



# Manage

House Journal of Bangalore Management Association

Rs.15/-

ಬೆಂಗಳೂರು ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಅಸೋಸಿಯೇಷನ್‌ನ ಮಾಸಪತ್ರಿಕೆ

APRIL 2012



Mr. Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka receiving the National Gold Award for Excellence in the Government Process Re-engineering for "E-Sugam" from His Excellency Sri Murlidhar Chandrakant Bhandare, Governor of Odisha.



Mr. Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka being facilitated by Mr. N.D. Veeranna Gowda, President, BMA at the AIMA Foundation Day & National Management Day Celebrations-2012



Induction of M.Tech at Don Bosco Institute of Technology. Dr. K. Mularidhar, Principal, DBIT, Dr. Suresh, Director, DBIT, and Mr. N.D. Veeranna Gowda, President, MBA



Synectics - a National Level Management Fest 2012 organized by Department of Management Studies, Kristu Jayanthi College, Bangalore during 16-17 March, 2012. Mr. N.D. Veeranna Gowda, President, BMA giving the award to a winner student.

## *President's Desk...*

I am happy to inform you that the election for the Association has now been completed and the new Managing Committee and Office Bearers will be taking over the Annual General Meeting scheduled on 28th April 2012 at Century Club. This is the first time in recent years that all the members of Managing Committee have been elected unanimously.

The new team under Dr. Manje Gowda shall carry forward the vision – mission of BMA. The new team being blend to Public Sector, MNCs, Banks, IT, Govt. Depts. Etc. bringing professional experience and expertise to BMA. On behalf of BMA, MC Members and on my behalf, I take this opportunity to wish them good luck.

When I assumed charge as President on July 3, 2009 under tumultuous conditions determined that this type activities to be brought to an end. But this journey wasn't smooth but hazardous, tough and despite my work life severely affected my career.. It took nearly 3 years to bring it to a shape as we are today.

Three issues are very strong in my memory and determined to fight the act of dictum-tail wagging the body. First and foremost issue with BMA is to bring discipline in the Association and settle issues within the four walls. As you are all aware, BMA, since 2005-06, either one way or the other is fighting in the courts. As President, I requested all Past Presidents under Sub-Committee to redress the member's grievances. I feel, I have achieved this as the court cases against the Association have been withdrawn.

Secondly, half-an-acre prime land in the prestigious Electronic City was allotted to BMA in the year 2006, thanks to Dr. Manje Gowda, President elect has been the man instrumental in getting this land to BMA – an historic achievement. As per the guidelines, the project has to be implemented in two years, However, with the vested interest in BMA almost stalled the activities but I took initiative laying foundation on 22nd January 2010 and

start the construction activity. The managing Committee unanimously elected Shri Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Govt. of Karnataka as the Chairman, MDC. But to our surprise, the vested interest created problems and lead to the cancellation of land by KEONICS and letter of cancellation served to BMA in July 2011. It is heartening to note that our Government nominee and Chairman of management Development Centre Shri Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Govt. of Karnataka and efforts of the team, prevailed upon with Shri M.N. Vidyashankar, IAS, Principal Secretary, IT&BT and Chairman of KEONICS have supported for revocation of land to BMA. KEONICS have sent a letter of revocation of land on 24th December 2011, and given the opportunity to complete the project within 12 months. Keeping in view of the problems faced with the vested interests of the Association, the construction activity has been entrusted to the State undertaking M/s. Karnataka Rural Infrastructure Development Limited (KRIDIL) (Formerly Karnataka Land Army). The overall designs, layout of MDC have been approved by MC and joint meeting with M/s. KRIDIL on 26th March 2012 discussed the estimates for basement and ground floor at a cost of Rs.2.0 crore. BMA has around Rs.70.0 lakhs and balance shall be raised through sponsorships etc. I appeal to all the members, corporate, business establishments to support this cause with generous financial contribution and support.

Thirdly, the training programmes, workshops and Annual Conventions – New Decade New Ideas Managerial Challenges– 2010 during 22nd May 2010 and 2011 Convention on “Transparency and Ethics in Management have been conducted under the Chairmanship of Shri Pradeep Singh Kharola, IAS and two success conventions have generated lot of funds and brand image of BMA.

