



Ghaziabad Management Association



Aiming to inspire individuals to actualize their potential, Ghaziabad Management Association, an autonomous management association was set up in 1982 as a Registered Society under the aegis of late Shri Sitaram Jaipuria. GMA has striven for management expertise that can synthesize Indian ethos with international management thought and practices since its inception. During the short span of its existence, GMA has taken deep roots in the industrial city of Ghaziabad and has become an important forum of the business executives and other members to share their experiences and ideas to further the cause of management. It is striving to outline the present and future problems concerning management, while looking for perfect harmony in human relationships, which can take many forms, such as corporate, employers, employees, customers, and the members of the society we live in and facilitate individuals and organizations to include best management programs. It wouldn't have been possible without the strenuous efforts of late Dr. C.B.Gupta, Ex Director of Institute of Management Technology & Founder President of GMA. The activities of GMA got a further fillip after securing the permanent affiliation to the Apex national body, All India Management Association, New Delhi, and registered under Societies Act.

HIGHLIGHTS

Lecture Session :- GMA organized a Lecture cum Interactive Session on Understanding Human Innate Potential - a Scientific Approach, presented by Shimuk Enterprises, Ghaziabad on 19th Dec 2014 in Raj Kumar Goel Institute of Technology auditorium. The facilitator was Dr. Surendra Nischal, retired as Associate Professor after 37 years of active academic and social life. He is a renowned Psychotherapist, Counselor, Trainer and Research Mentor. Dr. Nischal stressed that every human being is born with unique qualities which are necessary to be identified. Such an exercise will be useful to all – Students, Teachers, Parents, Job-seekers and Employers to match their potential and choice of their objective/ goal.



Meeting on CSR Activities :- A meeting by Gram Niyojan Kendra, in association with GMA, was organized on 22nd Dec 2014 at the Kendra premises, from 3.00 to 5.00 pm. The purpose of the meeting was as follows:



1. To share the feedback from those persons, who have been trained as Medical Attendants by GNK and are making a livelihood from the skill so developed.
2. To make the industries in Ghaziabad aware of the Kendra's activities in skill development for self employment and for improving employability.
3. To Provide an opportunity to the trained persons getting more exposure to the influential persons of Ghaziabad.

4. The meeting would also enable those industries, who are interested in CSR activities, to partner with the GNK in this matter.

The program had a presentation of the activities of the Kendra in formulating and implementing the self employment generation schemes. This was followed by substantiating the CSR activities by the corporate who partnered with the Kendra in their CSR activities. This was done by M/s Micromatic Grinding Technologies Ltd. and M/s Hindustan Coca Cola Beverages Ltd. and M/s Continental Carbon India Ltd. After, a panel discussion held with the doctors who formulated and who implemented the Medical Attendant program and the success stories by those who have been trained as Medical Attendants and are employed at various places, Certificates of completion were distributed to the Medical Attendants of the last (10th) batch and they were wished all the best for their future.

VISION

To enable Ghaziabad organizations to develop global competitiveness.

MISSION

To facilitate individuals and organizations realize their potential.

GO GREEN



GO GREEN

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From : Ghaziabad Management Association
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Website: www.gmaindia.org

To _____

List of Members Joined as GMA Individual Member (1st April 2014 - 15th Jan. 2015)

