



BHAKTI NEWSLETTER (XI EDITION) (MARCH 2016)

FROM CMD'S DESK.....

You deserve it



The greatest malady of modern life is that man permanently seems to be on a treadmill. He is on the move all the time, running, running and running but still in the same place. Mothers are virtually on roller skates, dropping children at school, going off to work themselves, attending PTA meetings, office meetings, calling on doctors, bankers, plumbers, electricians, managing servants... the list is endless... We may appear outwardly as calm, quiet, dignified individuals but inwards, the daily frustrations and irritations of life are taking our toll. Irritations are inevitable. We are going to encounter them, wherever we are, whatever we do.

Patience is the formula which can help you shut out every kind of irritation. We must try to understand - why some people behave as they do and you will find that their behavior no longer upsets you. Instead, you will find yourself sympathizing with them and trying to help them in any way you could. It is a human tendency to want to hit back at whatever or whoever has annoyed you. But, it can be an even more satisfying experience when you control your resentment and become a master not only over yourself but the situation. Learn to have an objective, detached and dispassionate attitude to problems. A person who can master a situation by self control always wins the battles of life.

It has been the conditioning for hundreds of years that we have come to believe that being good means putting yourself last. Everything else and everyone else deserve more attention and importance that you do. Whenever a person does something for oneself, they feel guilty and experience a conflict within. We end up feeling that we are not doing enough for people around and there is a constant mental tug of war for ourselves between our work, family, relatives and other responsibilities. If one does more for our spouse, we will feel that we are not doing enough for our children. If children get more attention, we feel that we are neglecting our responsibilities towards our elders – parents, in-laws. If relatives get more attention then we feel guilty that we are not utilizing our potential fully at work.

Do we really believe that we deserve a good life or is it just an illusion that we feel may exist but



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not for us. We feel guilty to even ask for genuine help from someone. The underlying feeling is always guilt, “How can I ask for myself? How can I ask myself before anyone else?”

We want to live lavish lives, but continue to wear tattered clothes in our homes (in the name of comfort). Good clothes are only for showing to others; not to feel good ourselves. We dream of exotic spreads at breakfast, but in day to day life, we eat in bent and damaged plates. The best of crockery is always kept for the guests and it keeps glorifying the showcases for generations together. It scares us to eat in fine bone china cutlery at home.

Men feel that if they don't keep working all the time, the world will come to an end. Its fine if you take a vacation, your business won't be hijacked. Its okay to get ourselves pampered once in a while. Its fine for us to give priorities to our schedules, plans, goals, health. It does not mean that we must become insensitive to people and situation around us and create an imbalance in our lives. But, it definitely brings to light that we deserve the best too. Your rise does not mean somebody else is falling. We need to shower ourselves with the best of things and best of experiences. We need to get rid of the guilt and start believing that 'we deserve the best in life'. We deserve abundant happiness and peace. So, let us gift it to ourselves.

Age of Networking

In present age, it is important to network. The mantra is '*It's not what you know, but who you know*'. In today's interconnected society, that rings true more than ever. Networking is the nuts and bolts of survival in existing times and it is crucial to have a network in different platforms of life – social, personal, official or political. Your talents, abilities and experience will never take you anywhere if nobody knows that you exist. In order to get what you want out of life, you need to be resourceful. The trick lies in learning the art of good networking. Networking has matured from a negotiable ball game into a transformational process. It's not anymore about who they are but about who they are growing to be. Networking helps develop deeper business relations which can be extended on a foundation of trust thus smoothening the decision as to which product, service or solution might suit the client best. Corporate professionals are more pragmatic with their approach of intrinsic values, personality clicks and connections.

After networking, there must be a **follow up**. Don't get someone's business card or e-mail address and forget about it. Find a way to stay in touch. Maintain your network. Because your network is like a tree: without nourishment, it will die. Be sure to give it the attention it needs to stay alive. Continue networking in order to push yourself. Networking helps you hone essential interpersonal skills that are



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huge assets in today's world. It helps keep you on your toes, teaches you to listen, and inspires a humility born of a desire to help others. If you do networking for nothing else, do it for personal growth. Networking can help you become the best version of yourself.

