CMA DIGEST

May 2025, Issue - 103, Volume 57

ED VOICE – From the Editor's Desk

Dear Readers,

Welcome back to CMA Digest!

Hope all of you had a great start to your new financial year. The month of May is always associated with vacations and juicy mangoes - a time to spend quality time with family and friends and rejuvinate ourselves to continue working towards our goals and ambitions with renewed energy.

In these days of high stress and competition, work-life balance is the buzzword going around in the professional world, but how many of us are really able to achieve that? It is ironical that, despite the availability of so many resources and technologies that are supposed to make our lives easier, we find ourselves running around in circles all the time. On the bright side, by following some simple steps, we can bring about a certain degree of sanity in our lives. Some recommendations include setting boundaries and priorities, using technology wisely, and setting aside specific time for personal care such as sleep, healthy eating, physical activity, and mental health practices like meditation or mindfulness. Also, we should learn to delegate work or seek support whenever needed. After all, we are not Atlas who carried the globe on his shoulder. Let's all practice sharing and giving to lead a blissful life!

Until we connect again, take care!

Mr. K. Seetharam
Editor
CMA Digest

CMA
COIMBATORE MANAGEMENT ASSOCIATION

Monday Musings

Monday Musings – 05th May 2025 Speaker: **Dr. Sarath Sennimalai**

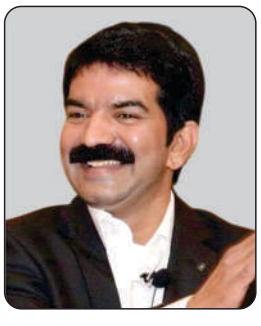
Revitalizing Rural Livelihoods through Agritourism

Dr. Sarath, Assistant Professor, KCT Business School, spoke on "Revitalizing Rural Livelihoods through Agritourism'', as agritourism is the one form of tourism. World Tourism Organisation has defined agri-tourism as "Agri-tourism involves accommodation being offered in the farmhouse or a separate guest house, providing meals and organizing guests activities such as the observation and participation in farming operations.

Its history - in 1985, the Italian government initiated a national legal framework for agri-tourism, and entrepreneurial diversification of farm. In 2006, regulations of agri-tourism and commercial agri-tourism were initiated by Spain, and the US promoted regional level policies and agri-tourism laws for customers. The speaker also explained the valuation of agri-tourism.

He also informed that ATDC (Agritourism Development Corporation) is an umberalla platform wherein most of the tourist reservations are booked and then tourists are sent to different centers. ATDC was started by Pandurang Taware, who is the person who popularised agri-tourism in India. With the introduction, he helped the farmers earn Rs. 58 crores in the pre-covid period. The session ended with the Q&A session and thanks giving to the speaker.

Monday Musings – 12th May 2025 Speaker: **Mr. Justin Babu**



Five Qualities of Confident Empowered Leaders

Mr. Justin Babu spoke on the topic "Five Qualities of Confident Empowered Leaders" and explained how to practice self-care, which is crucial for mental and emotional stability, helping individuals maintain balance in their lives. Prioritising health and well-being helps leaders avoid burnout, ensuring they can effectively guide their teams, and he also explained how to enhance leadership effectiveness.

He talked about the importance of having a clear vision by understanding broder goals, aligning team efforts, and fostering a sense of purpose. He also explained the importance of long term goals which act as a roadmap, guiding individuals and organizations towards their larger vision and objectives. Smart goals are specific, measurable, achievable, relevant and time-bound, ensuring clarity and focus in goal setting. He also elaborated on how to overcome obstacles and challenges, demonstrating dedication, and aligning actions with purpose.

The session ended with a thanksgiving to the speaker.

Monday Musings – 19th May 2025 Speaker: **Mr. B. Gopinath**

Leveraging Hotel Branding to dominate the market

Mr. Gopinath elaborated on how the hotel industry is different from a manufacturing industry over different parameters such as Tangible / Intangible, Inventory not perishable/ perishable, Fixed pricing/dynamic prizing, quality objective / subjective, Machines, automation / human interaction, and production and sales being in different venues / same place.

