

CMA DIGEST

January & February 2023, Issue - 78 Volume 31



National Management Day 2023

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ED VOICE – From the Editor's Desk

Dear Readers:

Greetings from CMA! Wishing all of you a wonderful and prosperous 2023!

January is that part of the year when people are wont to taking resolutions or making predictions for the year ahead, and this year is no different. As far as the world economy is concerned, there is widespread pessimism and an anticipation of a crippling recession later this year. However, on the bright side, India is expected to sail through with minimum collateral damage, in view of the robust situation right now. Only time will tell whether this will happen or not; nevertheless, we need to be on our toes and exercise caution, and hope that nothing of that sort is going to happen. Let's keep our fingers crossed!

Personally, it has been a pleasure for me to be part of the CMA Digest Editorial Board. Every month, we endeavour to bring out an issue in a timely manner. This time alone, we are bringing out a bimonthly issue, and will be reverting to monthly publications. The last two months have been pretty hectic for CMA, and we are happy to report all the activities through this issue. We hope you enjoy going through the newsletter. We request all of you to contribute interesting and relevant articles to enrich the reading experience. Also, we would be happy to receive your valuable feedback, as we believe in continuous improvement and refinement.

Happy reading and we shall connect again in the next issue!

Mr K Seetharam, Chairperson, CMA Newsletter



JANUARY 2023

Monday Musings

Monday Musings – January 02, 2023

Investment Options For New Age Investors

Dr. Subhashini, Director of Management Studies, at SNS Institutions, Coimbatore, comes with a 10-year experience in academia and 20 years in the Industry. She has mentored industry professionals in the areas of Business Administration, Insurance & Risk Management, Data Analysis, Econometrics, Statistics Modelling, Corporate Finance, and Portfolio Management. Having been the Chairperson of the Board of Studies and the Research Board, Dr. Subhashini has worked on projects sponsored by State and Central Govt. of India, like EDI. Apart from authoring 5 books, she has won 4 patents, and her articles are regularly published in international and national finance magazines.

Starting off her talk with a story on a saint and his disciples, she elaborated that investments also have golden rules for optimizing them, namely, early, regularly, and long term. India is poised for exponential growth in terms of digitization, infrastructure, exports, manufacturing, consumption, discretionary spending, start-up ecosystem, to name a few, and with growth comes higher income

levels and the need for best investment and savings options. Dr. Subhashini displayed a table of investment options - equity, mutual funds, provident fund, fixed deposits, real estate, and gold. A breakdown of the type of investor, risk factors, liquidity, tenure and its risk-reward ratio, were clearly indicated. Alternative investment options like hedge funds, private equity, venture capital, real assets, and collectibles were enlisted, giving the comparative differences between them and traditional options. A detailed explanation about these options gave a clear picture vis-a-vis the risk versus rewards.

The informative session was well attended by over 150 participants, and the speaker was welcomed by Dr. Vandana Madhavkumar, and thanked by Secretary, Dr. N. Raveendran.



Monday Musings – January 09, 2023

Role of HR in the Gen Z Era

The 453rd episode of Monday Musings had **Mr. Hariprasad Kandaswamy**, Senior Manager HRBP ESE & SDDC of Schneider Electric India Pvt Ltd, talk on how to understand Gen Z, among other factors related to the current generation. He has an experience of 17+ years in HR core functions like Enabling Business, DEI, Talent Acquisition, Employee Relations, and Psychology. As a certified Thomas PPA and Competency Mapping specialist, Mr. Hariprasad is passionate about coaching, mentoring, career coaching, CSR, and sustainability. Mr. Hariprasad enlisted the characteristics attributed to the typical Gen Z youth, namely, multitasking, social, philanthropic, educated, tech-savvy, and digital natives. These interactive entrepreneurs are also cautious

and less focused, who thrive on instant gratification. The problems they face include peer pressure, relationship issues, and social media, to name a few. He also enumerated the expectations that the Gen Z have from the organizations that are looking to hire them. The concepts of Gig economy, FIRE, and NWO were explained for the benefit of the participants. The speaker was welcomed by Dr. Prashant Nair of Amritha Viswavidyapeeth, moderated by Dr. Vandana Madhavkumar, who also thanked the speaker.



Monday Musings – January 23, 2023

Know Your Intellectual Property Rights (IPR)

With the upcoming Republic Day, CMA arranged a special session with Advocate **Mr. C. G. Kumar** to shed some light on the Intellectual Property Rights or IPR. With over 27 years of experience in the field of law, Mr. Kumar has been dealing with civil, criminal, corporate banking and IPR laws. He has been the Central Govt. Council to appear for Govt. of India in their litigation before the Madras High Court, and also represented Tamilnadu in the Court Excellence Enhancement Program. He is the Chairman of the Institutional Ethics Committee and was the Secretary of the Coimbatore Advocates association.

With the advent of technology and globalization, IP is gaining popularity and it needs more understanding. Mr. Kumar presented a list of the types of IPR, which includes patents, trademarks, trade names, services marks, geographical indications, industrial designs, layout designs of integrated circuits, and trade secrets. He also explained the Patents Act and that patents cannot be international. Each patent is restricted to the country of origin, and

if one so desires, he/she has to apply for a patent in every country that they desire to protect their design or idea. He also enlisted the exclusions that cannot be patented, like plants, animals, naturally occurring substances, surgical methods of diagnosing, or treatment. He briefly explained the concept of trademarks, trade names, GI tags, Industrial designs and trade secrets, with appropriate examples for each. The concept of copyright was explained in detail with know-how on how, when, and who can apply. A copyright is valid for a period of 60 years. An insight into popular IPR reliefs and how they can be applied was provided.

