



# 66<sup>th</sup> AGM of BMA

## July 4<sup>th</sup>, 2020



***A time to reflect a time to look forward.....***

**A Presentation by  
Ms. Chhaya Sehgal**

**Founder & CEO – The Winning Edge  
and President BMA (2019-2020)**

<https://www.linkedin.com/in/chhaya-sehgal>





# Welcome to the Maiden Online AGM of BMA



## Guest of Honour

"We should solve the problems  
that **NEED** to be solved as  
opposed to those that **CAN** be  
solved!"

- Dr. R A Mashelkar



**Dr. R. A. Mashelkar**





# ABOUT US



## Our Vision

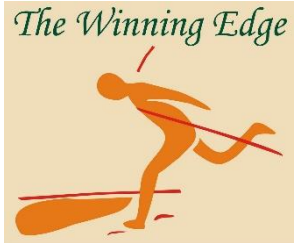
To transform BMA into a World Class Management Association through best services to all its members, innovative & quality MDP's, seminars & conventions, building linkage & networks with the industry, trade & other institutions, creating thought leadership in the field of Management principles & practices

## Our Core Mission

To proactively reach out to the sources of knowledge worldwide and provide a forum for sharing, learning and enhancing management competencies in the changing global environment







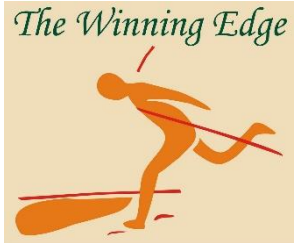
# Our Core Activities and Motto



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# BMA Culture





## 3 Strategic Goals

- (A) Strengthen our Brand Image and Enhance our Visibility**
- (B) Accelerate efforts for Faster Organic and Inorganic Growth of Membership Count**
- (C) Focus on Collaborative and Frugal Innovations, Improve Standards and Quality of our Offerings and Services and align them with the needs of our members and demand in the ecosystem to Build Operational Value and simultaneously Improving the Bottom Line of BMA**

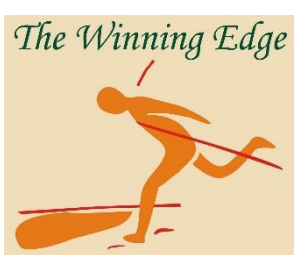




# Product Brands & Major Activities







# B2B and B2C – Signature Offerings of BMA

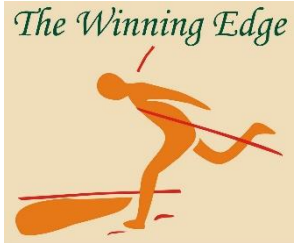


- BMA Corporate and Academic Awards
- Digital Leadership Summit
- 10X Scale Up Conclave
- Innothon
- Leader 2020
- MDP and MDS
- Management Week Celebration
- Industry Visits and Book Reviews

## *Seamless Virtual Transformation – Advantage Lockdown*

- Break the Chain – Leader speak Series
- Wednesday Wisdom Webinars
- Friday Fundamentals – e – MDPs
- Fellowship Meets
- BMA – Konnect Newsletter etc.
- **BMA E – Journal – e –ambit**
- **Maiden Online 66<sup>th</sup> AGM**





# Journey over the Past 13 Months....





# Key Highlights of the Past 13 Months



- **Formation of Former Presidents Mentorship Board**
- **Launch and Completion of First Batch of Leader 2020 Program**
- **Maiden Western Regional Management Convention in Collaboration with AIMA, Digital Leadership Summit 3.0 at National Level**
- **'BMA Enterprise of the Year Award' on the basis of 'ASSURED' Matrix**
- **Onboarding of ACC for Sponsorship of Dandekar Trophy**
- **Launch of Four e – Initiatives for Outreach in response to Lockdown**
- **Annual Fellowship Meet on Virtual Platform**
- **Launch of first E – Journal of BMA : e – ambit**







# Key Highlights of the Past 13 Months Continued....



- **Unique Management Week Celebration**
- **Collaboration with Professional Bodies for Enhanced MDS**
- **Opening Membership to Under Graduate Colleges**
- **Broader Coverage in MDPs and Open/Free Lectures or MDSs**
- **Reorganisation and Strengthening of BMA Secretariat**
- **Regular Publication of BMA KONNECT: The Newsletter**
- **BMA Website and Videos Archive Development**