He also talked about the number of hotels in each brand and their headquarters. The brands are Marriott, Accor, Hyatt, IHG, Hilton, ITC, Oberoi and Taj. He also explained the trends in the hotel / brand

development in India, with its focus on tier -2 / tier 3 cities, mid-segment hotels, branded residences, aspiration of owning a branded hotel, and loyalty programs. Unknown destinations are getting limelight, travel has become a social status, brand consciousness is spreading, the luxury market is growing, and initial contracts are getting renewed.

Also, when the hotel is managed by the brand, certain things have to be kept in mind: 1. Asset is owned by the owner 2, Development responsibility / construction approvals will be the responsibility of the owners 3. Books of accounts and license will be in the company's name. The session ended with a thanksgiving to the speaker.

Monday Musings – 26th May 2025 Speaker: **Ms. Vanisree Gopalakrishnan**

Breaking Barriers – The Psychology of Success

Ms. Vanisree Gopalakrishnan, explained about the power of thoughts. She classified them into same thoughts, same choices, same actions, same experiences and same feelings. She stated that our life is a mirror image of your mind, our consciousness, and who we really are. If you believe that you can change something inside of you, you can change the outside world.

Your inner thoughts are more real than the outer environment. Your everyday mindset, whether you are generally more joyful and loving or more hostile and negative will have a influence on how long you live. You live by your emotions over and over again. She also informed that our personality creates out personal image.

Our personality is made up of how we think, act, and live. She explained that, when we as a personality embrace new thoughts, actions and feelings, we will inevitably create a new personal reality in our future. The session ended with a thanksgiving to the speaker.

Report on Industrial Visit to M/S. Messer Cutting Systems India Pvt Ltd, Malumichampatti, Coimbatore - 7th May 2025

The 14th Industrial visit for the MC members and the faculty from Students Chapter Institutions was arranged by Coimbatore Management Association to **M/s. Messer Cutting Systems India Pvt Ltd, Malumichampatti, Coimbatore,** on 07.05.2025.

An 18-Member delegation visited M/S Messer Cutting Systems India Pvt Ltd, Malumichampatti, Coimbatore, a global solution provider for the metal working industry. A customer centric company with the needs of their customers are at the centre of all their developments. The three cutting technologies, namely oxyfuel, plasma, and laser cutting systems are designed to enable their customers to better achieve their ambitions with high productivity, flexibility, and quality products. They believe in the concept of ensuring the quality of the products manufactured by their customers, and thereby, providing their customers the added value. From the very first contact of their customers with sales team, to supply of machines, to do after-sales service, they want their customers to experience the quality, precision, durability,

reliability, and innovative strength of Messer Cutting Systems. They want them to feel the Messer Experience.

Therefore, they are teaming-up with customers and partners to develop and test cutting-edge and high-quality technology under real-life conditions. In this way, their customers worldwide would benefit from best solutions when it comes to their machines, software and service.

Messer Cutting Systems is a global supplier of cutting-edge solutions for the metal-working industry. With their reliable cutting technologies, flexible service packages and intelligent software solutions, they are setting standards worldwide. As the technology leader in the thermal cutting industry, they are constantly working on smarter, faster, and more reliable solutions with an added value for their customers. This is what motivates their nearly 1000 experienced employees in five main locations with production sites every day. Altogether, they are active in more than 100 countries.

Their product range includes oxyfuel, plasma, and laser cutting systems from hand guided machines, right up to special machines for shipbuilding, as well as machines and equipment for oxyfuel welding, cutting, brazing, soldering, and heating.

CMA has deliberately chosen a Multi-National Corporate with very long-term existence of unparalleled 127 years in the global market and came to Coimbatore in the year 2010, established the manufacturing infra, brand, distributors network pan India, reached a business volume of INR 250 Cr in a record time of 15 years of existence here. As this is an exceptional success story of an MNC getting into India, CMA wanted to get an insight of their journey right from their location identification in India to their current level as that would be a great learning for the delegates.

M/S. Messer Cuttings noticed that the size and growth of the cutting machines market in India, as the Indian cutting machines market has been experiencing significant growth, particularly in sectors like automotives, aerospace, and electronics, due to increasing industrial automation and technological advancements. They also observed key trends including the rise of Oxyfuel, Plasma and Laser cutting machines, driven by the demand for precision, speed, and quality cuts.