The session was well attended by around 190 participants. Ms. Meena of Astral Consultants welcomed the speaker, and Prof. Sreeram Nandhi of DJ Academy, delivered the VoT.



Monday Musings – January 30, 2023

The Power of Persuasion and Influence in Business

The 455th session of Monday Musings saw **Dr. Vandana Madhavkumar**, an alumnus of IIM Ahmedabad and PhD from Bharathiar University, illuminate about the power of persuasion in business. Dr. Vandana, an Associate Professor of GRG School of Management Studies, is an active member of CMA and on the Monday Musings forum. She is a nationally acclaimed teacher who has a keen interest in communications skills, and regularly imparts training sessions on communication and soft skills on and off campus. The JL Batra gold medal was bestowed on her by the association of Indian Management Schools for Best Research

Paper. She has also won the Best Paper award in HR at the Emerging Trends Business Conference organized by Christ University, Bangalore, and Best Teacher award by the GRG Trust.

Dr. Vandana's well-researched presentation was peppered with examples, techniques, and videos of different types of persuasion. The art of persuasion was defined by Aristotle, the famous Greek philosopher, as having three factors



or tools of rhetoric, being ethos (character/credibility), pathos (emotions) and logos (logic). The other techniques of persuasion include inspiration, ingratiation, deceptive persuasion, persuasive power of examples, upward examples, and basic instincts.

Dr. Vandana stressed that 'framing', which forms the heart of persuasion, is of utmost importance. The ACE theory of appropriateness, consistency, and effectiveness, forms the base for the model of an ideal persuasion. The next step would be the

process of persuasion, which includes understanding the motivation and needs of others, and using logic and reasoning to make it most effective. A motivational video of Mahatma Gandhi addressing and persuading fellow Indians, to subtly explain the art of persuasion, was a highlight of the presentation.

Dr. Vandana was welcomed by Dr. Nithyanandan Devaraaj, and thanked by Mr. M.K.G. Anandkumar.

Report on Industrial Visit to M/S. Roots Industries India Ltd, Coimbatore on 25.01.2023.

The 6th Industrial visit for the MC members and the faculty from Students Chapter Institutions was arranged by Coimbatore Management Association to visit M/S. Roots Industries India Ltd, Coimbatore on 25.01.2023.

A 17-member delegation visited M/S. Roots Industries India Ltd, Coimbatore. RIL, established in 1970, is the flagship company of the Roots Group and its products find pride of place in some of the world's most popular automobile brands. RIL has a full-fledged manufacturing facility in India, Malaysia, Russia, and has offices in strategic locations across the world. The company manufactures a wide range of Electric Horns, backup alarm, and electronic horns with multi-functional capabilities for passenger vehicles, off-road vehicles, and material handling equipment.

It has subsequently added to its product offerings with halogen bulbs, disc brake pads, brake shoes, clutch plates, batteries and reverse sensors.

Roots is an organisation with lots of specialities like being a first-generation start-up company, and became most successful and dominant in its range of products. Even after 50 years of solid presence in the market, they claim 60% market share in the OEM sector and 35% share in the open market, as proudly claimed by Shri. O. A. Balasubramaniam, Managing Director of M/S. Roots Cast Private Limited, also the former President of Coimbatore Management Association.

An excellent presentation about the modern management practices being followed in all their manufacturing and assembly plants, was made by a team of experts headed by Dr. N. Sampathkumar, Head-Training & Development. It was emphasized that "Management By Objectives" (MBO) is one of the important strategies being followed to improve overall operating efficiency of all their manufacturing plants.



The sustenance of long-term market leadership in the range of product category is because of the implementation of micro-level management practices in all the manufacturing and assembly process in all their plants. In every process of assembling small and micro components in their shop floor, Poke-Yoke is followed with completely controlled sequence of assembly processes. Time Study and Motion Study are being regularly carried out for all their assembly process to optimise the level of productivity at any point of time, and that is another important management strategy being practiced at Roots.

With a current group turnover of around 1200 Crores INR, they are still going steady with a great vision to reach 4500 Crores in another 5 years, i.e. by 2027. They also have a long-term vision of going for brand extension plans by coming out with diversified products like a range of furniture for the premium segment.

Just to underline their growth strategy, they believe that, in a dynamic world which is driven by technology, a successful presence depends on the way they deploy technology to fit customer needs, indigenous talent, a daring attitude, courage to accept and learn new things, and the simple spark of an idea. That is the genesis of ROOTS.

It is obvious that, with these modern and dynamic management strategies in practice, Roots is enjoying an exceptional brand image, sustaining leadership for more than five decades, an extraordinary level of satisfaction from their work force, as well as their valuable customers, thus enjoying unparalleled market command.

It was really a great learning experience by physically witnessing their shop management practices while going on a factory tour, where all the systems adopted for completely flawless processes were thoroughly explained by Shri. Muthu Saravanan, Associate Head - Training & Development.

The delegates were enriched with an enormous amount of knowledge on how well-carved modern management practices will make an organisation become most successful in all dimensions, and to be a market leader for decades.

The delegates thanked the President and Secretary for the opportunity, and requested them to organise more such visits in future.

Dr. C. Guna Sekaran

Chairperson- CMA Industrial Visits

☎ 93632 48955

PEOPLE MANAGEMENT - CONVERSING TO COMMUNICATE



Dr. Nithyanandan Devaraaj
VOITH Group of Companies

An Article based on People Management by Dr. Eliyahu Goldratt, an erudite scholar on Theory of Constraints.

