

BOMBAY MANAGEMENT ASSOCIATION

SPEECH

DELIVERED BY PRESIDENT, MR. S. MOHAN

AT THE 55TH ANNUAL GENERAL MEETING OF BMA

held on 5th June 2009

Good Afternoon Ladies and Gentlemen,

It gives me a great pleasure to welcome you all to this 55th Annual General Meeting of the Bombay Management Association.

As reported in the Annual Report and in the monthly BMA Updates [E-Version], you would have observed that it was na year of hectic activity for the BMA with

1. 2 major Conventions namely, BMA-CSI India IT 2020 & BMA Marketing 20:20
 2. 4 Conceptual forum talks
 3. 2 Certificate courses on Professional Selling Skills
 4. 2 Women in Management Programmes
 5. 12 High Quality High Impact programmes 11 MDPs
 6. 7 Evening Lectures
 7. 6 Joint programmes,
- among others.

Well, the details of all these activities are in the Annual Report, which is already circulated, and I do not wish to repeat them. I can

only say that it was a year of "**Promoting Exchange of Contemporary Management Practices**" for BMA and with great difficulty, we were able to generate a cash surplus of about Rs.3,21,000/- during the year. It was an eventful year for me personally and I would like to make a few observations about the BMA. These are candid views and I hope you will take them in the same spirit as I am making them.

My objective was to run the BMA on professional lines, improve the quality of programmes and in the process restore financial health of BMA. But if BMA has to progress and achieve the status of a world class organisation, I think we need to really strengthen BMA on many fronts, some of which I wish to spend some time on now :

Membership

To begin with we need to enlarge our Membership-base both in numbers as well as quality of professionals who join us. If all of us decide to bring one or two good professionals to BMA it will be a much better and richer organization in the years ahead.

Executive Committee

The Executive Committee of BMA performs honorary work for the good of the members hence we need to have members who volunteer to serve the Association. Yes, I do agree that we do have

several committees but all our committees will need to be chaired by dynamic people who fulfill the commitment and vision of BMA and also be able to devote quality time for the Association. The members of these committees will also need to find time and help the Chairmen and co-chairmen in fulfilling the role and objectives of their respective committees. I am of the belief that we can do with fewer committees and more commitment. I feel what really matters is the result and we do not have time for trivialities and for people who will only point out fullstops and commas and not come forward and be in the thick of battle. Hence do come forward and offer your talents, charismas and expertise for the good of the Association.

Programmes

We are living in challenging times, all of say this on every occasion we speak, but it is true. It is true because the world is changing every moment and so are we. Often the pace and direction of change is not grasped by us leading to the challenge of coping up with it. Hence we need to have challenging responses to everything around us, to catch up and be proactive. Our Conventions, Seminars, Management Development Programmes, Workshops, Lecture Meeting Series and other activities that we conduct, need to be constantly re-looked and reviewed so that every effort is made to raise the bar. We are a 55 year old

Association with a glorious past. We cannot remain content with the past. We need to move forward and add value to this association of ours. It should not so happen that many of our members one day ask a question '**Do we need to exist at all?**'. **Are we really relevant ?** Hence the search to renew our activities constantly and continuously must go on. Our programmes must be meaningful, empowering and enriching.

Faculty

This brings me to the next point and that is the 'Faculty'. We need to get the best of the best for all our members. I am not showing any disrespect to the faculty who have supported us and have conducted programmes for us. My sincere thanks to all of them.

But this is not enough. We need to look at new topics that touch our professional lives and search for new faculty who will assist us to focus on our vision and give us a direction for the way ahead.

Tools

BMA has some very powerful tools and at times I wonder if our members avail of it. I am speaking of the BMA E-Journal, the BMA Update and our upgraded Website. Through all these means we have tried to remain connected with our members but often there is no feed back or response which really makes us wonder whether members avail of what is offered to them. These tools of

communication can be powerful and effective if it is a two-way process. We wish it is so and we desire that it be so. Hence stay connected and see how jointly we can do much more.