While narrating their successful episode of their sprouting in India, the Managing Director Mr. Mani, enlightened that various locations had been under consideration including Pune, Nashik, Vadodara and Chennai, but Coimbatore has been ticked because of number of engineering Industries available, easy access to ports in Cochin, Chennai, and Tuticorin, availability of an airport, technocrats, and manpower at all levels of management, and of course, the best and cool climate almost most part of the year, if not matching the cold climate of Germany, the native country of the conglomerate.

Established in the year 1898 in Frankfurt, Germany, by their founder Mr. Adolf Messer, the company experienced a mammoth growth of INR 40K Crores, and currently, the activities in India supplements significantly in terms of technology and product development with excellent resources available here. With a customer-focused business model, a well-spread distributors network, and on-the-spot service at the door step, every third machine rolling out of their plant is to existing customers, he proudly added. Concerning how the quality of their products are maintained, he spelt out a concept as, unlike most of the organizations have quality control departments, they have quality engineering department. Quality is not checked as there are no inspectors to check the same, as the quality is produced along with the manufacturing process. Quality is just a part of their production process and quality is engineered and only audited. By this concept, they could make completely flawless components and machines with zero rejection, and also save 15 to 18% of the cost for checking, which is normally spent by a heavy engineering manufacturer, and that is literally a crime, he categorically commented. The mantras for their great success in India are transparency, relationship, and trust, and they do not chase money, which they feel, is a by-product of their commitment to quality.

While talking about their operational excellence, the Senior General Manager, Mr.Hariharan, revealed that the entire processes in the plant have been digitalized, and from 2017 onwards, the whole manufacturing processes are carried out completely paperless for better operational convenience, as well as accuracy in the processes. They follow AI-driven digitalization management systems. Lots of AI based operating systems are in place, like Power BI for business intelligence processes, Manage Engine for Asset management, Adrenalism for HR management, and tools for even Customer Satisfaction Surveys and Audit Management processes. Every machine is digitally scanned and monitored online wherever it is performing in customer places, which is the characteristic feature of Messer, he added. As they adopt skill development and development tools for other operations, they are able to perfectly identify the required skills, compare with actual skill, asses the gap and design the training program scientifically for every individual in the organization. Moreover, they meticulously apply a Balanced Score Card System, a strategic performance management system

that helps them translate their vision and strategy into action by measuring and tracking performance across various perspectives. It is also a framework for communicating, aligning, and prioritizing projects while measuring and monitoring progress towards strategic targets, and is appropriately used as a management system that provides feedback on both internal business processes and external outcomes to continuously improve strategic performance and results.

The employee participation system is perfectly in place, by making every employee a process leader on rotation, so as to achieve the best operating efficiency. Employee participation is also accomplished by various daily, weekly, and monthly meetings namely, Town Hall meeting, Pooja Meeting and Fish Bowl Meetings. They also execute lots of Skill Development projects with Engineering Institutions, and have even set up skill development centres by offering their own modern machineries of institution standards, for the better learning of the budding engineers in various technical institutions, with sufficient amount of practical orientation. As far as statutory compliances are concerned, !00% is perfectly achieved and they do not have any compromise on this matter. They again use digital tools to remind the dates atleast a month before to carry out the required processes.

The delegates were taken through a factory tour accompanied by the Senior Manager Mr. Selva Priyan, where they observed lots of modern management systems being practiced, including paperless management in their complete manufacturing process, fully digitalised processes, and AI based operations. Lots of digital registers and documents including Risk & Opportunities Application Register (ROAR), Operations Control Register (OCP) and the Business Process, and Models & Notations (BPMN), are perfectly in place, which is a standardized graphical notation for modeling business processes, allowing for visual representation and communication of workflows. As far as safety measures are concerned, every visitor, including the delegates, underwent a safety awareness session at the main gate. The safe assembly areas are properly numbered to have quick head counts during emergency periods. By following rigorous safety norms and periodical mock drills, they claimed with due pride that throughout their lifetime, "Zero Accident" has been achieved. Surprisingly, the whole plant is devoid of any odour, oils, burr and smoke, that too with so much of machining processes including, cutting and welding. The delegates noticed a unique plant embedded with shop floor training and a demo center "Messer India Demo & Training Academy (MIDTA)" which gives a machine demo from the plant, and is a good solution for virtual demo services. MIDTA demo captures the complete details of the machine from every angle and their clients can see all the operations of the machine sitting in their office and can even interact with the Messer sales team. This concept is also a very handy in providing shopfloor training to their sales team.