Recently, the Association organized a Workshop on Next Generation Women. This workshop intended to create a platform where women leaders can collaborate, share, and learn what it takes to be there and be the “next generation woman”. The Workshop drew good response and participation.

It is indeed a pleasure to inform our members that Mr. Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka, who is a Government nominee on Associations' Managing Committee, and also Chairman, Management Development Centre Committee, BMA, has been conferred with “National Champion Award for Good Governance” award for his outstanding contributions in the area of E-Governance. On behalf of BMA, I heartily congratulate Mr. Kharola and wish many such accolades follow him in the days to come.

Also, E-Sugam, a Karnataka Government Commercial Taxes Department e-Checkpost Project has won the National Gold Award for Excellence in the Government process of re-engineering. Our hearty congratulations to Mr. Pradeep Singh Kharola, IAS who steered this project.

You are all aware that BMA has just entered the Diamond Jubilee Year. It is my earnest desire that the Diamond Jubilee Celebrations are held throughout the year embedded with various events and programmes. Also, the Management Development Centre can be named as Diamond Jubilee Management Development Centre to commemorate the Diamond Jubilee Celebrations.

I take this opportunity to thank all the members for the cooperation and congratulate the incoming President, Office Bearers, and the Managing Committee and wish them all success in taking BMA to greater heights in the years to come.

**N.D. Veeranna Gowda**

## VISION

To be the premier Institution in leading the Movement  
for Excellence in Management

## MISSION

Facilitate individuals and organizations to include  
best management practices, influence shaping  
superior public policies, pioneer new professional  
competencies and set ideal business environment.

## EDITORIAL BOARD

President	N.D. Veeranna Gowda
Sr. Vice President	Dr. Manje Gowda
Hon. Secretary	Brig. (Retd.) R.S. Murthy



*The President and the Managing Committee Members  
of Bangalore Management Association cordially invite  
you to the*

## BMA Annual Day Celebrations-2012

*from 7.00 p.m. on 28<sup>th</sup> April, 2012 at Wadiyar Hall,  
Century Club, Cubbon Park, K.R. Circle, Bangalore.*

### Mr. S. Raman

*Chairman & Managing Director  
Canara Bank*

*has kindly consented to be the Chief Guest.*

### Mr. Pradeep Singh Kharola, IAS

*Commissioner, Commercial Taxes, Government of  
Karnataka*

*will preside.*

**N.D. Veeranna Gowda**

**President**

**RSVP : 94489 04385/2559 1204/2559 5772**

Please publish your advertisement in MANAGE and  
reach to thousands of management professionals,  
business organizations, educational institutions and  
other clients

## Advertisement Tariff

Advt. Pages & Sizes	Tariff	Tariff
	BMA Members	Non- Members
	( )	( )

Back Page – Colour	11,000	12,000
Inside Back Cover – Colour	8,000	8,500
Inside Front Cover – Colour	8,000	9,000
Full Page – Black & White	4,000	5,000
Half Page – Black & White	2,500	3,000

### Sizes

Full Page	25 cm (h) x 18 cm (w)
Half Page (Vertical)	12 cm (w) x 18 cm (h)
Half Page (Horizontal)	

Last date for sending advertisement material (in high  
resolution .pdf format) to BMA : 15<sup>th</sup> of every month.

For more information please contact  
Mr. S.G. Sanjeeva Reddy, Executive Director, BMA

Telephone : 080 2559 1204/2559 5772

## Inside...

Champion of E-Governance Honoured	4
National Gold Award for “E-Sugam”	4
Soft Skills of Management Consultants	5
Induction Program at Don Bosco group of Institutions	5
Next Generation Women – Leading the Way!	6
National Management Day & AIMA Foundation Day	8
Importance of Soft Skills for an Employee & for the Organization	8

## *Champion of E-Governance Honoured*

Good Governance magazine felicitated e-Governance champions of the country through Good Governance Awards convened in Delhi on 3rd March. Good Governance, a magazine on Technology in Government published by the Bangalore-based Namaste Publications Pvt. Ltd. instituted the awards to commend individual excellence in governance and public service delivery through Information and Communication Technologies (ICT) including e-Governance applications and platforms at the National, State and Regional levels. Good Governance Awards are conferred on individuals who have taken pioneering steps and derivations that have had a sustainable citizen impact from project initiation and implementation at both policy and

technology leadership levels. The awards were given away by Shri K. H. Muniyappa, Hon'ble Minister of State for Railways, Government of India.