Sr. No	Membership No	Name	Designation	Organisation
1	GMA/1100/14	Salil Bansal	Director	Sea Impex Oversea
2	GMA/1101/14	Ayush Agarwal	CEO	Tanaashi Technologies
3	GMA/1102/14	Ajay Sinha	Tax Advocate	Sinha & Sons
4	GMA/1103/14	Rahul Agarwal	AVP	Moser Baer India Ltd.
5	GMA/1104/14	Punit Sakhuja, CA	Partner	Aggarwal Bansal & Sakhuja
6	GMA/1105/14	Amreen Thind	Assistant Professor	ABES Engineering College, Ghaziabad
7	GMA/1106/14	Dr. Stuti Mishra	Assistant Professor	ABES Engineering College, Ghaziabad
8	GMA/1107/14	Achla Tyagi	Assistant Professor	ABES Engineering College, Ghaziabad
9	GMA/1108/14	Shobhika Tyagi	Assistant Professor	ABES Engineering College, Ghaziabad
10	GMA/1109/14	Amrita Singh	Assistant Professor	ABES Engineering College, Ghaziabad
11	GMA/1110/14	Parul Agarwal	Sr. Assistant Professor	ABES Engineering College, Ghaziabad
12	GMA/1111/14	Taru Maheshwari	Assistant Professor	ABES Engineering College, Ghaziabad
13	GMA/1112/14	Shubhra johri	Assistant Professor	ABES Engineering College, Ghaziabad
14	GMA/1113/14	Mili Soni	Sr. Assistant Professor	ABES Engineering College, Ghaziabad
15	GMA/1114/14	N. K. Sharma	Chartered Accountant	Partner, Naresh Kumar & Associates
16	GMA/1115/14	Dr. Anjali Rai	Assistant Professor	ABES Engineering College, Ghaziabad
17	GMA/1116/14	V. K. Veer	Tax Advocate	Partner, V. K. Veer & Co.
18	GMA/1117/14	Narendra Kumar Sisodia	Sr. Manager	NTPC Ltd, Noida
19	GMA/1118/14	A. Kannan Pillai	Director	NEOZ Energy P. Ltd.
20	GMA/1119/14	Sonam Gulati	Assistant Professor	ABES Engineering College, Ghaziabad
21	GMA/1120/14	Vikas Goel, CA	Finance Controler	Hexagon Metrology India P. Ltd.
22	GMA/1121/14	Raghuvir Kumar Nag	Management Consultant	Independent Consultancy
23	GMA/1122/14	Sanjiv Kumar Agarwal	Partner	Lotus FRP Industries
24	GMA/1123/14	Anubhav Krishan	Director	Krishna Hospital & Taruna Centre
25	GMA/1124/14	Anshika Sangal	Assistant Professor	ABES Engineering College, Ghaziabad
26	GMA/1125/14	Vidur Chharia, CA	Director	Pole-Ads Advertising P. Ltd.
27	GMA/1126/14	Arvind Chaudhry	General Manager	Kailash Engineers
28	GMA/1127/14	Mukesh Bansal, CA	Partner	Mukesh Ramesh & Co.

Corporate Members

Sr. No	Membership No	Name of Organisation	Address
1	GMA/141/2014	Excel Teknika Ltd.	BSR Industrial Area, Ghaziabad
2	GMA/142/2014	Poysha Packaging P. Ltd.	Meerut Road, Ghaziabad
3	GMA/144/2014	DKY Sales P. Ltd.	Meerut Road Industrial Area, Ghaziabad
4	GMA/145/2014	Inspiration Interior & Panel Co.	Corp. Office - Kavi Nagar, Ghaziabad
5	GMA/146/2014	Amko Exports	BSR Industrial Area, Ghaziabad
6	GMA/147/2014	Shatabdi Chemicals P. Ltd.	Udyog Kunj, Ghaziabad
7	GMA/148/2014	MAGTECH Process Equipments P. Ltd.	BSR Industrial Area, Ghaziabad
8	GMA/149/2014	Allied Engineering Works	Meerut Road, Ghaziabad
9	GMA/150/2014	Rajasthan Steel Enterprises	Navyug Market, Ghaziabad
10	GMA/151/2014	Inderjeet Engg. Co.	Mukand Nagar, Ghaziabad
11	GMA/152/2014	B. A. Fabricators & Engineers P. Ltd.	BSR Industrial Area, Ghaziabad
12	GMA/153/2014	Spectra Products P. Ltd.	Kavi Nagar Industrial Area, Ghaziabad
13	GMA/154/2014	KCL Limited	Sector - 24, Faridabad
14	GMA/155/2014	Anupam Products Limited	Nazafgarh Road, New Delhi
15	GMA/156/2014	Savtanter Saw Mill	Meerut Road Industrial Area, Ghaziabad
16	GMA/157/2014	SNT International	Noida
17	GMA/158/2014	City Printers	Nehru Nagar, Ghaziabad
18	GMA/159/2014	Chakradhar Chemicals P. Ltd.	E-3, UPSIDC, Industrial Area, Begrajpur, Muzaffarnagar
19	Under Process	Shree Balkrishna Commercial Company Ltd.	N/A