As part of CSR activities, Messer is involved in providing education and healthccare services to nearby townships and communities.

The delegates went through a matchless experience of witnessing an MNC, which entered India in the year 2010, established themselves very significantly, perfectly aligned their organizational philosophy with that of a different nation from that of their own, going through a fastest growth track with unbelievable 9.8% CAGR, which is far better than the global standards, strongly occupied their own slot in the highly competitive environment mainly from Chinese manufacturers, following very ethical business standards with 100% compliance in all respects, following most modern management practices by applying AI based tools in most of their operations with a complete customer-centric approach.

The delegates thanked the President and Secretary for organizing such a highly meaningful and enlightening Industrial Visit, and requested them to organize more such visits in future.

Dr. C.Guna Sekaran
Chairperson
CMA Industrial Visits

Management Quiz

1. Name the soon to be launched a new sizing system to measure footwear for Indians.
2. What is the India VIX?
3. What is so unique about RagaAI?
4. Define the term 'Office Peacocking'
5. The renewable energy arm of the Mahindra group is known as _____
6. Air Asia has been renamed as _____

For answers see page 10

INDUSTRY 4.0®
Fostering Manufacturing

WE COVER LATEST TECHNOLOGIES AND TRENDS IN MANUFACTURING

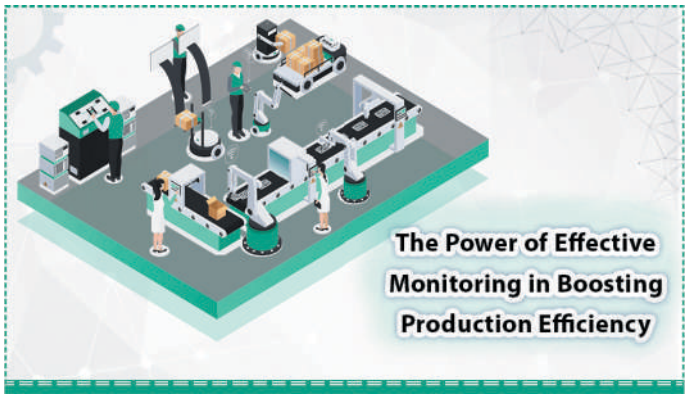
Introduction

In today's fast-paced world, staying competitive requires more than just delivering high-quality products; it calls for streamlined processes and improved efficiency. Can you guess what plays a crucial role in achieving this? That's right—effective production monitoring is the key to enhancing efficiency and driving profitability. Monitoring production processes helps identify inefficiencies on the shop floor, reduce downtime, and optimize overall operations. Various advanced technologies make this possible, and manufacturers can leverage them to maintain their competitive edge in this rapidly evolving landscape.

This article delves into how effective shop floor monitoring can significantly enhance efficiency and why it has become indispensable for modern manufacturing.

Understanding Production Monitoring

Production monitoring involves collecting and analyzing data from the production floor to optimize product quality and enhance the performance of manufacturing operations. It includes gathering data on machines, workflows, and resources throughout the entire production process, ensuring everything operates as planned without interruptions. This proactive approach helps mitigate risks, maintain quality standards, and achieve production goals. By tracking metrics such as machine uptime, resource utilization, and production timelines, companies can pinpoint inefficiencies, identify bottlenecks, and improve overall productivity.



Role of Real-time Data in Effectual Monitoring

Real-time data forms the backbone of effective monitoring of the production processes. It provides immediate insights into machine performance, material usage, and workflow progress. By tracking WIP in real time, manufacturers can quickly identify and address potential issues, minimizing downtime and keeping operations on track. Moreover, real-time data supports dynamic decision-making by enabling swift adjustments to workflows, ensuring consistent product quality and timely deliveries.

Setbacks from Lack of Monitoring

Without effective monitoring, manufacturers may encounter numerous challenges in their production processes. One of the most significant issues is increased downtime, as equipment failures or inefficiencies often go unnoticed. This can result in missed deadlines and diminished customer satisfaction. Another critical concern is resource wastage, as poor planning or

undetected errors can lead to higher operational costs. Additionally, unresolved problems on the shop floor can cause quality issues, which may negatively impact the business's reputation. A lack of visibility into production processes further complicates the identification and resolution of bottlenecks. These challenges underscore the urgent need for robust monitoring systems to ensure efficiency and maintain competitiveness.