Sri Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka was awarded the Good Governance National Champion Award for the year 2010.

The winners, were selected by closed door voting and by a panel of eminent Jury members from the domain of ICTs and e-Governance experts, Good Governance Awards.

Sri Pradeep Singh Kharola is an IAS officer of the 1985 batch. He did his Masters of Technology in Industrial Engineering from IIT Delhi. He has also done Masters in Development Management from



the Asian Institute of Management, Manila. In his Career, he has worked in various sectors like Industrial Development, Tourism Management, Public Transport Systems, Governance Reforms, Tax Administration etc., and has been well-known for bringing in reforms in the administration. He has published several research papers in International and National Journals. He is currently working as the Commissioner of Commercial Taxes, Government of Karnataka.

## *National Gold Award for E-Sugam*

Karnataka Commercial Taxes e-Checkpost project "E-sugam" wins the National Gold Award for Excellence in the Government process re-engineering. Sri Pradeep Singh Kharola, IAS, Commissioner of the Department of Commercial Taxes, Government of Karnataka, accepted the award on behalf of the department at Bhubaneswar on Friday during the 15th National Conference on E-Governance. The award was presented by His Excellency Sri Murlidhar Chandrakant Bhandare, Governor of Odisha.

The award is administered by the Department of Administration Reforms and Public Grievances (DARPG), which is part of the Union Ministry of Personnel, Public Grievances and Pensions.

The Commercial Taxes Department's efforts in increasing the efficiency of commercial tax check-posts through the



introduction of **e-Sugam** has been recognised through this National Award.

**E-Sugam** (Simple Uploading of Goods Arrival and Movements – for the transport of goods across the State) has simplified the payment of commercial tax on goods.

Earlier, when goods were transported, they would leave a voluminous paper trail that needed to be verified at commercial tax check-posts leading to delays, harassment and allegations of corruption.

## *Soft Skills for Management Consultants*

BMA, jointly in coordination with IMCI & PRCI, organised an interactive session on Soft Skills for Management Consultants with Mr. Sharu Rangnekar, Management Guru.



**Mr. Sharu Rangnekar being received by Mr. M.S.S. Varadan, Past President, BMA**

The interactive session held at Bharatiya Vidya Bhavan, Bangalore on 13<sup>th</sup> December 2011 evinced keen participation from the management fraternity and students of management.

Most of our educational inputs deal with hard skills. The education in law comprises understanding the acts of legislation and the legal case judgements. The education in medicine covers medical tests, diagnosis and prescriptions.



**Mr. Sharu Rangnekar, delivering the lecture**

The nursing education covers the technology and techniques of giving injections, taking blood pressure, taking blood samples for medical tests etc. However, the successful practice in each of these areas involves “Soft Skills”.



**Mr. Sharu Rangnekar being greeted by Dr. N.S. Vishwanath, Director (Academics), Bharatiya Vidya Bhavan**

The lawyer must get the confidence of his client and judges. The doctor must be able to show the empathy with the patients. Similarly, in

management, various hard skills in Production (Production Planning, Production scheduling, Machine Loading, etc.) Marketing (Market Research, Consumer Profile, etc.), Finance (Investment Analysis Discounted Cash-flow, etc.) are emphasized and



**Mr. Sharu Rangnekar with dignitaries**

a lot of time is spent on teaching these techniques forming the hard skills. However, the success of a manager depends on the soft skills leading to Collaboration, Co-operation and Co-ordination. Teaching of Soft Skills is difficult because they are learnt by the simple but difficult process of “Talking less, listening more, and observing constantly”.

## *Induction Program at Don Bosco Group of Institutions*



Mr. N.D. Veeranna Gowda, President, BMA inaugurated the Induction Program for M.Tech. students at Don Bosco Institute of Technology. Dr. K. Muralidhar, Principal, DBIT and Dr. Suresh, Director, DBIT were present on the occasion.