Have Faith & Believe in People

Smile and start to count fingers.

- One, people are good.
- Two, every conflict can be removed.
- Three, every situation, no matter how complex it initially looks, is exceedingly simple.
- Four, every situation can be substantially improved; even the sky is not the limit
- Five, every person can reach a full life.
- Six, there is always a win-win situation.

Count can still continue...

The thought process to handle day to day interactions, whether it is a business meeting, a court room argument, discussions in an office space, business calls or any other form of communication assumes significance.

Be Cautious in being judgmental:

Thought processes critical to personal communication, and not just interaction:

- ➔ Imagining about any person for the very first time in a business meeting
- ➔ From receiving, introduction and starting a conversation

- ➔ Formation of an opinion, both on the person and the conversation
- ➔ Passing judgement about the person and the outcome.

Be Cautious about being conclusive:

Interactions and communications should be looked at as a continuous process, though conclusions on the outcomes are important. This will help to sustain human relationships beyond the obvious. Conclusions should be arrived at and not driven to. Why? This is important to retain objectivity. Otherwise, conclusions made with fast inferences, will always be ambiguous and not sure of being right.

Some common mistakes:

Likes or dislikes for a person results in a win or a loss. It is not uncommon for us to reach conclusions within the first 5-10 minutes of a conversation, due to common human behavioral patterns.

Such behaviour will result in the "Liked" Person driving the meeting and may get us convinced on what normally need not be agreed upon, or may take a commitment which we weren't supposed to give, or may drive us to an extent that we will forget what we wanted to derive out of the meeting. In a clear manner, the other person will stop our thought process because we have started judging that person and made our conclusions.

On the other hand, the person whom we have started hating or disliking will capture our attention in a negative manner, and we will start belying or rebutting him/her, or will try to windup the meeting ASAP, or may think whatever he is speaking is boring or irrelevant or we might even stop listening or will lose our focus.

Being in an Observation Mode (BOM)

We need to adopt a simple policy of only Being in an Observation Mode (BOM), i.e. observing how different people react to different situations, the kind of words they are using and why, what their body language suggests, their behaviour pattern etc.

Instead of judging people immediately, being in an observation mode can make a huge difference in nurturing inter-personal relationships with people, developing communication, and getting results. Being in observation mode will not only help to improve our success rate in execution of tasks and job performance, but will also give us mental peace!

Difference between the two notions and why it's that important!

Judgment is a **Cognitive Process** of reaching a decision or **Drawing Conclusions**.

Cognitive Process means the psychological result of perception, learning and reasoning while **Conclusions** are obtained through intuition rather than from reasoning or observation.

As it is always said **“let's not lose the objectivity”**. The following points make sense:

- Always prepare yourself before the meeting with agenda pointers. “Begin with the end in mind”
- Do the background check about the person/company we will be meeting one day, and an hour before the meeting, visit their social networking sites, websites, blogs etc. and restrict the study only to collecting data and understanding their thought process. Why do they want to meet you? (if that's what they want)?
- Create list of questions based on the study to deepen our observation.
- Create a list of questions which we think they will ask after going through our websites, our social networking sites again in order to understand what we have already communicated and whether we still follow the same thought process
- List down things required to drive out of that meeting
- List down what that person would want to drive out of this meeting on the basis of our observation.
- In the meeting stick to the pointers and intensify facts with observation of the other party's behavior, personality, attitude,

body language and leave all observations in that state itself.

- We should always keep business feelings in one hand and personal on the other. Don't ever mix both. That person is neither an enemy nor is a best/good friend. The prime focus should be on what is in the best interest of the company or business. Always remember - “This is not personal, this is business”
- Don't try to satisfy or struggle with ego on small points/issues. We have to **observe** whether that person is of the same wavelength and with whom we can do business with or whether it will last long.
- Always keep business in one hand and emotions on the other. Our emotions should not take over our objectivity.
- Always keep pointers in mind – how to open a meeting, what to discuss, when to close the discussion, and with what points
- Also, be careful that the other person is also in observation or judgment mode as we are, and we have to be careful enough to not allow him to make a negative opinion. He should like us, trust us, and find us confident and clear. And if we have followed the above steps, all the attributes will come automatically.
- Stick to the strategy and we will get what is wanted; by judging immediately, we will end-up losing soon.

Follow the points and sure the meeting will be very productive and effective and just the way we want it to close.

A few examples of meeting objectives:

Brainstorming sessions with internal team: high energy –motivating – creative and productive

Partnership meetings: Sometimes we just need to dominate as a strategic call so that we make sure everything is under control.

Not to get dominated- when we know the partner is trying to take control, the objective is not to get dominated and keep the relation healthy enough.

To satisfy someone's ego- sometimes we just need to be present and accept all the anger targeted towards us, since we know that we just have to satisfy the ego of the other party and we both can't do anything in that situation.

To negotiate- Negotiation meetings are really tough. The objective is to make the other person understand that what we are proposing is a win-win for both. We must remember Godfather's dialogue:

“I'm gonna make him an offer he can't refuse.”