Life is not 'Because of'; Life is 'in spite of'

This time, we celebrated our Foundation day with the visually challenged, hearing impaired and vocally impaired children. Bhakti team donated sweaters, woolen clothes etc for the differently abled kids of the local NGO. Well, we were a bit selfish on this as Charity benefits the Giver more than the Receiver. As we grow older, we will discover that God has given us two hands – one for helping yourself and the other for helping others. Anne Frank has truly said, “No one has become poor from giving”. We learnt a lot from the children. The kids were at peace and were not worried. I realized that if you leave petty things as petty, your life will be pretty. Instead, if you see petty things as pretty, then your life will become petty. Don't give anything in life that exalted status that it can disturb your inner tranquility.



The kids can always give reasons and say – because of so many physical reasons, I am quitting from the challenges of life. But, their attitude was such that inspite of all the compelling reasons, they will continue bravely in the journey ahead. We were spell bound when they sang a beautiful song. Their teacher remarked that in life no one is interested in reasons of our failure; everyone is interested how we performed. How true... When we check our past, how often we have blamed something for our failures. We always use excuses like family support, financial background, health, political instability, corruption etc. We would have found a new way if we had replaced 'because of' with 'in spite of'

With the bright moon by my side, I sat pondering over the event. The speech made by a few, the delicate words of advices, the hugs and the genuine wishes, a few drops of tears and infusing celebration made my day. As I remembered my steely resolve made in the yester years when I came to my Karmbhoomi – Gandhinagar, *“I had come here to win, to walk around learning as much as I can and carry my heritage with pride”*. Bhakti has soldiers with civil uniform. The powerful event left a lingering feeling in me to let my employees know that I trust their potential, to subtly believe in their future, to play my part in their success. It reminded me that my life has a beautiful tinge of celebration.

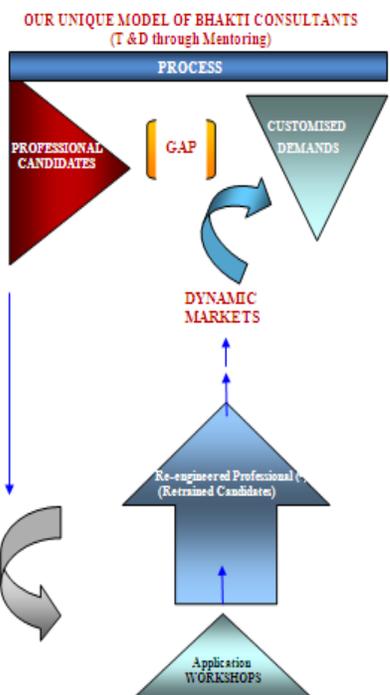




BMSPL's initiative for skill development

The Prime Minister, Shri Narendra Modi, had outlined his vision for "Skill India" as he launched the "National Skill Development Mission" in New Delhi on July 15th, 2015. Asserting that his Government has declared a war on poverty and is determined to win it, the Prime Minister said that each poor, underprivileged youth is a soldier in this war. He called for constant updating of training programs and syllabi.

BMSPL has noted this and is taking its own initiatives by venturing into this field. We have joined hands with a NGO to develop ITI graduates especially the MIG Welders who are in high demand but low supply. So, in order to fulfill the requirements of our clients, we ensure that the man power is exposed to latest technology and industry environment. In a way, our policy statement (Unique Model diagram shown in the right) gets accomplished. We have been practicing this model since the beginning at all levels from ITI's to top managers including CEO's. Our clients require tailor made profiles where the candidates may need to be fully tuned or polished. Finishing Schools were established so that the existing gaps were narrowed between job vacancies and available professionals to meet the requirements. We have predicted the possibilities of the future and have started preparing for them today itself. In the long run, we have a vision of owning our own training and skill development center so that we can provide skilled workforce to our clients and create potential entrepreneurs.



International Conference on Reproductive Health at NIOH

The National Institute of Occupational Health (NIOH) had hosted the 26th Annual Meeting of the Indian Society for the Study of Reproduction and Fertility (ISSRF) and the International Conference on Reproductive Health with Emphasis on Occupational, Environmental & Lifestyle Factors, during February 18- 20, 2016 in Ahmedabad.

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BMSPL have been associated as Strategic Partners of NIOH by providing our services since 7 years. The International Conference included plenary lectures, symposia sessions, panel discussions, debates, short communications and poster presentations from experts of Nation as well as from abroad. It addressed a broad range of key areas with contributions from various disciplines including basic, clinical, veterinary, operational and social behavioral research in sexual and reproductive health. Our team participated in this event and found it to be highly informative.

Our team at NIOH Exhibition



Celebrating Bhakti's Foundation day with Challenged Children



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Thank you

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