## *Next Generation Women – Leading your Way!*

Bangalore Management Association's Women Leadership subcommittee organized a workshop on "Next Generation Women" on 10th March 2012 at the Century Club Wodeyar Hall, Cubbon Park in conjunction with International Women's day celebration.

This workshop created a platform where women leaders could collaborate, share and learn from what it takes to be there and be the "next generation women".

Noted speakers from the industry and BMA addressed the gathering and shared valuable thoughts on career building, collaboration, and managing finances. The workshop started with a keynote session by Ms Kaveri Monappa, Joint Commissioner of Excise and Commercial

Taxes, Government of Karnataka who inaugurated the Workshop.



### **Keynote address by Kaveri Monappa**

Ms. Kaveri cited examples on how career women in India have treaded into areas earlier unknown to them. She noted how the Indian society and government level acceptance are opening up new avenues for women in India. She observed that for women, it is not that they need to compete or must - Everyone should have a career since it has purpose, growth & goal achievement. How we really shape our career

and how we work to achieve this is more important.

Mr. N.D. Veeranna Gowda, President, BMA welcomed the delegates. Dr. Manje Gowda, Sr.Vice President, BMA highlighted the role of new generation women and



observed that in the hitherto male dominated environment "a substitute has happened aptly".

## *Create a Vision for your Career and steer it!*

*by Dr. Nandini Vaidyanathan*

The message this session gave to the attendees is "Your Career is by your choice". Dr. Nandini shared numerous examples from her vast mentoring experience across the globe to emphasize on the importance of realizing ideas through entrepreneurship. She shared inspiring stories from her experience working in war ravaged countries of Africa and Afghanistan. Her inspiring narration on a group of strong willed women from



**Dr. Nandini delivering her inspiring session**

Afghanistan and how they transformed themselves into successful entrepreneurs left the attendees spellbound.

Sharing thoughts from Upanishads, she correlated the meaning of purusharthas in career development. She advised that women should define the roadmap to achieve the goal set. Rising to defend (Dharma), Inspire to Acquire (Artha), Succeed in nurturing & bonding (Kama) and Evolve in understanding (Moksha) should be the guiding spirit in career development.

## *Personal Reflective Exercise – SWOT* *by Arathi Gundu Rao*



An interactive session facilitated by Ms. Arathi Gundu Rao, where participants got introduced to SWOT and Career Planning Analysis.

Each participant had to create a personal SWOT statement and a high level personal development plan.

## *Enabling Your Career – Collaborate to Succeed* *by Jermina Menon, Sangeetha Chengappa, Revathi Kasturi, Renu Rajani*

You have the right skills, right opportunity, and you are at the right place, so what it takes to succeed.

The session on “Collaborate to succeed”, discussed on best techniques to network professionally. How you can grow upward by managing your peers, customers, teams and influencing situations, decisions with or without authority. The session discussed how one can



**Ms Sangeetha Chengappa, Ms Revathi Kasturi, Ms Jermina Menon, & Ms Renu Rajani conducting the interactive session**

influence situations and decisions without authority. With an analogy of geese that fly in formation and lead by

example, the concept of teamwork and the responsibility of each of the team member were emphasized. The panelists had an interactive session addressing questions from the audience. While observing that it is about open mindset of women to accept new opportunities and challenges, the panelists concluded that women need to expose a lot more than what is demanded.

## *Managing Self, Managing your Finances* *by Archana Singh, Shubha Ganesh, Manju Bhatia*

In the business world it is important to manage oneself and your finances. Career irrespective, finance is equally or more important. Managing your finances and doing financial planning considered not a woman's forte is as much of relevance and importance in today's hard world as it is for many men. Valuable tips were

shared on personal financial planning during the session by the expert panellists. The session emphasized on creating a personal brand. We need to do "what we are best at" and excel in that. At the same time show growth and in the process, succeed leaving a legacy. While *brand* and *success* are outcomes of hard



work, they cannot be pursued but must *ensue* like happiness.

## National Management Day & AIMA Foundation Day

The 56<sup>th</sup> Foundation Day and 6<sup>th</sup> National Management Day were celebrated on February 21, 2012 at R.V. Institute of Management. The theme of the celebrations was **Towards Sustainable Business & Society : Agenda for Action.** Foundation Day, now called Management Day, is being celebrated every year on February 21.



