



## BHAKTI NEWSLETTER (VI EDITION) (JUNE 2014)



### FROM CMD'S DESK.....

Hearty Congratulations to our Prime Minister – Shri Narendra Modi. He is the 15<sup>th</sup> PM of India and was the 14<sup>th</sup> Chief Minister of Gujarat. It was a clear mandate in favour of the BJP. There was a large 'Modi effect' that propelled the BJP to a landslide victory. It was the first time after Independence that a non-Congress party has got absolute majority on its own. This is the highest number of seats won by any party on its own since the 1984 Lok Sabha elections.

Modiji is a doer and you will start sensing the change within six months. Modiji has risen from the ranks and one who rises from there does not forget the problems that plague the ranks. He has fire in his eyes and distinctive sharpness. He does everything with conviction and with a belief that it was his right. No one can make a fool of Modiji because it is very difficult to take a leader for a ride who rose from grassroots. Political leaders must not lose touch with reality. Unlike most Indian politicians, Modi is punctual. His rallies used to start and finish with a minimum of delay. The general masses viewed him as *"the only man who can get us out of the vacuum we are now in"*.

Modi converted the bricks which were thrown to him into bridges. When Mani Shankar Aiyar called him a chaiwala, he turned his barb into the Chai pe charcha campaign. He endeared himself to the masses. He narrated his own life story as a tea seller who is fighting to be a prime minister and a chief minister who kept Gujarat's golden wheels turning. He projected himself as the strong leader that India has been clamouring for. It shows there is no short cut to achieve success. Diamond shines more when it is rubbed.

At his victory speech, he said that "Government does not belong to any particular party but to all the people of the country. For a government, no one is a favourite, nor is anyone an alien. In a democracy, there are no enemies but only competitors. That competition ends with elections". He told that his motto is "sabka sath, sabka vikas"

There is no doubt that "Sitting on a throne is a thousand times harder than winning one." But, he will surpass all hurdles. He is a source of inspiration. Any time if someone tries to explain to me that there are limits to what one man can do... we must point out to the boundless sky and say that the "Sky is the limit".



**CAREER SHAPERS – A WING OF BHAKTI CONSULTANTS . . . . .**

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## CSR - Job Fair at Sikka

A job fair was conducted at Sikka in two villages with the collaboration of GSECL on 4<sup>th</sup> June, 2014. We explained to the young villagers about the various opportunities available to them for Defence (Army, Navy and Air force) as well as in the Corporate world. This unique initiative was taken as an endeavour to reach out to the grass root level people and create awareness among the villagers about different career options. The concept of Finishing school was talked where the gap is minimized between the current skill levels and desired skills of an individual. We witnessed transparent deliberations and brainstorming on critical issues.



Our team explained the difference which we can create in our life with a little shift in perception. Our response towards a given situation will help determine the outcome. We emphasized them to see each challenge as an opportunity. If opportunity doesn't knock, build a door. We must sit in the driver's seat of our own life. One must be in control so that we can change the direction anytime we want to. This initiative by GSECL – Sikka and Bhakti Consultants was well appreciated by all.

As an educated, responsible citizen of this country, it is my obligation to contribute for the society. This CSR project was not aimed to be benevolent for a specific area or community but would be munificent for the entire district in the long run. It reinforced Bhakti's commitment as a socially accountable organization which cares for the society. I exhorted that CSR is an investment for our collective future. India has a huge youth energy which needs to be channelized in proper direction and they have the capacity to change the society and nation's future for good.



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## *May Day at J.K. Cement*

May Day is also known as Labour Day and is celebrated on 1<sup>st</sup> May each year. It is corresponding to the International Workers' Day which is celebrated in many countries around the world proclaiming the international labour movement. The first Labour Day in India was celebrated in 1923 in Chennai. Today, organizations and trade unions across India organize campaigns and contests to educate about workers rights.

I was invited as a speaker at **J.K Cement, Kalol** to address two sessions – for the workers as well as for the management.

For the management, I addressed the participants to experience and understand their potential capacity to become better supervisors as well as team leaders. The various methods and circumstances were identified keeping the defence work culture in background in which supervisors can make a contribution to the company's performance. The business environment is extremely competitive. There is a need to understand and practice the necessary advanced skills for more senior positions.

It was a nice initiative by the **J.K Group** to enlighten the workers. I noticed that the management celebrates the achievements of workers with enthusiasm. Workers showed great passion and interest even when the training program exceeded after working hours. I focused on Lakshya (Aim) of life which each individual should have. Every person needs to ask these questions to themselves :- *What do I wish my life to look like? How do I wish my life to be on a day-to-day basis? How would I like to be with other people in my life—my family, my friends, my business associates, my customers, my employees, my community? How would I like people to think about me? What would I like to be doing two years from now, ten years from now, twenty years from now, when my life comes to a close? What specifically would I like to learn during my life—spiritually, physically, financially, technically, intellectually?*

It was great to know that some very good HR practices were conducted at all levels like the value addition to all the team members through educational programs of NIOS initiatives; IGNOU studies and also included senior management modules at top institutes like IIM. **Keep it up J.K. Cements....**

## *We have moved .....*

It is with great pride to say that we have shifted to new premises at the posh locality – Sector 16 in Gandhinagar. We took this decision as our team is expanding. *Of course, our correspondence address will still remain the same as previous.*

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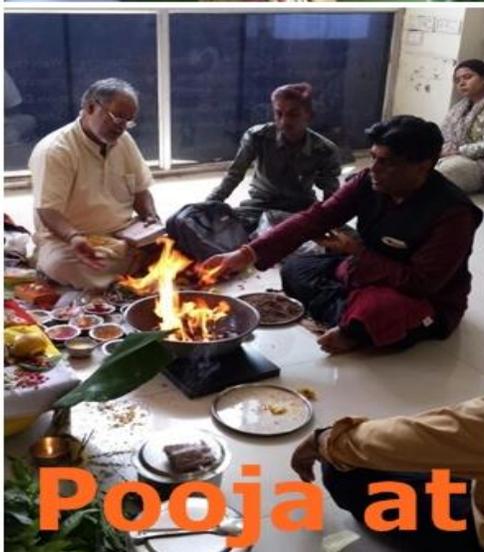




I have read somewhere that as an entrepreneur we don't fall ill because we cannot afford to. We don't take month long vacations even though we probably can afford to. We balance work and life by putting pictures of our family on our computer desktops. We are entrepreneurs. We don't expect everyone to understand us. Being an entrepreneur isn't easy. We have to carry the burden of our dreams all by ourselves.



However, here I am very lucky to have an understanding team who has adopted my dream as their own. No company can build a coherent culture without people who either share its core values or possess the willingness and ability to embrace those values. I am fanatical about recruiting new employees who are not just the most talented but also the best suited to Bhakti's culture. As Peter Drucker has said that the purpose of an effective organization is to make common people do uncommon things. People stick with cultures they like. Bringing on the right "culture carriers" reinforces the culture which Bhakti already has.



**Pooja at our New Office**

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*Training Session at J.K. Cement for the Management and Workers.*



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# CSR at Sikka



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