# Key Financial Highlights

- **B/S Richer by Over Rs. 26 Lakhs**
- **Receivables Minimised Over Rs. 10 Lakhs**
- **Inventories are Contained almost at the Same Level**
- **Sponsorship Income: a Record High of over Rs. 55 Lakhs**
- **Interest Income is Increased Over Rs. 3 Lakhs**
- **Establishment Expenses are Reduced Over Rs. 2 Lakhs**
- **Lower Payroll Costs**
- **Setting off of Prior Period Adjustments Over Rs. 2 Lakhs**
- **Net Surplus in I/S around Rs. 5 Lakhs and No Tax Liability**





# BMA 41st Corporate and Academic Leadership Awards



**Highlight: Application of ASSURED Matrix for Assessment of the to 'ASSURED' Enterprise of the Year Award**

**Under the Guidance of Chief Jury Dr. R. A. Mashelkar**



**The Esteemed Jury**

**Financials (Gross Earnings):  
Rs. 4.38 Lakhs**

**(Rs. 2 Lakhs each received from  
TCS and Excel Industries  
towards Sponsorship, invested  
in a FD with BOI)**

**Further IOCL has committed Rs.  
1 Lakh Sponsorship to be  
Reimbursed after the Function**







# BMA 41<sup>st</sup> Corporate and Academic Leadership Awards



The Elite  
Corporate  
Awardees  
and  
Felicitation  
Ceremony  
at ISRO  
HQO

*President BMA, Ms. Chhaya Sehgal warmly invites you to the 41st BMA Awards function*

 <b>MS. ROOPA KUDVA</b> BMA MANAGEMENT WOMAN ACHIEVER OF THE YEAR AWARD 2018-19	 <b>MR. ADITYA PURI</b> BMA BUSINESS LEADER OF THE DECADE AWARD 2018-19	 <b>DR. J. J. IRANI</b> BMA LIFETIME ACHIEVEMENT AWARD 2018-19	 <b>DR. R. A. MASHELKAR</b> GUEST OF HONOUR & CHIEF JURY, BMA CORPORATE LEADERSHIP AWARDS 2018-19	 <b>DR. K. SIVAN</b> BMA SPECIAL JURY RECOGNITION AWARD 2018-19	 <b>MR. UDAY SHANKAR</b> BMA MANAGEMENT MAN ACHIEVER OF THE YEAR AWARD 2018-19
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**41<sup>st</sup> BMA's Leadership Award**  
2018-19

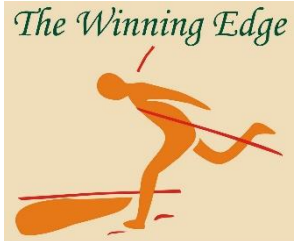
BMA  
"ASSURED"  
ENTERPRISE OF THE  
YEAR AWARD  
2018-19

Venue: Mumbai University Convocation Hall,  
University of Mumbai Fort Campus  
Time: 3:00pm to 7:00pm

**14th March 2020**

*Attendance is by Invitation only.*  
RSVP: [info@bma-india.com](mailto:info@bma-india.com): Ms. Hoimee Dey – 9004696400





# AIMA Western Regional Conclave

## Winning in the Digital Age – Digital Leadership Summit 3.0



### Highlights

- 20 Expert Speakers,
- Over 200 Participants,
- 11 Sponsors
- A Souvenir with Live Research and Articles



**Financials: Gross Earnings:**

**Rs. 20.63 Lakhs, Contribution:**

**Rs. 9.40 Lakhs**

### DLS 3.0 Team

**Chairperson - Ms. Prashanthi Reddy, Dr. Kavita Laghate, Mr. Debraj Dam, Mr. Chintan Oza, Ms. Supriya Sachdeva, Mr. Rajesh Sharma and Dr. Kiran Yadav**







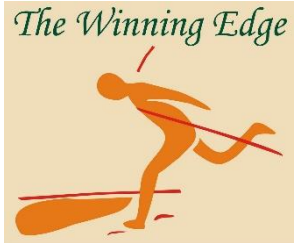
# Glimpses of the Conclave



## Clockwise:

1. Felicitation of Mr. Sanjay Kirloskar, President, AIMA
2. Unveiling of the Conclave Souvenir and
3. Inaugural Address of the Summit by the Chief Guest Mr. Pramod Bhasin – Founder Genpact





# Former Presidents of BMA





# Successful Launch and Completion of the First Batch of Leader 2020 Course



**A Joint  
Certification  
Program by BMA  
and JBIMS:  
The L&D Initiative  
based on World  
Economic Forum's  
Recommended  
Skillset for this  
Decade**