Theorizing De-biasing attempt to ensure better Human Machine Synergy

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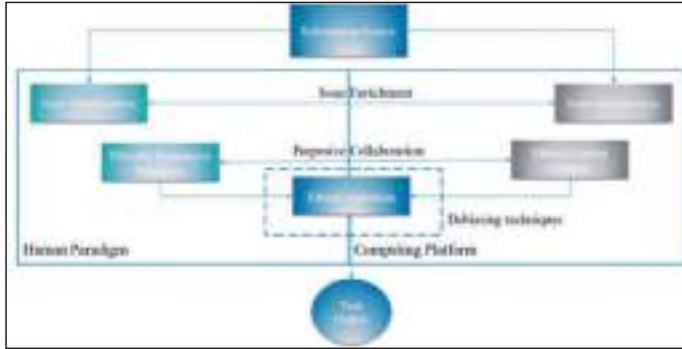
Of late, Artificial Intelligence has become the fulcrum of numerous transformative changes, and because of this extensive usability, it is now inextricably connected with our typical daily life. Starting from healthcare to weather prediction and portfolio optimization, it is present everywhere. On the contrary, the perception about its offerings is not so promising, to the extent it has raised some serious concerns about the fairness of its decision-making processes across numerous domains. We have limited choices on how the same will be accepted, as majority of our ecosystem is inequitable and exclusionary. This has become a challenge to implement AI with fairness and get a response from the end users the same way. Information service professionals need to be well versed with these ethical nuances as they work with AI applications extensively. Recent research has indicated that there are still some impediments, among the most severe concerns, explainability, data biases, data security and privacy, and group specific discrimination in the evaluation process are a few so called noteworthy abnormalities. This has also been observed that the growing use of AI has a profound environmental impact. AI/ML models generate a large amount of carbon footprint and that adversely impact environmental ecosystem. Hence, it is imperative that environmental ethicists and technology experts must make salient contributions.

In the current context we will try to evaluate the favourable outcome of human and machine collaboration in the view of

industry 5.0 using Hunt-Vitell (H-V) theory. Though the Hunt Vitell model was intended for marketing domain, it later evolved more because of its distinct socio- economic relevance. More from a generic model perspective it enumerates ethical decision making from the context of behavioural marketing. However, the Hunt-Vitell model establishes how ethical decisions are predicated not from the potential benefits only; it essentially states that deontological evaluations are also critical that deduce norms and values, which are the backbones of trustworthy decision-making process. Ethical decisions in business interactions are a long-debated topic and plenty of researchers have worked on the same. The Hunt-Vitell (H-V) model of marketing ethics has been validated by many researchers. This model explains how people make ethical decisions. In the current context AI is trying to replace humans by applying algorithmic decision-making techniques. However, when we perceive this from Industry 5.0 perspectives, it focuses more on human and machine synergy. Machines should never replace humans; rather, it must accommodate human centricity to augment the process holistically.

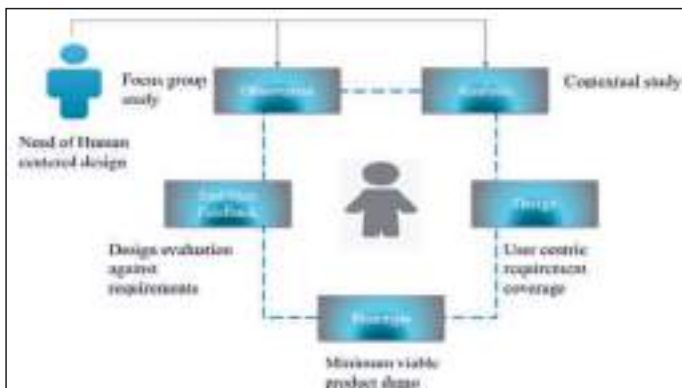
As it is depicted below, information is disseminated from the source and processed through computing platforms to produce final task output. For many end-users, the AI system appears to be a Blackbox. How the decision support system is working needs a clear explainability. Many a times, the training data fed to generate the models itself are the sources of unconscious human biases. We

will see how the Hunt Vitell model can help to bolster the human machine synergy.



Deontology is an ethical theory that helps to distinguish ethical intent that substantiates right decision making is certainly a prerogative for the end users and it is a responsibility for the AI system designers. When both work in absolute synergy, information may be captured through any of them, most importantly enrichment should be collaborative. Purposive collaboration is the bridge between ethically responsive behavior that comes from humans enables machines to create an ethical context for the resolutions. Ethical aspiration is the driving force that will help combine the two and acts as a catalyst to enable debiasing techniques.

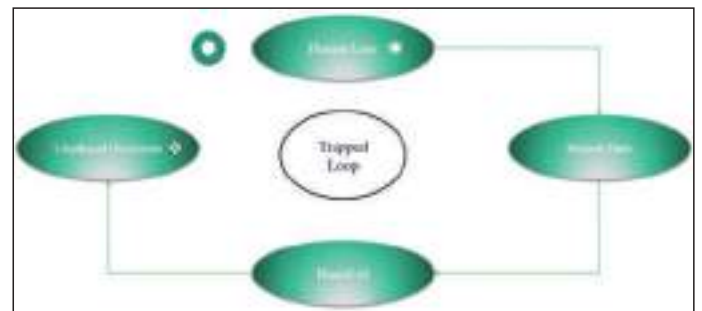
In other words, we can infer that human oversight is a must for algorithmic decisions. Here, humans play a role of ensuring quality and seamless delivery. It's very important to have "human in the loop" for automated decision-making (Jones, 2017; Wagner, 2019). It's not apparent how much oversight is required for human algorithms interactions. The researchers usually express reservations in limiting human oversight, specifically related to end user's overdependence on algorithmic advice (Engstrom et al., 2020).



The above diagram represents how a comprehensive human machine collaboration can be implemented. We see at every stage of AI lifecycle that human centricity is ensured. This is the best possible approach that can be thought of to protect unethical outcomes. To make it even simplified, human supervisory lens is rechristened as a cohesive synergy. Ideally, it should be an iterative

process till the quality is met. We can safely refer this as trapped loop.