Institutional Members

Sr. No	Membership No	Name of Organisation	Address
1	GMA/143/2014	Shiva Institute of Management Studies	Pandav Nagar, Industrial Area, Ghaziabad
2	AIMA Combined	Dia Skills Development P. Ltd.	RDC, Raj Nagar, Ghaziabad

TIE - UPS OF GMA

Dear members,

We are contacting some parties and discussing with them for certain concessions to our members. Ghaziabad Management Association members have been given discounts from service providers in Ghaziabad as under:

1. KALYAN DIAGNOSTICS, KK-1, Kavi Nagar, Ghaziabad has offered as under:

Discount on Radio Diagnosis –

MRI – 45%

Ultrasound – 30%

X-Ray – Rs. 50/- per view

Mammography – Rs. 200/-

Discount on Laboratory Testing – All tests – 30%

2. Dr. Das's Clinic, R-13/113, Raj Nagar, Ghaziabad has offered 20% discount on all services at the clinic.

3. HER 'N' SIR, R-9/170, Raj Nagar, Ghaziabad has offered as under:

DISCOUNT OF 10% ON SALON SERVICES AT THE FOLLOWING SALONS:

BOYZ II MEN, LG-3, 14/6, Raj Nagar, Ghaziabad (Menz salon)

BOYZ II MEN, IIC – 130A, Nehru Nagar, Ghaziabad (Menz salon)

HER N SIR, R-9/170, Raj Nagar, Ghaziabad(Unisex salon)

MISS II MA'AM, KC – 116, Main Market, Kavi Nagar, Ghaziabad. (Femme salon)

4. Dr. Asit Khanna, Consultant Cardiologist has offered 20% discount on consultation fee in his clinic at SE- 12, Shastri Nagar, Ghaziabad. He is available at this address on Tuesdays, Thursdays & Saturdays from 6 to 8 pm.

5. Talwarkars Better Value Fitness, 3rd Floor MahaLaxmi Mall, RDC has offered discounts to GMA members as under:

To all the GMA members we are offering you 2 days free trail which actually cost Rs 1000/-

Corporate Enrollment Scheme, the details of which are as under :

Branch Ghaziabad	Discount for GMA Members	During Schemes (Complementary)
	25% DISCOUNT ON REGULAR RATES	3 Massage session cost 1500/- + 3 Personal training cost 1500/- + 3 nutrition counseling 1500/-

(worth 4500rs facilities free)

(Note: All the above rates are inclusive of service tax and admission fees of Rs 562/-)

6. The Raymond Shop, D-22, RDC has offered a flat 15% discount on all purchases

7. Hotel FORTUNE INN, Sector 23, Sanjay Nagar, has offered discounts to GMA members as under:

1. Daily dinner buffet at the Orchid – 15%;
2. A La Carte food (ordered from the menu card), beverages at the Orchid/ Neptune Bar & Lounge/ Fortune Dell – 20%;
3. Room Rack rate – Published Tariff – 20%;
4. Health Club and Spa Treatment – 15%.

NOTE: IT IS NECESSARY TO PRESENT THE VALID MEMBERSHIP CARD AT THE TIME OF AVAILING THE BENEFIT.

We are continuing the process of contacting other facilities and we shall circulate their offer as and when we are able to obtain from them.



Portfolio Management Services
Real Estate
Insurance

3a Finserve
Wealth Management
Contact No. +91-9312270755
+91-120-4100326

Website : www.3afinserve.com, Mail Id : reachus@3afinserve.com,

Mr. Asish Das (Chairman Newsletter Committee GMA)



Mr. Asish Das

Dear Readers, Greetings of the day.

Disha, the official newsletter of Ghaziabad Management Association, has started gaining ground and in its short period of existence garnered support of leading professionals and companies as well as established a good circulation.

The newsletter couldn't have sustained without the support and

cooperation of our numerous contributors and supporters.