**Chief Guest  
Dr. Pramath Sinha,  
Founder and MD  
at Harappa  
University  
delivering the  
Inaugural Address  
at the Launch of  
First Batch of  
Leader 2020**







# Highlights

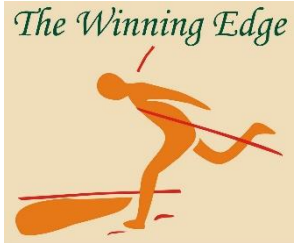
**Duration:** 90 L&D Hours spread over Six Months, Administered with Experiential Pedagogy and Assessment Plan and Led by a Visionary Advisory Team, Expert Core Team and World Class Facilitators



The initiative was led by Honorary Secretary Dr. Kavita Laghate and ably supported by the core team of Ms. Vaijayanti Naik, Mr. Shripad Ranade and Mr. Jagmohan Rishi.

**Financials:** Gross Earnings: Rs. 7.5 Lakhs, Contribution: Rs. 2.65 Lakhs

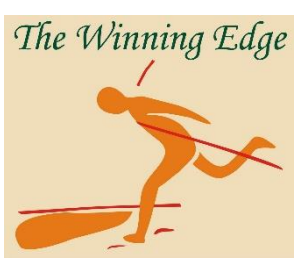




# Journey from Launch to Completion







# Innothlon 2.0 and BMA – ACC Dandekar Trophy



**Host:** Dr Bigyan Verma Director SIESCOM,  
**Team Innothlon 2.0:** Led by Mr. Rajesh Sharma and Ms. Supriya Sachdeva,  
Mr. Shripad Ranade, Ms. Vaijayanti Naik and Dr. Kiran Yadav





# Highlights of the Event

**Financials: Gross Earnings: Rs. 14.23 Lakhs, Contribution: Rs. 3.76 Lakhs  
+ Rs. 10 Lakhs Sponsorship Fund for  
BMA – ACC – Dandekar Memorial Trophy invested in  
Kotak Mahindra Bank with FD receipt no. 6013464945 on 06/06/2020.**



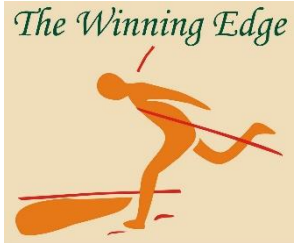




# Highlights Continued.....

- 3 Corporate Sponsors, ACC Ltd, Reliance Retail and SBI Insurance provided
  - 6 live Problem Statements, to
  - 26 Teams of Management Students from
  - 9 Management Institutes who were
  - mentored by academic and corporate mentors for 6 months and
  - judged by 13 Jury members in
  - 2 rounds of Presentations
- The Winning Team “Dr. V.N Bedekar Institute of Management & Research for a Problem Statement from “Reliance Retail Infrastructure”
  - The Joint First Runners-up were a team from Universal Business School for a Problem Statement on “ACC Logistics” and
  - The Second Runner up a team from GNIMS for a Problem Statement on “ACC – Sales”.





# Conclusion of Innothon 2.0 & BMA - ACC Dandekar Memorial Trophy



**Chief Jury: Mr. Kenny Abraham, CEO India, Supermax  
& Mr. K Raman, Head Strategy, and TATA Trust**







# 10X 2.0 Conclave – Connecting The Growth



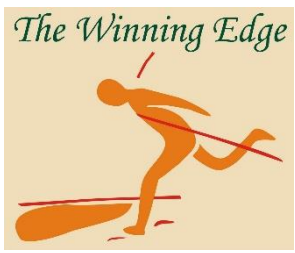
## Highlights

### Financials

- **Gross Earnings: Rs. 2.90 Lakhs**
- **Sponsorships and Registrations,**
- **Contribution: Rs. 1.78 Lakhs and a**
- **Gratuitous Venue by World Trade Centre**

**Over 100 Participants and 20 Speakers**





# 10X 2.0 Conclave – Connecting The Growth



## Highlights

### Sponsors and Partners

- Bharat Petroleum
- World Trade Center
- GNIMS Business School
- Entrepreneur Excel
- Association of Business Leaders and Entrepreneurs (ABLE)
- Saturday Club Global Trust
- Asian Institute of Family Managed Business



### Team BMA

Conference Chair: Late Mr. R. K. Mehra  
Conference Co – Chair: Dr. Kiran Yadav  
Chief Guest: Mr. Satish Pradhan  
Former HR Head Tata Group