It resonates on the AI dependence on the human generated data derived from multiple and disparate data sources which are used and synthesized accordingly. Even after that, it's difficult to control, as external ecosystems consume this data through different channels that affects the information for future algorithms; therefore, it represents a close loop that hinders controls on the decision support systems. As a result, it's an arduous task to design an innovative operating model that will ensure better interactions between human and machines, which is the primary intention for Industry 5.0.



Finally, AI is often verified and validated with multi layers of oversight, including external regulations and internal governance. A regulation is a government rule enforced by law. The periphery of regulations is changing dramatically, and it's essential to understand the primary pillars of regulation to design, build, and implement AI legally and ethically. Regulations and governance should be risk-based, contextual, and should ensure assigning responsibilities to the parties who are highly exposed. To have a successful model, Industry 5.0 should focus on earmarking these interstices.

Management Quiz

1. What is Greenwashing?
2. Which is called Layer Price Pack?
3. What is Career Cushioning?
4. What is 'Sniping' in online marketing?
5. Online travel tech platform EaseMyTrip has acquired 55% stake in hotel booking marketplace _____ for an undisclosed amount.
6. What is Family Office?
7. GPT in ChatGPT stands for _____

For answers see page 19

FEBRUARY 2023

National Management Day 2023 - 24th February 2023



NMD Award winners with the President, Secretary, VP's, Treasurer & Joint Secretary of CMA

The National Management Day 2023 was held with great aplomb and finesse at Hotel Radisson Blu on the 24th of February 2023. 10 outstanding personalities from corporate, academia and entrepreneurship were honoured for their contributions and innovations. The Chief Guest was Mr. A R Ramesh, CEO of Reliance

Payment Solutions Ltd. His talk on Digital Gateways - A Business Stimulant, was elaborate and enlisted the various channels available in India, their inception and how they ease the flow for business transactions.

The award categories and the winners were:



CMA DJ Professional Corporate Leader of the Year
Mr. Ramesh Babu Rangarajan,
MD of Velan Valves India Pvt. Ltd.



CMA Roots Entrepreneur of the Year
Mr. Satish Kumar, CMD, Milky Mist Dairy Foods Pvt. Ltd.
Award received on his behalf by **Mr Subramaniam,**
CFO, Milky Mist Dairy Foods Pvt. Ltd



CMA GRG Woman Entrepreneur of the Year
Ms. Poongodi Balan,
ED, Prithvi Inner Wears Pvt. Ltd.



CMA Mahendra SME Entrepreneur of the Year
Mr M Ramakrishnan,
MD, Thulasi Pharmacies India Pvt. Ltd.



CMA Quadra Start-Up of the Year
Putchi Maternity Solutions
(Founder **Mrs Deepika Thyagu**)



CMA Sandfits Punniyavathi Ranganathan
Award for Business Sustainability
Krishnaveni Carbon Products Pvt Ltd
(MD **Mr. Ravichandran**)



CMA RVS Digital Transformation in Business Award
Janatics India Pvt Ltd.
(ED **Mr. Rajamani Ramesh**)



CMA PSGIM GRD Management Faculty of the Year Award
Dr. Thirumurthi,
Professor, School of Management, Periyar University



CMA STC Management Researcher of the Year
Dr. D. Susana,
 Assistant Professor, PSGIM



CMA Student Chapter of the Year
 Avinashilingam Institute for Home Studies and
 Higher Education for Women
 (Dean **Dr. Chitramani**)

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THE COVAI MAIL

CMA *celebrates* entrepreneurship, academic and corporate excellence in Coimbatore

Coimbatore, Mar 1: Coimbatore Management Day celebrated in Coimbatore on March 1st. The event was held at the Coimbatore Convention Centre. The Chief Guest, Mr. N. Venkatesh, President of the Coimbatore Management Association, addressed the gathering. He highlighted the importance of entrepreneurship, academic excellence, and corporate excellence in driving the growth of the Coimbatore region. The event was attended by a large number of students, faculty members, and industry leaders. The day was filled with various activities, including a quiz competition, a group discussion, and a group project. The event was a great success and was well-received by all the participants.

விருது வழங்கும் விழா!

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TRINITY MIRROR

CMA celebrates National Management Day

'Digital identity will stimulate growth'

Coimbatore, Mar 1: "As we have physical identity, we must also have digital identity. This transformation is crucial for economic growth, particularly for the MSMEs, as digital payment leads to faster turnover of a lot (paid) and it's easier," said N. Venkatesh, CEO of Reliance Payment Solutions Ltd. He was addressing "Thousand Givers" - a "Thousand Givers" at the National Management Day celebrations & Award ceremony organized by the Coimbatore Management Association (CMA) when he said that the UPI (Unified Payment Interface) is the best word that indicates the direction the digital economy is taking. "Massive economic changes have opened the growth in digital payments. Digital payment in the retail sector has stood at 40 per cent in 2021 and is set to go up to 65 per cent by 2026, he said adding that the digital penetration is getting deeper and deeper, stronger and stronger as the number of users subscribed in India has reached to 817 million. CMA has spearheaded digital payment adoption, bringing digital payment adoption in the supply chain. CMA president N. Venkatesh gave an insight into the growth of the association. CMA honored successful Entrepreneurs, Managers and N. Venkatesh, Treasurer & Krishnakumar and other office-bearers were present.