Disha, true to its name aims to leverage Nation building and Industry Growth through positive direction specially keeping in focus Companies and Individuals of Ghaziabad.

Nation wide Political upheavals are keeping citizen mood optimistic. Markets are getting stronger and sentiments are positive. The Industry is looking forward to key economic reforms.

Essential infrastructure like roads have been greatly improved off late in Ghaziabad along with infrastructure like road cross overs, better police vehicles, commercial establishments etc. Nevertheless several reforms are urgently required to facilitate better growth of the Industrial sector in Ghaziabad.

Ghaziabad Management Association is working hard to facilitate industry growth by conducting seminars, forging new alliances, joining hands with NGOs and last but not the least facilitating events wherein corporates and individuals get to connect and leverage common goals. I on behalf of our team heartily extend good wishes for a very happy new year to you and family.

With best wishes

Mr. Asish Das

(Director - AKD Infotech Pvt. Ltd)

Editorial Advisory Board Members

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Obesity and Hypertension - The Emerging Global Epidemics



Dr. Asit Khanna

Obesity is no longer just a social embarrassment but a global epidemic affecting children, adolescents and adults in both developed and developing nations. Being overweight can lead to high blood pressure (BP) or hypertension, which in turn causes fatal conditions like stroke, heart failure, weakening and expansion of blood vessels (aneurysm) and kidney failure. Obesity is now the world's worst nutritional problem, causing more ill-health and deaths than impoverishment and infectious diseases. Unfortunately, increasing urbanisation, sedentary lifestyles and the eagerness to adopt Western ways have resulted in more and more Indians joining the 1.5 billion victims of high blood pressure all over the world. A study conducted in Kolkata recently revealed that in three to six decades, there was a 30-fold increase in hypertension among urban dwellers and a 10-fold increase among rural population. It is estimated that hypertension kills 7 million people worldwide every year. What is equally frightening is that over 1 billion people in the world are overweight, with at

least 300 million of them obese and each a potential candidate for hypertension. We have a lot of people moving from the villages to towns. Once they used to work hard in the fields and now they are tied to their desks for long hours. They eat on the run and prefer junk foods that are high in saturated fats, salt and sugar. This is not always because they do not have time but also because it is fashionable to do so. Parents are conveniently letting their child buy a packet of wafers and a bottle of soft drink on the way to school, instead of bothering to pack healthier homemade food. Studies have already identified longer hours spent before the TV or the computer and the increasing tendency to eat out as key factors leading to obesity among adolescents. Obese children are more likely to develop hypertension when they grow up. Also, in addition to emotional and psychological issues, overweight children and adolescents are likely to face a number of problems affecting the entire system, particularly the heart, lungs, nervous system, and digestive system. Each individual should monitor one's weight and BP. There are two simple ways to do this. One is the waist circumference, which can be measured using a tape measure. For a healthy man, it should be less than 38

inches and for a healthy woman it should be less than 32 inches. The second method is to calculate body mass index or BMI. Check your weight in kilos and your height in metres. Divide your weight by the square of your height. The answer is your BMI. If the BMI is between 18.5 and 24.9, it is healthy; 25 – 29.9 is overweight; 30 – 39.9 is obese and anything above 40 is dangerously obese. There is no need to panic if one is already diagnosed with high BP. Thankfully, today we have very effective drugs, which combined with a healthy lifestyle, can help one keep BP under control and also prevent complications. But it is important to regularly monitor BP either at home or at the clinic. If it is high, consult your doctor immediately. It is equally important to take your medicines on time. Always consult your doctor before making any change in your medicine or dosage. World Hypertension Day is initiated by the World Hypertension League, a federation of leagues, societies, and other national bodies devoted to promote the detection, control and prevention of arterial hypertension in populations.