Technologies Powering Production Monitoring

Technological advancements have revolutionized production monitoring, enabling precision and efficiency. Key technologies include:

- **IoT Sensors:** Collect real-time data from machines and equipment to monitor operational performance.
- **AI and Machine Learning:** Analyze patterns, predict potential issues, and support proactive decision-making.
- **Cloud-based Platforms:** Facilitate data storage, processing, and accessibility at scale.
- **Automation Tools:** Streamline workflows, reduce manual intervention, and enhance overall productivity.

These technologies work together to transform shop floor operations, providing manufacturers with smarter and more efficient monitoring capabilities.

Key Advantages of Operational Monitoring

Implementing production monitoring systems offers numerous benefits, such as:

- **Enhanced Productivity:** Streamlines workflows and optimizes operations, ensuring tasks are completed efficiently and without delays.
- **Reduced Downtime with Faster Problem Resolution:** Early anomaly detection and advanced analytics enable quick identification and resolution of issues, minimizing interruptions and keeping operations running smoothly.
- **Improved OEE (Overall Equipment Effectiveness):** Maximizes equipment utilization, enhances performance, and minimizes downtime, ensuring optimal production outcomes.
- **Consistent Quality with Quality Monitoring:** Continuous monitoring ensures adherence to quality standards by identifying and eliminating defects or inconsistencies in real time.
- **Data-driven KPI Monitoring:** Tracks critical Key Performance Indicators (KPIs), such as machine uptime, cycle times, and defect rates, providing actionable insights to optimize processes.
- **Minimized Waste with Cost Predictability:** Efficient use of materials and energy reduces operational waste, lowers production costs, and provides better insight into expenses for accurate budget management.
- **Informed Decision-making:** Real-time data insights empower manufacturers to make well-informed, strategic decisions to optimize operations.
- **Improved Customer Satisfaction:** Delivering high-quality products on time builds trust and loyalty, ensuring long-term customer relationships.
- **Improved Worker Safety:** Monitoring systems detect unsafe conditions, ensuring a safer work environment and reducing workplace risks.
- **Scalability:** Flexible systems enable businesses to scale operations efficiently without compromising productivity or quality.

Steps to Implement Effective Monitoring

To ensure the successful implementation of production monitoring, follow these steps:

1. Pinpoint Areas for Improvement

Start by performing a comprehensive evaluation of your existing manufacturing processes to uncover inefficiencies, bottlenecks, or areas where visibility may be insufficient. This assessment should include a detailed review of key operational aspects, such as instances of machine downtime, delays in workflows, or recurring quality defects. By carefully analyzing these pain points, you gain a clearer understanding of the root causes of production challenges. This in-depth insight will serve as a valuable foundation for selecting the most suitable monitoring system that specifically addresses these issues and enhances overall operational efficiency.

2. Choose the Most Suitable Monitoring Technologies

Select the monitoring technologies that align with your specific requirements and operational objectives, as different technologies are designed to fulfill unique purposes within the production process. For instance, IoT sensors play a crucial role in tracking real-time data related to machine performance, enabling immediate insights into operational efficiency. AI-powered tools, on the other hand, provide predictive capabilities, helping to identify and address potential malfunctions before they occur, thereby reducing downtime and costly repairs. Automation tools are invaluable for streamlining workflows, minimizing manual interventions, and enhancing overall process efficiency. Meanwhile, cloud-based platforms offer the advantage of storing vast volumes of data while ensuring easy and seamless access to it from anywhere. To maximize the benefits, it's essential to select a monitoring solution that perfectly matches your operational needs

and is tailored to address your unique challenges effectively.

3. Seamlessly Integrate Monitoring Tools with Existing Systems

Ensuring that the newly selected monitoring system can integrate effectively with your current systems, such as Enterprise Resource Planning (ERP), Maunfacturing Execution Systems (MES), or other production management platforms, is crucial. This integration facilitates a seamless flow of data across various departments and processes, eliminating data silos and ensuring consistency during data transfers. By achieving this, you enable a more cohesive and efficient operational environment that supports better decision-making and streamlined workflows.

