

**Sponsorships – schedule of rates.**

With a collective of the high priests of the H R Practices and an audience of senior HR professionals, the BMA Annual HR Conference is a high value marketing and promotions opportunity for companies across industries. Bombay Management Association invites companies to support the event and showcase their brand, products and services through a variety of opportunities.

<b>Principal Partner: Rs.5,00,000/-</b>	<b>Knowledge Partner : Rs.3,00,000/-</b>
<b>Deliverables:</b> <ul style="list-style-type: none"> <li>• Logo on backdrop at the Conference</li> <li>• 3 Banners in the Conference Hall</li> <li>• Opportunity to make 10 minutes presentation at the Conference</li> <li>• Insertion of promotional material in the delegate Kit</li> <li>• Mention in Publicity Material</li> <li>• 10 Complimentary delegates to the Conference</li> </ul>	<b>Deliverables:</b> <ul style="list-style-type: none"> <li>• Logo on backdrop at the Conference</li> <li>• 2 Banners in the Conference Hall</li> <li>• Insertion of promotional material in the delegate Kit</li> <li>• Mention in Publicity Material</li> <li>• 5 Complimentary delegates to the Conference</li> </ul>
<b>Academic Partner: Rs.2,00,000/-</b>	<b>Associate Partner : Rs.1,00,000/-</b>
<b>Deliverables:</b> <ul style="list-style-type: none"> <li>• Logo on backdrop at the Conference</li> <li>• 1 Banner in the Conference Hall</li> <li>• Insertion of promotional material in the delegate Kit</li> <li>• Mention in Publicity Material</li> <li>• 3 Complimentary delegates to the Conference</li> </ul>	<b>Deliverables:</b> <ul style="list-style-type: none"> <li>• Logo on backdrop at the Conference</li> <li>• 1 Banners in the Conference Hall</li> <li>• Insertion of promotional material in the delegate Kit</li> <li>• 3 Complimentary delegates to the Conference</li> </ul>
<b>Delegate Kit : Rs.1,00,000/-</b>	<b>Lunch Sponsor: Rs.1,00,000/-</b>
<b>Benefits:</b> Name on the Kit 1 Banner + 2 Complimentary delegates to the Conference	<b>Benefits :</b> 2 Banners at the venue of lunch + 2 Complimentary Delegates
<b>Table Space : Rs.25,000/-</b>	<b>Learning Cafes : Rs.30,000/-</b>
The publishers to show piece contemporary books and instruments by Universities associates.	The Companies will have an opportunity to show case their HR Practices. Posters collateral, projectors and other means can be used in these interactive 'Learning Cafes'
<b>Banner at the Venue : Rs.20,000/-</b>	

**For further details, contact:**

Bombay Management Association, Institute for Technology and Management (ITM)

**BMA Bombay Management Association**

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RedEye



**BMA-ITM HR Conference 2011.**

Venue - Convention Center, TISS, Deonar, Chembur, Mumbai.



**Positioning HR to Create Value**

**The Skill & Will required for making a difference**

Date : 3rd December, 2011

The first push to the Indian economy was given in the year 1991 by the liberalization policy. Today, inflation is rising and there are economical pressures. Alongside is the patchy investment in the country. The positive outlook to the 9% steady growth looks doubtful otherwise. The challenge that stands ahead this time around is bigger and different than that it was just a few years ago. Although liberalization has opened up the market so that producers can produce what they want, we still cannot establish a strong base on the input side viz. labor, raw material, land and power. Over 70% of the infrastructure projects are stalled as there is problem in land acquisition. The labor laws in the country need a makeover to attune to the current needs and the rising growth rate targeted by the country. The macro picture is also not seeing a mood that is bright. Stock prices have been sliding and gyrating for weeks in response to gloomy economic news. Factory output has slowed across the globe. There are also severe talent and skill shortages in areas that have been identified as the growth engines of the economy.

**Liberalization and the war for talent brought HR centre stage but did we rise to the occasion? Have we succeeded? If we failed, was it lack of skill or will?**

The opening paragraph of the famous classic by Charles Dickens, The Tale of Two Cities, sums up today's times.

*It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to heaven, we were all going direct the other way - in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.*

—The opening paragraph of A Tale of Two Cities

**To partner business in these turbulent times, BMA collaborating with ITM and with a knowledge partner brings you a thought provoking HR event. Speakers of eminence and excellence will share their own experiences in finding solutions to these challenges with live cases studies. This event is more about sharing solved examples through case studies and practice.**



**CHIEF GUEST : HE Sri Sekhar Dutt , Governor of Chhattisgarh**

**PROGRAMME DIRECTOR - Mr Yogi Sriram EVP, HR, L&T (Honorary Secretary BMA)**

**SPEAKERS :**

Mr. Adil Malia	Head HR	Essar Group
Mr. B. Sudhakar	Head HR	Tata Chemicals
Dr. Ganesh Natarajan	CEO	Zensar
Ms. Hema Ravichander	HR Consultant	(Ex Infosys)
Ms Nirmala Mehendale	Director	Mind Movers Management Consultants
Dr. P. V. Ramana	Chairman	ITM Group
Prof. Parasuraman	Director	TISS
Mr. Rajeev Dubey	Head HR	Mahindra & Mahindra Group
* Mr R Ramakrishnan	Executive Director	Bajaj Electricals
Prof R S S Mani	Vice-President, Institutional Development	ITM Group
Dr Sanrupt Mishra	CEO Carbon Black	Birla Group
Mr Senthil Kumar	Chief Human Resource Officer	TATA Steel
MrSubhankar Roy Chowdhury	Executive Director-HR, India, Middle East & Africa	Lenovo
Mr S.Y. Siddiqui	Managing Executive Officer (HR, Finance, IT)	Maruti Udyog Ltd
Mr. V Chandramouli	Director	Cadbury
Mr Visty Banji	CEO	Banner Global Consulting
Mr. Vivek Paranjpe	HR Head	Reliance Group
Mr. Vineet Kaul	HR Head	HINDALCO
Mr. Ishan Raina	Managing Director & CEO	OOH

\* Vice President BMA

President BMA - **Bhaskar Joshi**

Conference Coordinator - **Mr B D More** - Email : [bdmore@gmail.com](mailto:bdmore@gmail.com)

**DELEGATE FEES :**

Rs.5000/- for BMA Members

Rs.6000/- for non-members

Rs.2500/- for faculty

Rs.1500/- for research scholars

Rs.1000/- for students

Early bird offer – Register by 1st November and get 10% off on registration fees.

Group discount for 3 and more from the same Company/Institute – 10% offer on registration fees.

All Payments should be sent to Bombay Management Association by Cheque/DD payable at Mumbai.