**Dr. Asit Khanna MD(MED), DM (CARDIO)
(Consultant Interventional Cardiologist)**

Your sales force is the most important part of your pricing strategy



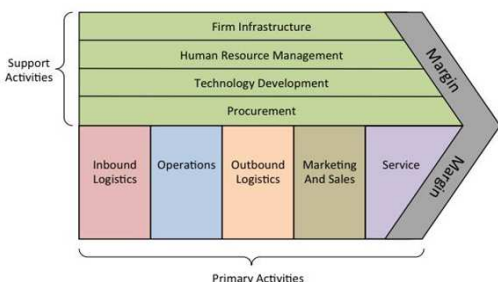
Dr. R. K Singal

The world is full of amazing and innovative people with amazing creative abilities to develop incredible products and still you will often see that some of these products are not really successful when they are launched in the market.

One example I saw about 20 years ago, was a building services product, which was developed to save time and efforts required. The company developing it had chosen to focus on sustainability and profits and the product they developed was unique in that sense.

It was of top quality and had an expected life time of 10 years. Although it was launched at a price point 70% above a conventional comparable product, it would pay itself back in less than 5 years in a sense it gives you NO tension and easy to use without any much efforts.

But it did not pick sale when it was launched. The product was amazing, so it was not because of the product. Was it because it was launched at a price, which was too high or was is the brand? No, I don't think that was reasons either. So, where did it all go wrong and how could the company have done it differently?



I'll try to illustrate it by using Porter's value chain as starting point. When you start developing a new product, you have to ask yourself: "What value will this product add to the end-user/

customer"? I also believe that you have to constantly think about value in every single component of the value chain. You could call it "*value management*". Everything you do internally in your company has to come out at the other end as a value to the customer.

Some examples could be the outbound logistics and the distribution channel chosen. The supply chain people have to ask themselves: "why are we choosing to supply the market this way - what value will it bring to our customers"? The operations team needs to ask themselves: "if we choose an alternative way to produce the product, what value does that bring to the customer"? Every decision taken internally before a product launch have to end up in adding value to the customer.

In the specific case of the building services product everything was actually carried out with focus on the value the product would deliver to the customer and with focus on the basics of value based pricing, which starts with the customer in focus. However, there were two components of the value chain where it wasn't done properly.

The R&D team (**Technology Development**) created a product that had an extreme range of functionalities. If you were to ask one of the engineers about the product they could list at least 25 features, which would bring extra value to the customer. What they forgot was to ask the customer was whether these features actually would add value to them? One thing is to have a perception of customer value internally - the other side of the coin is whether the customers actually thinks and feels the same way.

In this case they didn't. The customers felt the product was a bit over-engineered. The fact that there was a misalignment between the value perception internally and externally, this early in the value chain, could have been avoided by doing more

groundwork before starting the development of the product by actually asking potential customers. Although the product was a bit over-engineered that wasn't where it really went wrong for the manufacturing company. No, where it went really wrong was in **Marketing and Sales**.

The pricing department was part of the marketing team, which is fairly common for value driven organizations and working together with marketing the pricing team came up with what they felt was an amazing go to market and pricing strategy, built solely on the internal value perception.

The big mistake that was made was not asking the customers about their value perception during this process, so the whole strategy was build on the internal perception of value. When there is a misalignment between the internal and customer perceived value, it is bound to go wrong when the product hits the market.

The strange thing in this case, was that once the product did hit the market and the sales didn't take off in gigantic sales - most of the blame landed in the sales department. "Your sales force is the most important part of your pricing strategy". The blame landed in the sales department and it often does when sales doesn't go as planned.



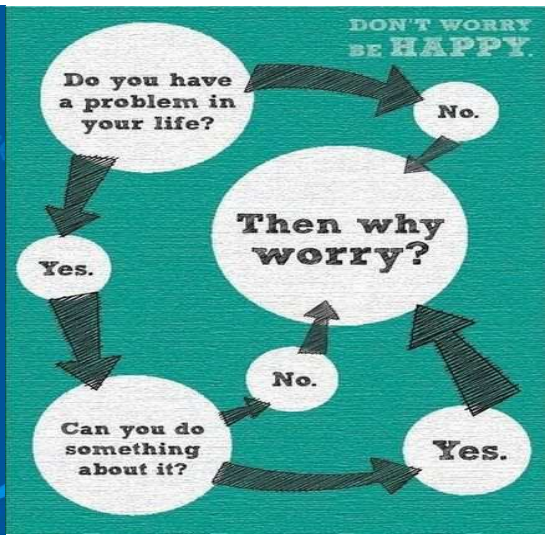
However, the sales team is only as good as the tools they are provided with. You can have the best sales team on the planet but if the sales arguments (value communication tools) they are provided with from pricing and

marketing is not aligned with the customer perception of value, they are bound to fail.