THE HINDU

Digital payment in the retail sector to go up to 65% by 2026

Coimbatore, Mar 1: Digital payment in the retail sector is set to go up to 65 per cent by 2026, he said adding that the digital penetration is getting deeper and deeper, stronger and stronger as the number of users subscribed in India has reached to 817 million. CMA has spearheaded digital payment adoption, bringing digital payment adoption in the supply chain. CMA president N. Venkatesh gave an insight into the growth of the association. CMA honored successful Entrepreneurs, Managers and N. Venkatesh, Treasurer & Krishnakumar and other office-bearers were present.

CMA Student Management Day 2023 - 17th February 2023



Dr. Sadhasivam, CMA Joint Secretary & Chair - Student Management Day, Dr. Nithyanandan Devaraj, VP CMA, and Dr. Savithri, Principal, DJ Academy for Managerial Excellence, with the trophy winners

On 17th February 2023, Coimbatore Management Associations hallmark event **Student Management Day 2023** was hosted by DJ Academy for Managerial Excellence. Management institutions from in and around Coimbatore were invited to participate in the events organised.

The purpose behind organising the event is to provide a platform for the management students to demonstrate their managerial aptitude. Competitions like this will also help in bridging to a certain extent the knowing - doing gap, a widely talked about concern in management education. The event commenced at 9.00am with registration followed by inauguration.

Dr.N.Raveendran, Secretary CMA offered a warm welcome to the august gathering and Dr. P.Sadhasivam, Director, GRG School of Management and Joint Secretary CMA, briefed about the Student Management Day. Mr.Vignesh, MD, Ellen Industries & President SIEMA was the chief guest for the inauguration. He wished the participants and emphasised the importance of participating in such events. Dr.J.J.Savithri, Principal DJAME proposed the Vote of Thanks.

Around 180 students from 15 management institutions in Coimbatore took part in various events. The events organised are as follows:

Dragon's Den

Participants come prepared with a complete business idea and present it to a panel of judges. The best pitch which is deemed worthy for an investment win.

Being Boss

Participants are given different case studies and must take the role

of CEO and establish strategies to handle tough situations.

Virtual War

Participants are given a product, for which they must formulate strategies to position the brand digitally.

Kojo Gemba

Participants are given a product for which they must design a factory layout and simulate the process. Management Lessons learnt from organising the Student Management Day Tell me, and I forget, teach me, and I may remember, involve me and I learn." Benjamin Franklin

Events like SMD gives students a taste of real-world experience. It helps in developing a wide range of abilities and is the ideal tool for hands-on learning.

Decision making skills

Everything needs to be taken care of, from the creatives to the budget to the hospitality. With the assistance of the faculty and college's administrative staff, students oversee every aspect of these activities, preparing them to take on managerial roles in the future. It offers them the assurance they need to lead a task and make a pivotal decision for their department.

Networking skills

This event also provided us with opportunities for peer interaction, idea sharing, and the development of new relationships while planning and executing the event helping in developing networking skills.

Teamwork

Working with your classmates, seniors, and juniors, getting their

cooperation in putting the event together taught us the most important lesson of working in teams.

Time management

Amidst the regular academic commitments of classes, assignments, planning for the events, organising, and conducting within a specified period helped in learning time management skills.

Stress Management

Going through the pressure of receiving enough entries, conduct the event efficiently without hassles and making the event a

success causes a lot of stress. This event taught us how to manage it. The program concluded with the Valediction and Prize distribution. Mr. Nithyanandan Devaraj, CEO, Voith Group was the chief guest for Valediction. Awards for CMA sports meet and for the winners and runners of SMD events were presented by the Chief Guest. Students from KCT, GRG, Jansons and Krishna college of technology, Avinashilingam University emerged as winners of various events organised by our students today.

S Darshan and Rajath Raghu

Student Coordinators, DJAME

Inauguration of CMA Sports Meet 9th & 10th February 2023



Throwball, Cricket, Chess & Carrom events inauguration by CMA

An inter-student-chapter sports meet was conducted on the 9th and 10th February at KCT Business School and Avinashilingam University respectively. The main motive of this initiative was to encourage fellowship and camaraderie among students of different institutions, as well as to inculcate leadership and management skills by making students participate in games and sports.

This maiden attempt was a thumping success, with enthusiastic participation by student chapters. KCT Business School hosted three events – Cricket, Carrom Board, and Chess. Cricket was conducted in a 6-over per side format as a league-cum-knockout event. 6 teams representing 4 institutions participated. All the matches were exciting, and most of them were closely fought. The players exhibited a lot of skill and sportsmanship. The hosts, KCT Business School Team "B", lifted the first title, along with the CMA-CR Swaminathan Rolling Trophy. DJ Academy for Managerial Excellence was runners-up. Kamallesh S of KCTBS was adjudged the Best Batsman, and Dharun of DJ Academy was the Best Bowler. The referee team consisting of Mr. Naveen, Mr. Dhaya, Mr. Sanjay, and

Mr. Steffin, officiated the matches in a highly professional manner.

The chess event also drew a good response. 32 players representing 6 institutions took part enthusiastically. The games were played over 5 rounds in the 25-minute format, with placements being decided based on the total points secured by each player. The event was ably supervised by the arbiter Mr. Siva. The title was won by Vivek Arumugam of PSGIM, followed by Reshap G of KCT Business School and Mugilan VP of SREC. Prizes were awarded to the first 8 places.

The Carrom Board event evinced a similar response. A total of 32 players representing 6 institutions participated. Mr. Jose and Mr. Sharath Kumar, the Chief Arbiters, conducted the event over 16 matches as a mixed event, with the team scoring the highest points out of 3 matches moving to the next round. The semi-finals and finals were played over best-of-three boards, without time limit. The top three pairs were Manoj V and Prasath M of KCT Business School, followed by Yuvraj M and Ganesh R from DJ Academy, and Jeswanth R and Hariharan S from SREC.

