

25th Annual Convention

REPORT ON GMA's 25th NATIONAL CONVENTION

- Ghaziabad Management Association has always been at the fore front of creating a platform for the convergence of innovative ideas in the management practices wherein the captains of the industry share their insights. The 25th National Convention on the contemporary theme of "Growth in Times of Uncertainty" was held at Hotel Country Inn & Suites, Sahibabad on Feb 22nd 2014.
- The Inaugural session was graced by the Chief Guest, Mr. N. Sambasiva Rao, Director (Marketing), KRIBHCO Ltd., and Guest of Honour & Keynote Speaker, Mr. A. K. Taneja, MD & CEO Shriram Pistons & Rings Ltd. The session started with ceremonial lighting of lamp by the eminent dignitaries. Mr. Amit Agarwal, set the ball rolling for the conference by welcoming the dignitaries and the audience to the conference and briefly explained about the objectives of GMA.
- Mr. A. K. Taneja, MD & CEO Shriram Pistons & Rings Ltd., the eminent Keynote Speaker, was of the view that volatility and uncertainty are the only certainty of corporate in the globalised world. He was of the opinion that the blue ocean strategies are the need of time and the greatest opportunities emerge out of the business risks taken up by the visionary corporate.
- Mr. N. Sambasiva Rao, Director (Marketing), KRIBHCO Ltd., the distinguished Chief Guest congratulated the organizers for choosing a very contemporary theme for the convention. Economic downturns are a part of business cycles, which is characterized by rapid globalization, consequent risks and increased global complexities.
- The dignitaries then launched the book, "A Comma in A Sentence" authored by Mr. R Gopalakrishnan and "A Guide for Line Managers to Ensure Free and Fair Domestic Enquiry" which is authored by Mr. Vinay Gupta and Dr. RK Singhal. It was followed by releasing of souvenir and e- news letter.
- Gp. Capt. Dr RK Agarwal, Sr. VP GMA concluded the session by proposing the vote of Thanks.
- The first technical session started with the opening speech of the Session Chair, Mr. VK Dubey, MD Continental Carbon India Ltd. He stressed upon the need of creativity and innovations in the domains of marketing, HR, finance, production and R & D to manage the corporate during times of uncertainty.
- Mr. Jnaneswar Sen, Sr. VP (Marketing & Sales), Honda Car India, the first speaker of the session, steered the session and shared his experiences of crafting customer delight in Honda Car India. He expressed his viewpoint by opining that "Customer Centricity & having a culture of innovation in your organization" would be the success mantra of any company. The approach used for Customer Centricity is Joy of Buying, Selling & Creating. It is to be imbibed into the DNA of every employee in organization.
- Mr. Samdarsh Gupta, Project Head, Hindustan Times, the second speaker of the session, emphasized on using Social Media to overcome uncertainties in the corporate world. He was of the viewpoint that the level of engagement has grown exponentially wherein the customers are sharing ideas among themselves as well as with the corporate. The ladder of growth is Content, Reach & Platform for engaging the customers. Dr. Sumit Prasad, General Manager, Columbia Asia Hospital, the third speaker of the session, advocated on Quality of Life to show down the uncertainties of personal and professional life. Our Indian society is still slow in the process of taking their personal health and safety on a brighter note. He highlighted the role of Columbia Asia Hospital in serving the society and promoting healthcare services at the bottom of pyramid.
- The second technical session, a Panel Discussion, started with the opening views of the Session Moderator, Mr. Shekhar Ghosh, Director General, ITS. He introduced the five eminent panelists on the dais and welcomed the audience. Mr. Sanjay Mittal, - Partner, Bikanervala, the first speaker of the session, expressed his views on the political uncertainty prevailing in India. He said that the business & uncertainty goes hand in hand. He said that the business policies are influenced by collective wisdom of the political parties. He said, one thing that is certain is that the customers will shift to the competitors if they are not being serviced well.
- Mr. Sharad Aggarwal, - Sr. VP, Godfrey Phillips, the second speaker of the session, reflected back and threw light on the fact that political uncertainty that started well from the independence of the country itself. 'Growth in Uncertainty' should be replaced by 'Growth in Modern times'.

- Mr. S. S. Mishra, - Dy. GM, Canara Bank, the third speaker of the session, was of the view that this trend is not sectoral but of the economies. Since the advent of LPG, there is a link between the Indian economy & World economy. And so whatever happens outside in the world market, our economy gets affected.
- Mr. Raghav Garg, - Director, Landcraft, the fourth speaker of the session, quoted Amartya Sen's & Bhagwati's approaches for managing uncertainty in the corporate world. He emphasized on the value system that form the bedrock for long-term success, besides earning profits for the firms.
- Mr. Surjya Meher, - Business Head, Mawana Sugars, the last speaker of the session, emphasized on the value-creation for the customers which would fetch the company long term dividends in form of growth and customer retention.
- The Valedictory session was chaired by Mr. Arun Kumar Aggarwal, President, GMA and Director Vimal Organics Ltd. Mr. Arun Kumar, Head-HR, Modi Enterprises was the honoured Chief Guest for the occasion. He called the theme challenging because the concept is in sync with the public mood which has been further accentuated by the 24x7 media.
- This session felicitated one of the most important stakeholders of the GMA, the management & engineering graduates of leading colleges of Ghaziabad and NCR. An Award Distribution Ceremony was held to felicitate the winners of various competitions held under the aegis of GMA in different colleges & young managers.
- Mr. Vinay Gupta, ED, GMA proposed vote of thanks to all esteemed guests, eminent speakers, friends from media, sponsors, audience including people from corporate, students, faculty, staff and other volunteers.



