



# RMA Bulletin



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

For internal circulation to members of the association

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*Applied Knowledge is Power*

June-July, 2012

## From the President's Desk:



Dear Friends,

Recent news of a survey carried out by Ederned group at University of Navarra of Spain claimed that Employees helped by their employers to balance work and family life are four time more productive and their retention ratio is much higher than those who do not get emotional support from their Employers. This reaffirms our age old vedik tradition of Entrepreneurship. Knowledge from our ancient treasure is really shockingly relevant to day that we are amused by the farsightedness of the creators of our vedik knowledge.

We take this opportunity to take a credit at RMA being instrumental to a movement for creating awareness in Rajkot Society for suicide tendency amongst Students post result season , which spread like epidemic last year , largely under toxified and wrong effect of 3 Idiots. RMA prepared a game plan for various steps to eridicate this manace and submitted to Hon. Collector Rajinder Kumar , who has accepted the suggestions and implemented it upfront in true spirit and we feel contended and proud that this year we have hardly witness any suicide incidence by Students.

The massage is loud and clear: An act for a good cause will always find Good wings , if directed to the right place with really right intentions.

Greece elections results have temporarily gave hope for euro survival , which is a good sign for world economy in short run. But long term future looks very hazy . On domestic front , we may see First Babu Moshay in Rastrapati Bhavan soon , but spat amongst BJP and NDA allies over 2014 PM candidature is a funny incidence of subtraction of Zero from Zero. Political parties seem to have more interests in pursuing future dreams rather than give a leadership massage by working hard in present to make our country strong.

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## 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 - 30 FAMILY, A GIFT FROM THE ALMIGHTY

Today we are finding people having relationship problems with one own kith and kin Son, Brother, Sister, Father, Cousin, Wife. Unfortunate as it results in an unhappy life.

Reasons : Inexplicable egos, superiority/inferiority complex, positions of power, unforeseen affluence and self centeredness. Certainly this is not acceptable as 'family is our strength', shun ego and unwarranted inhibitions with family members. One telephone call or personal visit can revive broken Relationships, mend Hearts and make life enchanting. Once agan Family Harmony and a Good life always go together.

### Tip - 31 A RICH PERSON - REDFINED

Earlier Rich person had crores of Rupees and plenty of priorities as "wealth". But in present times knowledge Economy, most of them have 'lost' by not learning, adapting, developing and updating knowledge. Today a rich person is redefined his "wealth is knowledge" . Everyday increase your knowledge by continuously learning new things in your own field or any other areas of interest otherwise, Money gets transferred to the knowledgeable persons.

### Tip - 32 HIRING PEOPLE ESSENTIAL SKILLS

While hiring people look for 4 things learn ability, skills, judgment, cheerful attitude, and how desperately that person needs a job ! Past achievements and high qualification do not matter much. Enthusiasm before getting the job and retain it later in to work life are two different things. A person who is 'Hungry' for a job will be energetic and always performing.

(Contd. on Pg 3)

All you can do is to find out the strengths of the people and place them where their strengths can produce results.

## HR : A Make or break function ~ Dinesh Kakkad\*

Human Resource is one of most valuable assets, which appreciates with time, while all other assets like buildings, infrastructure, machinery, tools, tackles, furniture and fixtures, computers etc depreciates !

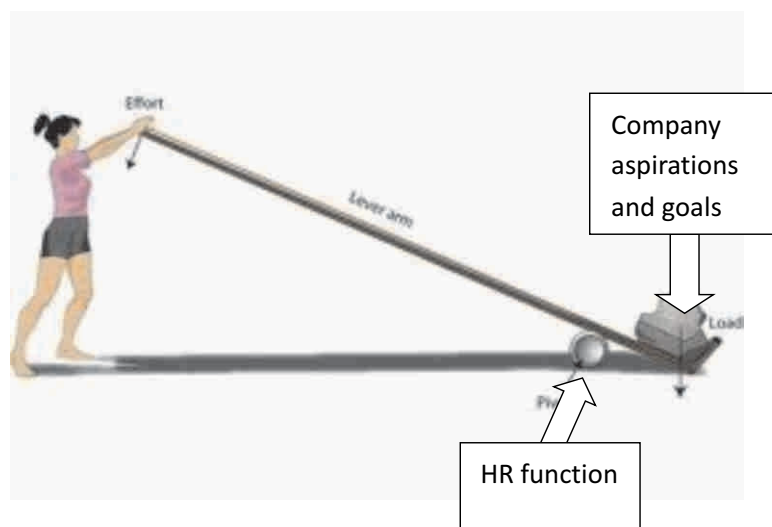
Though it is true that Human Resource is truly the most valuable asset, it is dismal to know by first hand that it is given scant respect and attention within SMEs in our region.

The current scenario, excepting a few progressive companies, is that HR function has just been reduced to recruitment, pay roll and fulfillment of legal requirement like PF and maintenance of basic safety norms and remedial actions. No more !! This lack of full HR functionality may be attributed to negligent leadership (Factory Owners, CEOs and HR functionaries themselves) and unwittingly aided by thousands of hapless local and migratory workers working at engineering, auto ancillary and agro-based industries in Rajkot.

Any factory in this region, small or big, suffers from shortage of skilled manpower. Company owners also complaint of low productivity, morale and lack of discipline among workers.

In a way, these problems are of their own making. In absence of any clear cut long term company future view and concurrent HR view and its full deployment, this is bound to happen.

Human Resource is most vital asset, which if properly leveraged, gives an organization a competitive advantage. It can be used for Organizaion Change, Development and Transformation.



An organization's success can be best described by an acronym, PQCDMSM.