(L-R) Dr. T.V.Raju-Director RVIM, Sri. N.D.Veeranna Gowda, President, BMA, Padmabhushan Prof. N.S.Ramaswamy, National Professor and former Director, IIMB, Sri. M.S.S.Varadan, Past President, BMA and Management Adviser, Sri. Pradeep Singh Kharola, IAS, Commissioner, Commercial Taxes, Government of Karnataka, Sri. G.Ramanand, Past President, BMA, Dr. Manje Gowda ,Director, Opto – Infrastructure Ltd. and Sr. Vice President, BMA

R.V. Institute of Management provided the Infrastructure and Hospitality for the Guests and Invitees. Dr.T.V.Raju, Director, RVIM guided the Team of Four Faculty Members nominated from RVIM and SSMRV to achieve the objectives and theme of the Celebrations.

Members of All India Management Association, Bangalore Management Association were present. There was a noticeable public participation in addition to faculty and student audience

from RVIM, SSMRV and Imperial College.

Welcoming the audience, Sri N.D.Veeranna Gowda, President, BMA, emphasized the role of business enterprises in sustainable development of the nation. Dr. Hari Krishna Maram, Chairperson -Imperial College introduced the speakers and gave a brief account of the activities of AIMA.



Prof. N.S. Ramaswamy delivering the inaugural address

Delivering the Inaugural Address, Padmabhushan Prof. N.S.Ramaswamy, National Professor and former Director, IIMB observed that Indian scriptures have a great wealth of non-technological management. While management has a role to play in improving economy in various sectors, he regretted that about only 2% of GNP is taken care by management. “Management is all pervasive & comprehensive. Every activity has a management content in it. Management only can make a country great in all respects”, Prof. Ramaswamy observed. He called upon students to inculcate ethical moral values and have determination to bring about change, which he

said, can happen only with management.

Delivering the keynote address, Sri. M.S.S.Varadan, Management Consultant drew the paradigms of management school of thoughts in the last 50 years and set a road map for future managerial profession. He gave “panchasutras” or five messages of management that would lead to overall development.



Sri. M.S.S.Varadan, Past President, BMA and Management Adviser, delivering the keynote address

These messages are :

1. Involve stake holders in management;
2. Rural economy development including human capital;
3. Care and concern for environment – Reduce, Reuse, Recycle - Exercise thrift & economy in use of natural resources;
4. Have diverse interest – Be a multifaceted personality;
5. Happiness at work. Happy employees are productive employees. Take happiness to work and don't try to derive happiness after work.



Ms Neetu Saini, an MBA student greeting Sri Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka

Sri. Pradeep Singh Kharola, IAS, Commissioner of Commercial Taxes, Government of Karnataka, who presided over the function advised the students to acquire necessary skills to enhance effectiveness of managerial decisions in their career. Drawing from his experience in the state-owned transport corporate, Sri Kharola emphasized on optimal and effective use of resources. Enunciating the importance of

governance and management in running an organisation, Sri Kharola highlighted five important aspects to be borne in mind. Viz.,

1. Identify the problem – create an environment where technology (knowledge) can be used;
2. Business Process Review – Change in your internal procedures and in the way of thinking;
3. Environmental building – Internal & external. Customers should benefit and be willing to accept any changes you introduce;
4. Capacity building within the organization - Transformation of existing resources;
5. Home grown solutions are the best – It is always

advisable that people inside the organisation identify the problems and find solutions.

Continuing, Mr. Kharola said that all these have to be addressed together and not in isolation. Systems Approach is the need.



A View of audience

Ms. Suchitra N. rendered the invocation. Prof. Jyotirmoy Ghosh, RVIM General Management Department proposed a Vote of Thanks. The programme was compered by Ms. Neetu Saini

## *Importance of Soft Skills for an Employee and for the Organization*

Prof. Sandeep Bhanot

Faculty of Management Studies, SIES College of Management Studies, Navi Mumbai.

### **Introduction**

Many people ask the question: Is there any sure-shot formula or mantra for success? But there is really no definite answer for this. Does the magic prescription lie in a company's band of talented people or in the company's innovative products? Or is it something else that is missing from the equation for success? An increasing number of companies are recognizing the fact that in order to get some competitive advantage, they will have to make sure that their people know how to handle themselves at work and how to relate to their customers outside

their organization and with their peers inside. From showing empathy and optimism and self awareness to knowing what is going on around them, there are some competencies that make up an integral part of a progressive organization. These and more fall under the umbrella of soft skills.