In this case the product was great, despite being a bit over-engineered. The operations team did a great job in setting up fantastic production and storage facilities. The procurement team did an amazing job in sourcing the raw materials for the production. The price was set at a reasonable level. The distribution channel chosen was the right one. The after sales service offered was above what competitors was offering but the value communication tools developed for the sales force failed and the customers didn't understand the value delivered to them.

This is by no means a unique case because it happens all the time but it is something that can be avoided by making sure that customer perception of value is set as the base of your pricing and go to market strategy. Don't base it solely on your own perception of value. Only then will your sales force be able to really gain some traction and only then will your product launch and sales team be successful. Therefore, inputs from sales force are inevitable in formulating the successful pricing strategy.

Dr. R. K Singal
(DEAN— ABES)
(Executive Member— GMA)



PICTURE OF THE DAY **Coca-Cola Salesman in Saudi Arabia**



A disappointed salesman of Coca-Cola returned from his assignment to Saudi Arabia.

A friend asked, "Why weren't you successful with the Saudis?"

The salesman explained, "When I got posted, I was very confident that I would make a good sales pitch. But I had a problem. I didn't know how to speak Arabic. So I planned to convey the message through three posters.



First poster: A man lying in the hot desert sand totally exhausted and fainting.

Second poster: The man is drinking Coca-Cola.

Third poster: Our man is now totally refreshed.

And then these posters were pasted all over the place.

"Terrific! That should have worked!" said the friend.

"The hell it should have!" said the salesman.

"No one told me they read from right to left!"

THOUGHT OF THE DAY

"You cannot believe in God until you believe in yourself,"

Swami Vivekanand

"Reaching Out"

SUDOKU

7	5	9	3	6		
		4	5	3		
6	2		9	8		
	1	5		2	3	
		9	1		7	5
3			8	4		
9		6	1	5	7	

TRAIN YOUR BRAIN

Q1: Which letter replaces the question mark?

3	P	8
9	G	11
2	U	4
3	W	1
7	?	18

TRY THIS!

Q2 : How many cases do you need if you have to pack 112 pairs of shoes into cases that each hold 28 shoes?

AMAZING FACTS

- The original name for butterfly was flutterby.
- All Polar bears are left-handed.
- An ostrich's eye is bigger than its brain.
- Elephants are the only animals that cannot jump.
- It is impossible to sneeze with your eyes open.

Contribution of articles/ comments/ reaction/ participation are most welcome along with name. address, phone number, and photograph preferably by e-mail to Disha-contribute@maindia.org

ANSWERS:
1: B
2: 8



Test Tube Baby & fertility Centre

देश-विदेश में प्रशिक्षण प्राप्त और अब तक सैकड़ों निःसंतान दम्पतियों को संतान सुख दे चुकी प्रख्यात टेस्ट ट्यूब विशेषज्ञ

डा० अर्चना शर्मा

M.B.B.S., M.S. INFERTILITY SPECIALIST
(DIP. IN BASICS OF REPRODUCTIVE MEDICINE
AND EMBRYOLOGY-GERMANY)

के द्वारा निःसंतान
दम्पतियों का संपूर्ण इलाज

*babies are gift of God
and we
just make it
happen*



Facilities

- In Vitro Fertilisation (Test Tube Baby)
- Intracytoplasmic Sperm injection (I.C.S.I)
- Superovulation With Intra Uterine Insemination
- Laser Assisted Hatching Surgical Sperm Retrieval (PESA/MESA & TESE)
- Egg Donation / Egg Sharing
- Key Hole Surgery
Laposcopic Surgery
- High Resolution Sonography & Interventional Procedure
- Alternative Procedure

GANESH HOSPITAL

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