spreads : Seek to capture potential changes in credit spreads and credit ratings&Seek to capture volatility in credit spreads in short term as well as long term debt instruments

Pramerica Dynamic Bond Fund -Who should invest?

- Suitable for investors with investment horizon of one year and above
- Fixed Income investments are cyclical in nature with various segments of market performing at various points in time
- Suitable for investors who cannot identify potential shift in interest rate environments and are seeking expert help in deciding where to invest between Liquid/Ultra Short Term, Short term, Income and Gilt funds
- Suitable for investors seeking exposure to longer maturity debt instruments with active duration management for efficient risk return proposition

Benchmark Index:- CRISIL Composite Bond Fund Index*Load Structure: - Entry Load- Not Applicable & Exit Load- -Nil-

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, PLEASE READ ALL SCHEME RELATED DOCUMENTS CAREFULLY. FOR SCHEME- SPECIFIC RISK FACTORS & TAX IMPLICATIONS PLEASE REFER TO THE SCHEME INFORMATION DOCUMENT.



MEGA Financial Planners

Let's Realize Your Dreams...!!

201, Holiday Business Centre | Janki Park Main Road | Opp. Wockhardt Hospital | Off. Kalawad Road | Rajkot 360001.

Ph: +91 281 2925232, 2588669, 6531399.

E-mail: mega@megafina.in | Web: www.megafina.in

Management Cartoon



By Book Post / Courier
To,

For more detail contact us @ www.rma.org.in or call us on 9824220260 or 9898669693

Published by Rajkot Management Association, Honorary Editor : Parag Jobanputra, Printed by Swastikt Graphics