# MDP and MDS Verticals Highlights



## Vertical Led by VP Prof Mani

- Around **50** Paid and Complimentary Management Development and Interactive Lecture Sessions
- Initiated Collaboration with Other Professional Bodies for Shared Benefit without Incremental Cost : BCAS, IMC, IMCI, WTC, AIAI, ASSOCHAM etc.
- Wider Coverage of Topics and Market Segments – Ted Talk at YRF and Professional Dramatics Performances
- Opening up of Membership to Undergraduate Colleges
- **Gross Earnings: Rs. 5.99 Lakhs, Net Contribution: Rs. 2.04 Lakhs**
- **65 New Members Added**
- **Focus on Life Membership**







# Management Week Celebration



## Live Panel Discussion on Leadership, Management and Business with none other than **Dr K Sivan, Chairman ISRO**





# Seamless Graduation of BMA to Virtual Mode



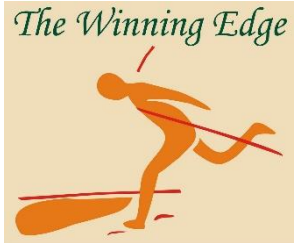
## E – Transformation of BMA Five New Initiatives

- Link the Chain- Virtual BMA Konnect Fellowship Meets
- Break the Chain – Leaders Speak Series
- Wednesday Wisdom Webinars (WWW)
- Friday Fundamentals – e MDPs (FF)
- BMA Journal – e - AMBIT

***We are committed to Innovate and Thrive; not just Survive during Crisis – Advantage Lock -Down***







# 11 Articles in Break the Chain - Leaders Speak Series







# 13 Wednesday Wisdom Webinars Series - WWW

- **Leading With Clarity**
- **Rejuvenate & find your true potential**
- **Managing Personal Finances During Lockdown**
- **Yoga For Good Health In COVID Times**
- **Every Company Is An AI Company**
- **Planning successful early Retirement**



- **A Metaphysical Perspective and Wellness during Pandemic**
- **The TCS Story**
- **Managing Stress In Challenging Times**
- **Abracadabra: Design Thinking**
- **Improve your life with NLP**
- **Life depends on Liver**
- **Future Of Jobs**





# 9 Friday Fundamentals E-MDPs



- **9 Steps for Designing Effective Training Modules**
- **Manufacturing: A NECESSARY EVIL?**
- **The New Rules for Doing Business in COVID Times**
- **Leading Teams Virtually – Driving Sustainable Engagement and Performance**
- **Business, Leadership, Digital Amidst Chaos**
- **How Not to Become a Dinosaur as Trainer! Become a 2020 Digital**
- **Leading With EQ In A VUCA World: Bringing New Purpose to Passion**
- **Are You DIGITAL-READY? : In Digital Era, Building Organisation Culture And Leveraging Data For Digital Transformation**





# 5 Fellowship meets

## Link the Chain - Virtual BMA Konnect

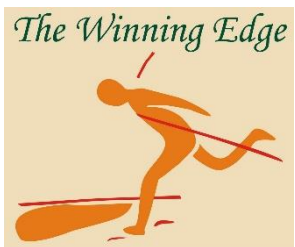


## BMA Annual Fellowship Meet 2019-20

Enchanting Performance of  
Ms. Sunita Bhuyan  
Violinist & HR Professional  
April 25<sup>th</sup> 2020