4. Train Your Team Effectively

Provide your shop floor team with the essential knowledge and skills needed to operate the new monitoring system efficiently. The training should encompass understanding how to interpret real-time data, respond to system alerts, and analyze long-term trends. Empowering your workforce with these capabilities will greatly enhance the effectiveness of the monitoring implementation and ensure the system is used to its fullest potential, driving better results across operations.

5. Analyze Data to Optimize Processes

Once the monitoring system is in place, it's crucial to consistently analyze the data being collected. Regularly reviewing this data allows you to identify trends and pinpoint inefficiencies early on. Merely collecting data isn't enough; the key lies in transforming the gathered information into actionable insights that can drive improvements. By leveraging these insights, you can refine processes to boost productivity, minimize waste, and elevate product quality over time.

6. Create a Roadmap for Continuous Improvement

Production process monitoring should be viewed as an ongoing process rather than a one-time initiative. Develop a comprehensive roadmap that outlines periodic reviews of machine performance over specific intervals, plans for technology upgrades, and strategies for scaling the monitoring system as your manufacturing operations expand. This approach of continuous improvement ensures the system stays relevant, up-to-date, and consistently delivers long-term benefits to manufacturers.

7. Leverage Quality Management Tools

Integrate quality management tools into your monitoring systems to conduct consistent quality control checks and ensure that your products adhere to the required standards. Automated quality management tools are particularly valuable for identifying deviations in product quality, enabling swift corrective actions and minimizing the risk of defects or recalls. By adhering to these outlined steps, manufacturers can effectively establish a strong production monitoring system that enhances operational efficiency and drives long-term success.

Maximize ROI with Efficient Monitoring

Investing in production monitoring systems delivers a robust return on investment (ROI) that goes well beyond immediate cost reductions. These systems unlock strategic value for manufacturers, particularly in their ability to scale operations efficiently. By providing continuous, real-time data, production process monitoring allows companies to closely analyze performance trends, enabling more accurate long-term forecasting, improved capacity utilization, and effective capacity planning. This proactive approach reduces the need for reactive, costly investments in infrastructure or labor. Additionally, by aligning resources with business goals, production process monitoring allows manufacturers to make more data-driven decisions that enhance both short-term operational efficiency and long-term growth potential, ensuring a quicker and more substantial ROI.

Future of Production Monitoring

Emerging technologies and evolving trends are shaping the future of production monitoring. AI and Machine Learning will play a greater role in predictive analytics, enabling manufacturers to foresee and address issues before they arise. The adoption of 5G and 6G networks will enhance real-time data transfer, improving monitoring capabilities. Advanced analytics tools will provide deeper insights, driving smarter decision-making. As Industry 4.0 advances, production process monitoring systems will become more integrated, efficient, and indispensable for maintaining a competitive edge.

Conclusion

Effective production monitoring is not just a necessity but a game-changer for manufacturers striving to achieve operational excellence. By leveraging real-time data, advanced technologies, and proactive strategies, companies can overcome inefficiencies, boost productivity, and secure long-term success. With our Smart Factory Solutions, manufacturers gain access to cutting-edge monitoring capabilities that ensure seamless tracking, identify inefficiencies, and drive process optimization. Don't wait to transform your production processes—embrace our Smart Factory Solutions today and take the first step toward unparalleled efficiency, innovation, and growth.

16th Annual Day Celebrations in M/s. Jansons Institute of Technology

"Beyond Degrees: Building Character, Culture, and a Better Tomorrow"

In a world shaped by innovation and progress, it is impossible to imagine life without engineering. At the heart of every modern marvel—be it in infrastructure, healthcare, communication, or daily conveniences—stands the brilliance and hard work of engineers. This reality was the central message of a powerful address delivered by Dr. Nithiyanandan Devaraaj, MD and CEO of Flowlink Systems, a Voith Group of Company, Coimbatore, Tamil Nadu. He was recently addressing a gathering of engineering graduates at the 16th Annual Day celebrations of Jansons Institute of Technology, Coimbatore held on April 10, 2025. The function was presided by Mr. T. N. Thirukumar, Vice Chairman of Jansons Institute of Technology.

Dr Nithin urged the graduates to look beyond personal ambition and strive for societal transformation. "Our lives should not be just for us," he emphasized, "but also for the upliftment of those who are underprivileged." Engineering, he reminded, must be rooted in empathy, inclusivity, and a deep commitment to social betterment. In an age dominated by global competition and rapid technological shifts, the role of an engineer is evolving. He highlighted the importance of preparing for global challenges. "Education," he said, "is not merely a means to earn a living, but a powerful tool to adapt, innovate, and lead." With geopolitical dynamics and economic expectations changing fast, the focus must shift from what we want to become to how we achieve it.