On the second day, Avinashilingam University hosted the Throwball event for girls. A total of 4 teams, consisting of 48 players, participated in the event conducted in the round-robin-league format. In closely contested matches, KCT Business School lifted the title, followed by Avinashilingam University as runners-up. The matches were professionally conducted by Dr. Nandhini, with the assistance of 4 referees from Avinashilingam Institute of Physical Education.

Individual trophies and Certificates of Merit were given away to all winners, and Certificates of Participation were given to participants who did not win prizes, during the Student Management Day event held on the 17th of February at DJ Academy.

CMA wishes to thank the faculty and students of all member institutions for hosting, coordinating, and participating in the events. Special mention must be made of officials and student volunteers who helped in conducting various games in a smooth and professional manner. Based on the encouraging feedback from all stakeholders, this is planned to be held annually, with more events and participants from all B-Schools across Coimbatore, and it is hoped that this would become one of the flagship events of CMA.

K Seetharam

Chair – CMA Sports Committee

Business Partnerships Beyond Families – Series 7 - 7th February 2023



BPBF – 7, with Dr Raveendran, Secretary CMA, Dr. Chitramani, Dean of Avinashilingam Institute, Mr. Partheeban, Mr. Gunasegaran of eCaps Computers, Shri R Varadarajan, President CMA and Dr Arthi, HOD of Avinashilingam Institute.

The 7th edition of the Business Partnerships Beyond Families was convened by CMA with the case study of four classmates who went on to start a business venture and proved to be successful after two decades of partnership. The founding partners, who are also Directors in the venture, presented their story from its humble beginnings, with a seed capital of Rs 15000/ each, to its current

position as a 150-crore turnover company. The challenges, focus areas, decisions infrastructure, goals and vision for the company and the personal bonding amongst the four partners were all discussed in detail. The session was helmed by the President & Secretary of CMA and the Dean & HOD of Avinashilingam Institute.

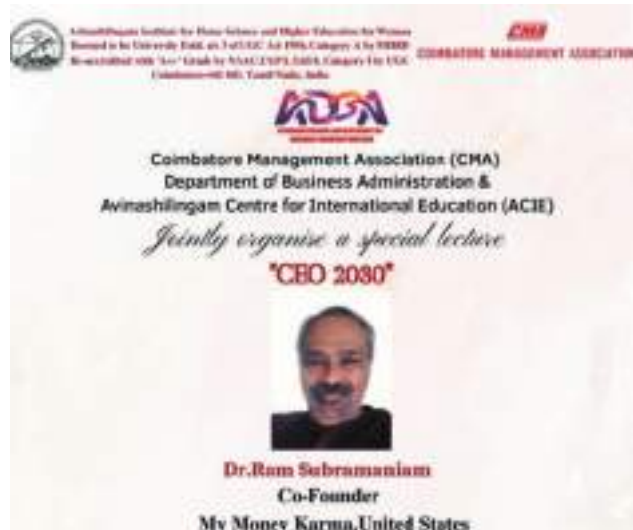
Joint Business Events Program with Assocham - 9th & 10th February 2023

CMA, along with Assocham and the Hamriyah Free Zone Authority of Sharjah, UAE, held a series of business events at Hotel Radisson Blu, Coimbatore, on the 9th & 10th of February. The 2-day program provided one-to-one and interactive sessions, and explored new opportunities for organizations in UAE, which is helping a tax-free trade zone in Sharjah.



Dr Nithyanandan Devaraaj, VP CMA

Seminar on CEO 2030, by Mr. Ram Subramaniam, organized by CMA at Avinashilingam Institute for Higher Education and Kumaraguru College of Technology - 1st February 2023



CMA organized a seminar on 'CEO 2030' by **Mr Ram Subramaniam**, Co-founder of My Money Karma, US. The seminars were hosted by Avinashilingam Institute for Higher Studies and Kumaraguru College of Technology (KCT). Mr Ram peppered his talks with quotes from the Upanishads and Thirukkural, which he said, imparted valuable lessons on management, daily living, and life. He stressed on the importance of goal setting, internalizing, and acquiring power. The interactive session was keenly utilized by the students who elicited more insights from him.

Monday Musings

Monday Musings – February 06, 2023

Introduction to Cutting Edge Marketing Technology

A strategist and Edu-Management consultant, **Mr. Nirmal Sreedharan** has more than 14+ years of experience as a digital content developer for ERP and the manufacturing sector. A motivational speaker, he is also a consultant for 2D & 3D / AR and MR technologies, enterprise cloud on SAAS and premise model. He has worked in tandem with various government bodies, including India – NTPC, Swayam, and Sampoorna. A strategic consultant for 11 different industries, he has held top positions in TNQ – Ingage, HCL, Foradian Technologies, amongst others.

He started off the session with the future of technologies for marketing, like e-com technologies, AI integration, Augmented Reality, Virtual Reality, Configuration & IoT. He gave live examples for each of these technologies that are being extensively used in advertisements and the online portals of most of the firms to sell their products. This not only saves time, shelf space/hall space for display, and material usage for the seller, but also gives a 360 degree view of the product, customization, how well it suits the

customer, price ranges, convenience of shopping from home, etc., for the buyer as well.

