

**Rajkot Management Association**  
(Affiliated to All India Management Association)

For internal circulation to members of the association

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*Applied Knowledge is Power*

November, 2011

**From President's Desk:**

My Colleagues and I at Rajkot Management Association are pleased to present "RMA Bulletin" as a part of our ongoing endeavor to share knowledge amongst members of RMA and Rajkot Society.

21st century is the Era of change. We all feel that these changes are so swift and irrepressible that people are unable to cope with its pace. Technology has taken over human skills. Latest trends in Information Technology have gripped human intelligence. World over, there are rapid changes and India cannot stay behind to meet with the pace. I promise RMA shall try to bridge this gap between knowledge and the seeker through this Bulletin and many other activities.

World wide erosion of value system and large scale resistance and revolts towards decades old systems are witnessed. All leaders around the world need to introspect for effects of value erosion in near future. RMA shall come forward with appropriate programs in this regard.

Wishing you, your family, and your organization a very happy and prosperous new year.

- C. A. Kothari (Advocate), President - RMA

**Editorial**

Dear RMA members,

We are happy to present you the 1st issue of RMA Bulletin.

It is said, if you miss to satisfy a customer, he will find a better supplier !

This issue contains an article on customer satisfaction and a relevant cartoon. Along with growth of industry, demand for Management graduates is on the rise. An article on MBA institutes in and around Rajkot is included for benefit of all.

We intend to publish this bulletin every month. Readers are welcome to contribute 1-2 page articles, quotes, cartoons and news about upcoming Management events.

- Dinesh Kakkad (dkk25945@hotmail.com)

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# Do you allow complaints to turn into contempt?

(Author, Mr. Parag Jobanputra is General Manager, TÜV SÜD South Asia, Rajkot)

The one strong benefit of globalization and liberalization we have, today, is we get choices.

Be it consumer goods or automobile or telecom services. Even organization which are once written off, have started giving you choices. Take example of GSRTC, our state transport services which is trying to becoming customer oriented and provide you option to book and reserve your tickets online and starting services like Volvo buses taking you to Ahmedabad international air port!

So if by any chance you shift your eye from customer to rising real estate prices (now in some corners only) or Gold ETFs, please remember that you probably are making a mistake and one day you have to have your eyes on customer, very soon, as she will remain supreme forever.

But if you are keen to improve your relations with your customers, help is available from an ISO standard.

## ISO 10002:2004 Quality management - Customer Satisfaction Guidelines for complaints handling in organizations

The Customer Satisfaction standard, ISO 10002:2004 the guideline standard for implementing complaints Management system helps organizations to identify, manage and understand how successfully to deal with the customers' complaints.

It helps us reminding that Customer satisfaction is an ongoing process and a systematic and structured approach will take us there faster and easier.

Implementation of standard help improving customer retention, Brand Image of the company, internal operational efficiency, improved moral of employees and have a significant effect on P & L of the organization in longer run, to name just a few advantages.

An effective complaints management strategy will boost a culture of continual improvement.

Organizations are recognizing that efficient capturing of customer feedback and complaints management can provide good inputs and also learning opportunities across the organization.

Definition of complaint from ISO 10002:2004 is;

**“A complaint is an expression of dissatisfaction made to an organization, related to its products, or the Complaints handling process itself, where a response or resolution is explicitly or implicitly expected.” (Note: The word “products” also includes services)**

It costs an organization at much more to recruit a new customer as to maintain an existing one.

It is said, a satisfied customer tells about you to 10 people, while an unsatisfied to 100!

So if you are reminded by this small piece of article about any pending customer response, it will be a good idea to attend that immediately and read the other articles later!!

# Management Education in Rajkot

## by Dr. Dharmesh S. Raval\*

Rajkot is recognized world-wide for its burgeoning small businesses specialising in manufacturing industrial/engineering products, jewellery, watch parts, forging, casting, capital market, etc. Rajkot is also bestowed with the title “Workshop of the World” for its OEM, contribution of spare-parts to so many national and international companies. Businesses are flourishing in this land since long and the scope is also increasing by leaps and bounds.

Along with increase in industrial activity, demand for management graduates has also been rising.

Business education in Rajkot started in the year 1992 when the first Diploma in Business Management program was offered by Saurashtra University, Rajkot.

Although distance learning and other part time programs were available to the aspirants, but the real full time MBA Professional Program was launched in the year 1998 by the Department of Business Management of Saurashtra University.

Today, there are 19 institutes offering MBA program for the students of Rajkot city. Here is the list of them in the order of their launch of MBA Program:

1. Department of Business Management, Saurashtra University, Rajkot
2. T.N.Rao College of Management Studies, Rajkot
3. Shree H.N.Shukla College of Management Studies, Rajkot
4. R. K. College of Business Management, Rajkot
5. Atmiya Institute Of Technology & Science, Rajkot
6. KNV Institute of Business Management, Rajkot
7. R. K. College of Engineering and Technology (MBA Program), Rajkot

8. H.D.Gardi MBA College, Rajkot
9. Knowledge Gurukul Institute of Business Management, Rajkot
10. M.H. Gardi School of Management, Rajkot
11. Shri Sunshine Education Trust Group of Institute, Rajkot
12. Marwadi Education Foundation's Group of Institutions, Rajkot
13. Shri Aurbindo institute of Management, Rajkot
14. Christ Institute of Management, Rajkot
15. C. C. Gardi Institute of Management, Rajkot
16. Murlidhar Group of Institutions, Rajkot
17. Smt. Sarlaben Vasantbhai Malaviya School of Management, Rajkot
18. Om Shanti Institute of Management, Rajkot
19. Geetanjali Institute of Business Management, Rajkot

Self- finance institutions of Rajkot have made Business Education affordable and within reach of thousands of students of Rajkot and regions around it. There are couple of institutes offering PGDM programs in Rajkot, but from the above list it is evident that it is MBA program which is more accepted in this region. We will publish detailed information about individual institute in forthcoming issues.

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*\*Author is Chairman, Professional Development Committee; Rajkot Management Association, and also an academician and has interest in industry-academia interface for effective management education.*

## Past event summary

(Contd. from Pg 1)

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1. RMA organized Face to Face for HR Solutions by Bhavesh Chandaria, GPHR Certified [Global Professional in Human Resources] from SUZLON Ltd., PUNE on 23rd July, 2011 at Neel's City Club.

2. One Day Workshop in Association with AIMA On "Management Skills to Source Financing & Management of Technologies by SMEs" on 30th July, 2011 at Neels's City Club.

## Best Wishes to RMA from **Investment Options**

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**Group Insurance & Industrial Insurance**

**Mutual Fund, Postal & Other Savings**

#### Management Cartoon



Go to the  
General Grievance Section?  
But I have just been there !  
The Special Complain Cell  
directed me to it and  
there I was told to come here!

By Book Post / Courier

To,