# Launch of 1<sup>st</sup> Online Journal of BMA July 4<sup>th</sup> 2020

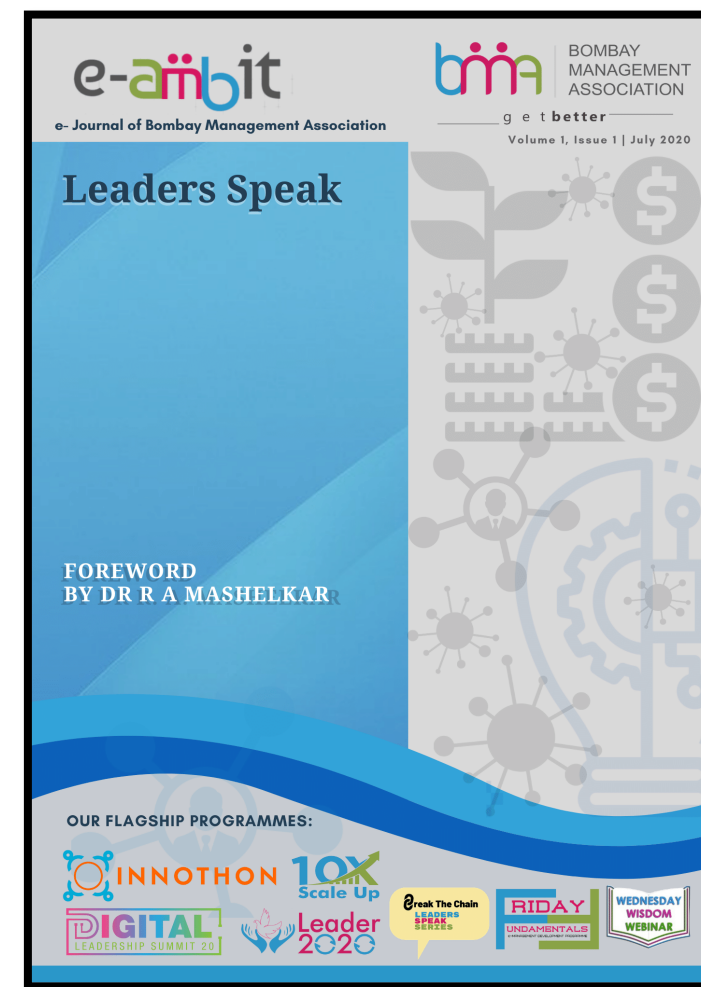


## Team e – ambit

**Editor: Mr. Indrapal Singh  
(Former President – BMA)**

**Design and Production: Hoimee Dey**

**Editorial Assistance: Oindrilla Paul**





# Our Generous Sponsors and Associates



*Sar utha ke jiyo!*



Excel Industries Ltd.



Enriching Lives

Golden 50 years



KIRLOSKAR BROTHERS LIMITED



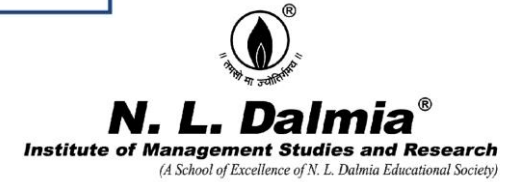
ENTREPRENEUR EXCEL



SVKM'S  
**NMIMS**  
Deemed to be UNIVERSITY



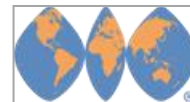
**JBIMS**  
Jamnalal Bajaj Institute of Management Studies



College of Management Studies  
RISE WITH EDUCATION



ITM Business School



WORLD TRADE CENTRE  
MUMBAI

Promoted by MVIRC  
M. Visvesvaraya Industrial Research and Development Centre





# Opportunities and Strengths



- **Successful Digital and Online Migration opens up Plethora of Opportunities**
- **Recessionary Period to be Invested in Quality Improvement and Branding Activities – ISO Certification Project, e – ambit, Online Fellowship Meets and MDS (WWW)**
- **A strong Balance Sheet, Stable Secretariat and Experienced EC**
- **Niche Offerings like Innothon, Leader2020, DLS and 10X are Consolidated and Proven Revenue Generators**
- **Support and Mentoring from Former Presidents, AIIMA, Sponsors and Associates**
- **Collaboration with Professional Bodies to be Strengthened and further Leveraged**



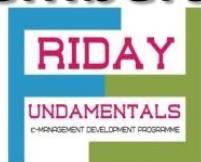




# Challenges Ahead

- **Competitive and Crowded e – space**
- **Strengthen e – infrastructure**
- **Creating a Distinguished Virtual Identity - USP**
- **A Resilient and Scalable Model for Sustainable Monetisation of e – mdp**
- **Explore Newer Collaborations for Sharing Costs and Creative Initiatives for Building Cash flows**
- **Monitor Unit Economics for Value Creation**
- **Active and Consistent Engagement with Sponsors and Collaborators**
- **Innovative, Frugal and Valuable Offerings in MDS to Improve**

## Membership Count





# For Details Check Out...



## [www.bma-india.com](http://www.bma-india.com)





# Sincere Gratitude on Record



- **Former Presidents Forum and Seniors**
- **AIMA**
- **BMA Members**
- **Sponsors**
- **F&A Office Bearers**
- **Executive Committee Members**
- **Guests, Speakers, Panelists and Participants during our Events**
- **Counter Parts from Other Professional Bodies**
- **Contributors and Colleagues**
- **My Professional Associates, Students and Friends**
- **BMA Staff**
- **My family, Elders, Mentors and Gurus**







Your Support and Encouragement during the  
Difficult and the Good Times were Inseparable