P=Unique Product or Service, Q=Its Quality, C=Cost to customers, D=Timely Delivery, S=Safety and M= Morale of its employees.

Employees morale cannot be always held high, unless the organization has strong and sustaining HR policies and practices in place.

A chain is as strong as weakest of its link. Let us make our each link (every employee) stronger as much as the company wants to be.



This can be made possible by incorporating all good elements of effective HR solutions in actual daily practice of a company. It requires a conscience and dedicated top management support.

Following are the elements of effective HR solutions on which, help can be made available.

- HR Vision and Strategy Development
- HR Plans - Short and Long Term
- Manpower Planning
- Job classification and profile
- Job descriptions
- Effective Hiring Policy and Skills
- Competency Mapping : Skill matrix development and Skill Assessment
- New Employee Induction, Orientation and Training
- Training Needs Identification
- Effective Training Management
- Roll out of Motivational tools and techniques
- Employees Satisfaction Measurement
- Employee Empowerment
- Multi-skilling
- On-The-Job Training
- Team formation and improvement activities/ projects
- Interpersonal Skills Development
- Supervisory Development Programs
- Goal Development
- Performance Management Systems,
- Compensation, Rewards and Recognition Systems,
- Industrial Relations : Standing Instructions , Code of Conduct formation and Roll out,
- Grievance Redressal, Counselling and Disciplinary Actions,
- Safety, Security, Health and Well-being programs,
- Leadership Development Programs,
- Succession Planning

It should be evident that achieving best quality product, supplied at affordable cost to customers, timely delivery and gaining customer satisfaction and delight, leading to business growth can only be possible by having best HR practices and policies in place. Because, all this may happen due to contribution of humans. Thus, HR is truly a make or break function !

If the companies take a stock and roll out missing HR elements with external expert help and follows them with rigour and enthusiasm, their success is guaranteed in achieving its goals and aspirations.

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**Learning Lessons from Life** (Contd. from Pg 1)

**Tip - 33 THINK POSITIVELY IN TURBULENT TIMES**

Four ways to promote positive thinking in your people

(a) Engage every employee and do not entertain “disengaged Counterparts”. They are dangerous for the organization, Take strict decisions on them and also on people with negative attitude.

(b) Seek Suggestion and advise from intelligent employees in an ongoing slow down. Be frank with the employees about the hardship your company is facing listen carefully your employees for solutions.

(C) Excite and provoke your people. Today organizations and people working there have time. So also people Invoke them to reflect and re-think on improvement of your business and ask them to come up with innovative ideas for up scaling processes, technologies, systems and products. One will get a astounded with their response.

(d) Employees are not costs, they are resources Trust must be an highlighting every staff members contribution to business. Banish the talk about “People as Costs”

(Contd. on Pg 4)

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**Every employee wants to know what is it that you expect of me? And how am I doing at meeting your expectations?**

**Learning Lessons from Life** (Contd. from Pg 3)

**Tip - 34 SHOCKS STRENGTHEN**

Beaten copper becomes wires. Heated Gold becomes ornaments. Series of set backs and shocks makes a gem out of a person. Please do not analyze or get depressed at any time. Face storms and sorrows with composure It is a process that will pass away. After sometimes you will be wanted in demand, can dictate terms. Riches and happiness follow.

**Tip-35: 3 ELEMENTS FOR A GREAT LIFE**

Love, Self confidence and Friends are a prerequisite for a great life. They are non negotiable "LOVE" is a powerful force; "SELF CONFIDENCE" is a habit to be inculcated, nurtured and handy in all circumstances. Every man and woman must have 5 to 6 trusted, tested "FRIENDS" Do whatever it takes to have them, without them, there will be a vacuum and life would be incomplete. These 3 elements provide the strength, wealth and good health to every person.

**Tip-36: 5 THINGS TO SUCCEED AS A LEADER**

1. Coach your team and organization toward success. Replace commanding with coaching.
  2. Don't manage people, empower them. The Know How, experience and solutions are often out there, it is a matter of helping people to discover them.
  3. Cultivate the habit of giving respect instead of demanding it.
  4. Know how to manage both success & failure
  5. Be gracious in your management than greedy.
- Be humble about your success and whenever possible give

helping hand to others to get an opportunity to shine.

**Tip - 37 RECESSION PRECEDES BOOM: - OVERCOME UNDERPERFORMANCE**

'Economic Recession' must not result in Mental Depression. Instead Organizations need to inculcate an Innovate culture, revamp products & services, hire/ Retain smart people, brainstorm, forecast good Technology, understands clients better and offer low cost solutions. History proves that "Recession" always precedes a "boom" Market shall turn around. Avoid negativity never feel low, and create your customer and move forward! No Recession will last forever.

**Tip - 38 WIFE HAPPY, LIFE HAPPY**

A man must respect and give 'space' to his wife encouraging in her profession, hobbies, interests, assisting in an enterprise, allowing to meet relatives/friends not interfering in households affairs, avoiding arguments, hearing patiently etc. Never cling on to her in parties, functions and get together. Refrain from raising one's voice, do not react violently or emotionally with her. Like M S Shobha De stated, "A dumb Husband" is needed in the homes.

Result: Happy wife and Children Blossom

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Deepak V Suchde

Chairman, Rajkot Management Association

Member, Extension Service Committee, AMA

GTU, Advisory Member, Skill Council Human Resource Study & Organization Structure Committee.

**REQUEST TO THE MEMBERS:**

- All annual members are requested to send their annual subscription for the year 2012-13.
- All members are requested to send their contribution towards RMA Bulletin by way of Article, New Ideas, Advertisement /Sponsorship etc. to release our bulletin on time.

You can send your material, article, ad, suggestions to

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**Management Cartoon**



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