Revenue Generation

One of the attributes of running a successful organization or association is having sufficient funds. We at BMA have really been struggling in the past, though this year we do have a modest surplus. We should not stay content. We at the secretariat, when I say this I include all the EC members along with the permanent Secretariat of BMA, have made immense efforts to cut costs and do away with unimportant or unnecessary items. At the same time we have made efforts to garner our revenue through sponsorships and advertisements. It is not an easy task especially in this difficult and trying times. We have not wavered in our efforts but have moved on. The Annual Report this year has been one such effort. We for the very first time sought advertisement support for our Annual Report and I am pleased to say that the response from our members was generous. Many have complimented us for the get up of the Annual Report and for the advertisements in it. We thank all those who have supported us in this maiden venture of ours.

Sponsorships

Sponsorship is another big area that we need to address. With Hotel rates and Conference packages being steep and high it certainly does become very difficult to make both ends meet and much less earn a small surplus. This is one area where we want our members to come forward and assist either by directly sponsoring or by helping us in getting sponsors. With some funds in our hands we will be in a better position to organize very good programmes. A recent example of such sponsorship is the 'BMA Awards Ceremony 2008-09' held on 29th May at YB Chavan Centre. Those who were present were impressed by the grandeur of the event – The beautiful and artistic floral arrangement, the tastefully done backdrop, the colourful Powerpoint presentations announcing the Awardees and the sumptuous high-tea which indeed was the icing on the cake. The generous contribution by our Principal Sponsor, **Future Capital Holdings Ltd.** made this possible to a large extent.

Management Day & Management Week

Every year in February we normally celebrate the Management Day and the Management Week. We have observed that our Management Week attracts a poor response and the Management

Day celebrations do not seem to excite us as it does not attract a large gathering. We would need to have a rethink and also inputs from our members on how we can raise the bar in regard to the Management Week and Management Day Celebrations. What are the types of programmes you would want that we celebrate during the Management Week and which is the target audience that needs to be catered to. Come forward with your suggestions so that the incoming President can ensure that February 2010 would be a richer Management Week.

Interaction with Academia

I am proud to say that our relationship with many B-Schools in the city of Mumbai is indeed very healthy and fruitful. We have had joint programmes which have been of mutual interest and benefit to both of us. I desire that this too be accelerated so that more B-Schools partner BMA and more management students are catered to through our programmes. I want to thank the Directors of the B-Schools who have always stood by us and supported us in our activities.

Student Participation

The students of B-Schools have an excellent opportunity to participate in various AIMA-BMA Competitions; as well as the BMA Dandekar Trophy; Management Day Essay competition and

the Outstanding Management Student of the year Award. We urge more participation from the students of B-Schools so that many more are benefited by it.

Before I close, I will be failing in my duty if I do not express my sincere gratitude to my office-bearers; Chairmen & Co-Chairmen of various Committees, Past Presidents, advertisers, sponsors of various events and of course our Statutory Auditors and well wishers of the Association for their wholehearted support during my tenure as the President of the Bombay Management Association.

Last but not the least, my sincere thanks to the BMA staff who are the silent workers and really the back bone of the Association. In spite of heavy odds and dis-comforts in the past year - such as Computers Crashing; Air-conditioners not working, building renovation taking place - they have still given off their best and I do compliment each and every one of them. I would also like to thank my employers BPCL who permitted me to devote so much time for BMA activities and my secretaries for bearing the extra work-load with me for fulfilling the Presidentship of BMA.

I wish Prof, Suresh Ghai, Mr.. S. P. Agarwal, Ms. Nirmala Mehendale, Dr. K.K. Saxena and the new Executive Committee every success in the year ahead!

Thank you!

June 5, 2009

BOMBAY MANAGEMENT ASSOCIATION