### **Soft Skills**

Soft skills are crucial not just for a person's growth but also that of the company's. Otherwise, how could you explain the differential growth curves of two people with the same qualifications working for the

same company, yet one is very successful and the other only moderately so? For example, you must have seen two shopkeepers selling the same product. But one of them is able to do a better business than the other because of the dignified way he invites his customers, gives them respect, listens to them and caters to their requirements while the other shopkeeper tells his customers that if they don't find his goods any good, they can move ahead. It matters a lot what you say from your heart than what you say with your mouth. Another example can be taken of two

doctors, of which one of them is more qualified but does not treat patients with compassion while the other doctor, though less qualified is more humane and considerate towards his/her patients. You will find that there will be more patients in the second doctor's clinic than in the first one. The answer lies in their different hold over their soft skills. In a constantly changing and challenging work environment, to gain a competitive advantage, employees need to know how to handle themselves at work and how to relate with their customers and peers. These skills are vital not only for a front-office job, say as a receptionist, who is expected to wear a smile and be polite at all times, but also in the back-office environment, as well. After all, front-office jobs are more people-centric and they require you to be at your best always—even in terms of your appearance. It always helps if you are well-groomed and project a positive image to the world. In the service industry, in particular, where the back-office team has to cater to all types of customers, a person always has to be at his/her best. In an industry where you are involved with relocating people, including foreigners, you just cannot afford to lose your cool. Administration officers at help desks are virtually swamped by calls from aggrieved customers, requesting a new telephone connection or complaining about their malfunctioning generators or even gyms that charge exorbitant fees. The team of officers has to learn to be patient with such customers. There are no two ways about it.

### **Significance of Soft Skills**

The importance of soft skills can also be gauged from the following incident, wherein an

HR manager refused to take a person on board because he was impolite on the phone. Even while this person was making inquiries about one of the job postings, it became apparent that he had little interest in the job. He had preconceived notions about employers being bad and short-sighted and the HR manager got completely put off by his caustic remarks and verbal tirade. In his mind, he was convinced he would never call this man for an interview as his 'soft skills' needed a lot of polish. These soft skills should be inculcated in an individual right from childhood. At home, the child should be taught how to behave in a decent way with not just his/her parents, siblings and elders but also with the people around like neighbours and friends. Children should be made aware of their responsibilities towards their society. Here the role of the school is very important. Qualities of team work, empathizing with others, working together to achieve a goal etc. should be developed and efforts for overall development of personality of the individual should be made. Even while grading of the students, emphasis should be given to development of soft skills.

### **Business and Soft Skills**

In business, your management theories alone will not help you to increase your reach to your customers or increase your market share. They will not be adequate to deal with a difficult situation or fix an unexpected problem. Yet you get maximum accolades when you deal with someone with a soft touch than with your extensive knowledge about a particular subject. While most American companies invest at least one to two per cent of their budget on

soft-skills training, in India the spending is much lower at 0.5 to one per cent. Yet it has been estimated that the soft-skills training is a Rs. 800 crore market in India and ancillary support services like management videos are worth Rs. 340 crore. This sort of training can be built into vocational training, management case studies, mentor talk, whatever, but it does need to be incorporated. Some managers believe that companies should plough back at least 10 per cent of their profits into soft-skills training. At Pival Research, a Chicago-based company engaged in research resources, the focus is primarily on "professional development and mentoring". When analysts start at Pival, they are assigned a mentor who tracks their overall professional development. Later, the HR manager uses the mentor's observations, other research managers' feedback to create a development agenda for the analyst and the system has worked well. Thus, while an employee's domain knowledge and job experience are relevant to career growth, no less important are the soft skills. It is these soft skills that will finally make the difference between an effective and an ineffective employee / organization.