Augmented Reality or AR has advanced so far that multiple parameters can be viewed, perceived, and presented for a multitude of products. The technology has become so user friendly that with the ubiquitous mobile phone, products for interior decoration, like a carpet, can be viewed in the precise location and gauged if it would suit one's purpose. Usage in classrooms or virtual classes were also elaborated on. Interactive participation from the participants made for an interesting session.

Dr Prashant Nair, Executive Committee member of CMA, welcomed and introduced the speaker, and Prof. Sreeram Nandhi of DJ Academy summarized the session, and thanked the speaker.



Monday Musings – February 13, 2023

Wise Ways to Save & Invest Money

A prolific financial expert, **Ms. Chitra**, has over 28 years of experience in diverse fields of financial products like shares, bonds, mutual funds, tax saving schemes, etc. A university rank holder for having completed dual specialization in MBA, she was also the champion professional alumna of her alma mater. She has managed over 15000 clients, 15 direct branches, and 20 business associates. Ms. Chitra also conducts regular seminars on stock market workings, Capital & Derivative markets, Mutual Funds, Investments, and portfolios. Her expertise clearly came through in her meticulously researched presentation, where she explained in detail about the basics of income and expenditure and how to balance the two to one's benefit. She reiterated the benefits of maintaining a financial diary enlisting weekly or daily expenses and gave valuable tips on avoiding unnecessary expenditure. They may

be in the form of impulse buying, tea/snack expenses, travel, etc. A clear analysis of needs and wants, two types of economic assets, debit/credit cards, budgeting and EMI's, taxes, investment options, and inflation were given. A list of investment avenues and their pros and cons for individuals as well as corporate entities were also presented. Well thought out advice on how and where to invest one's first one lakh and how to space it out based on demography / age, was much appreciated. The session was moderated by Dr. Vandana Madhavkumar of GRG School of Management Studies.



Monday Musings – February 20, 2023

Individual Social Responsibility

Mr. Kesavamurthi is the Founder of Igniting Young Minds, a lofty social service organization. With a PGDM from IIM, Calcutta, he has over 30 years of experience in varied fields and has served corporate companies like EID Parry, BPCL, Coca Cola, Sugar Corporation of Uganda, HPCL, Bajaj Finance, Tata Infomedia and many others. He has also served many educational institutions including IGNOU, Bharathiar University, Southern Forest Rangers College, etc. He is committed to imparting knowledge on the

importance of education, career opportunities, scholarship exams and social responsibility to school students, with specific focus on Government and Govt. aided school students. His aim is to sensitize as many as 4 lakh youngsters to this idea and he has already covered around 4000 students.



Monday Musings – February 20, 2023

“International Financial Trends in Trade & Currency” & “Budget Analysis – Direct & Indirect Taxes Today

The 459th session of Monday Musings had a double participation of two highly knowledgeable economists and analysts, **Mr. Sowmya Mohapatra** & CMA Executive committee member and past Treasurer, **CA M Ramji**. Mr Sowmya Mohapatra, a Chartered Financial Analyst, is an IIM graduate who joined the IRS and rose up in ranks to occupy high positions in the Income Tax department. After leaving government service, he joined the World Bank, specializing in Ports, Containerisation & Infrastructure. He is currently with Nectare, a Singapore based company and a 100-million Dollar Project to process more than 32100 million tonnes of cocoa and chocolates. In his talk, he clearly detailed the events dating from World War 2 to the present day that is leading to a 'great reset', the start of which was the Bretton Woods Agreement of 1944, where USA was made the gold reserve capital of the world. The USD also became the sole exchange currency for oil reserves (OPEC). This is slowly changing as nations are moving towards 'de-

dollarization'. His perception of how the governments and banks will adapt itself to the changes in the financial scene, with emphasis on crypto currency, was a revelation. His expressed his optimism about India's future as a super power in the coming years.

Mr Ramji, a veteran Chartered Accountant, specializes in areas of taxation - both direct & indirect, and contemporary cost management techniques. He has been the Chairman of Chartered Accountants of India, Coimbatore Branch, Past President of the Auditors Association of South India, and recipient




of the Ravi Puraskar Award for best Trainer in India by the Indian Junior Chamber, apart from being a visiting professor at various B-Schools. He gave an in-depth analysis of the budget recently announced by the Finance Minister, Ms. Nirmala Seetharaman. The revised rates of taxable income under both the old and new regime, were clearly mentioned. Insurance, shares, profits of construction businesses, deductions towards contributions to

Agnipath scheme, 80G, rebates, TDS, TCS, loans and repayments, were the topics elaborated upon by Mr Ramji. His own reflections on these were an eye-opener for the participants.

The session was opened by CMA Secretary, Dr Raveendran and wrapped up by CMA Treasurer, Shri. Krishnakumar.

AIMA - Upcoming Events

- 22nd March 2023 : AIMA Leaderspeak Session
- 23th March 2023 : 11th Pragati - Celebrating Achievements of Women
- 28th March 2023 : AIMA Online Training on Fostering Ethics, Integrity & Values in Teams

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- 1. Process of labeling or marketing something as sustainable, green or eco-friendly when that is not the case
 - 2. These are multilevel packs, 2 or 3 five rupee packs bundled together
 - 3. Involves lining up a plan B while still fully employed, especially when job cuts are imminent
 - 4. Sniping' occurs when one business undermines another by paying individuals to write negative reviews of their products and then marking those reviews as 'helpful', making them the feedback that customers see most prominently
 - 5. CheQin
 - 6. An entity created by HNIs to manage their money-related matters including investments
 - 7. Generative Pre-trained Transformer

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Mr. N. Krishna Kumar | Dr. Prashant R. Nair | Dr. D.K. Karthikeyan
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