### **Important Soft Skills**

We all know that the business scenario is becoming more and more competitive and it is difficult to survive without soft skills. More and more people are getting equipped with traditional degrees and certificates and one important point which differentiates raw talent from skilled talent is soft skills i.e. the presence or absence of them. What distinguishes a person at the workplace is how he/she applies talent in day-to-day activities,

achieving the organizational goals. The important soft skills are leadership skills, time management, presentation skills, communication skills, etiquette, telephone speaking skills, business writing skills etc. Soft skills represent a combination of skills that makes us user-friendly to the context under consideration. The context could be a part of our job or outside it. These are skills which we already have, but possibly need to enhance them a bit. For instance, we have been communicating since we started speaking and writing, but we need to know how communication can be used to make a difference in our organization. Similarly, we have been told by our parents and teachers about the importance of managing time properly, which are nothing but prioritizing one's tasks and optimizing performance.

### **Personality Skills**

Personality skills are those that define an individual's personality. Personality is the sum total of one's physical, social, emotional and spiritual characteristics that identify a person. It includes one's attitudes, beliefs, values and character. These are the most difficult ones to be trained in as belief systems and habits are acquired over a life time. Knowledge skills constitute knowledge in action, as applied to your organization or to any life situation. They include knowledge, competence and technical know-how. These can be learnt in classrooms, applied to real life situations and also learnt from the experience of one's seniors and colleagues. Soft skills already exist in all of us. It is only that we don't update them quite often. We don't use enough creativity in our lives to get things done.

Hard skills influence our decisions so much that soft skills are not paid attention.

### **Soft Skills and Success**

A professionally qualified person cannot fit into an organization without soft skills in the same way that we cannot run MS Office without the operating system loaded on the computer. People are able to do their jobs effectively only because of soft skills. Without soft skills, there are very little chances of achieving success even with the best academic qualifications. What we learn in the classroom is hard skills which have to be complemented by soft skills in order to take us ahead. The business world does not operate in ideal conditions. To take care of such difficult and uncertain situations, we require soft skills also. Today, business is not just about planning and organizing alone. To take the business ahead effectively, we need to identify innovative solutions which are not taught to us in classrooms. Executives need to move out from a compartmentalized thinking which pertains to only their domain or specialization. In the real world, there is dissolution of traditional boundaries. Soft skills help us to look beyond these boundaries and look at the bigger picture. Knowledge skills can help you to start your career but soft skills will help you to sustain the growth. Soft skills are what make the difference between an ordinary employee and a successful employee. You need to identify what skills you need to develop and then look at appropriate training sessions for the same. Before embarking on this route, you need to make some points very clear in your mind:

(i) You need to be clear about the outcome or result you want to achieve. Your expectations should be realistic. You can improve on your communication skills but you cannot become a powerful communicator overnight by going through a two day training session. These training programs make us aware of our shortcomings and then we need to work on them on a continuous basis in order to improve. (ii) You need to be clear about what you want to learn. Going through a training session just because your company is sponsoring it will not serve your purpose. Take up something which suits your requirements. (iii) It is important to keep an open mind and a learner's attitude rather than a 'know all' attitude otherwise the chance of learning anything new is rare. (iv) Once you have learned something in a training session, it is important to practice it. Otherwise you will not feel the impact and will forget it in due course of time.

### **Conclusion**

We have seen how important soft skills are for the growth and development of any individual. Today, all companies are realizing the importance of soft skills for their employees and hence organize special training programs so that they can update themselves. They are investing time and money so that their employees can realize their full potential by looking at things creatively, which not only leads to their overall development but also the sustained development of the organization. Such an organization becomes a proactive organization which can take up the day to day challenges head on.

(Courtesy : SIES Journal)



# Queen Among Soaps!

A super premium soap for the discerning few

## CONTAINS

Sandalwood Oil, Almond Oil, Hydrolysed Milk Proteins  
Shea Butter Emulsion, Jojoba - Mimosa, Glycerin

*Mysore Sandals*  
**Millennium**  
Super Premium Soap



\*Conditions Apply



Nt. Wt. 150g / 5.3oz



**Karnataka Soaps & Detergents Limited**

Visit us at : [www.mysoresandal.co.in](http://www.mysoresandal.co.in)

For any enquiries and free home delivery contact : 080-2337 0537, 2337 5289 Mobile : 9449871480

Toll free number : 1800 425 1103 or e-mail: [pr@mysoresandal.co.in](mailto:pr@mysoresandal.co.in)