A key theme of the address was the philosophy of ABCD—an acronym that stands for:

A – Attitude **B** – Behaviour **C** – Character **D** – Discipline

"Attitude comes from education," he explained, stressing the need to truly understand concepts rather than merely studying for exams. Behaviour, he added, is equally crucial. Drawing a simple yet powerful analogy, he asked, "Wearing a helmet is mandatory by law—but how many actually follow it?" This small example, he said, reflects how critical personal behaviour is to professional success. "If we cannot follow basic rules in daily life, how can we be expected to follow complex systems and protocols in an industry?". He further illustrated that attitude and behaviour shape character, and it is discipline that ultimately sets individuals apart. Citing cricketer Virat Kohli as an example, the speaker noted that success stems not just from talent, but from consistent discipline—in diet, exercise, and conduct. "A disciplined engineer," he said, "needs no supervision. They become leaders by default."

Touching upon emerging trends in the industry, the speaker noted that companies are increasingly opening up internship opportunities. "Our company, too, welcomes engineering interns," he shared, encouraging students to take these opportunities seriously. "Industry makes no distinction between a full-time employee and an intern when it comes to discipline. If you demonstrate high standards, you're already on the path to a high-paying job." The future, he emphasized, lies in **automation and cost-competitiveness.** With increasing global demand for quality at scale, the need to produce more with less—without compromising on quality—is paramount. "While small may be beautiful," he said, "big is beautiful when it comes to mass production." He praised the Japanese model, where even children's toys are produced with exceptional quality, instilling a culture of excellence from an early age.

On the topic of hard work versus smart work, he firmly stated: "Smart work helps you maintain you at the current level, but hard work takes you to the next level." He highlighted the commendable move by industries to establish classrooms within their premises, integrating academic learning with real-world application. "True learning happens when theory is coupled with hands-on experience," he said.

In conclusion, he reflected on India's deep-rooted strengths—its knowledge, social consciousness, and rich cultural legacy. "We are privileged to be born in this country," he said, urging every budding engineer to follow the **ABCD** mantra and contribute to making India not just great, but globally competitive. With words that inspired, guided, and challenged in equal measure, this speech reminded every listener that engineering is more than a profession—it is a purpose. And with the right mindset and values, engineers have the power to transform not just industries, but the very fabric of society.

AIMA - Upcoming Events

Topic : **AIMA's LeadHERship Retreat**
Date : **03rd June 2025**
Venue: **Online**

Topic : **74th Leaderspeak Session**
Date : **10th June 2025**
Venue: **Online**

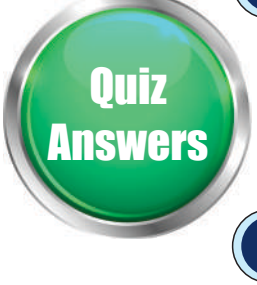
Topic : **4th HR Power Workshop, New Delhi & HR Best Practices Case Study Contest (online)**
Date : **12th June 2025**
Venue: **Online**

Topic : **GLOBAL ADVANCED MANAGEMENT PROGRAMME 2025**
Date : **23rd June 2025**
Venue: **Silicon Valley, USA**

Topic : **34th National Management Games (NMG - 2025)**
Date : **24th June 2025**
Venue: **Offline**

ANSWERS TO TAGLINE QUIZ

1.	Because you're worth it	Loreal
2.	Melt in your mouth, not in your hand	M & M's
3.	Always low prices	Walmart
4.	Zoom, zoom, zoom	Mazda
5.	Eat fresh	Subway
6.	There are some things that money can't buy. For everything else, there's _____	Mastercard
7.	Betcha can't eat just one	Lay's
8.	You are now free to move about the country	Southwest Airlines
9.	When you care enough to send the very best	Hallmark
10.	It's finger licking good.	KFC



1. Bha
2. Short for India Volatility Index – attempts to measure expected volatility in the Nifty50 over the next 30 days.
3. This start-up has developed an automated platform to detect AI-related troubles, diagnose them and fix them before they can do any damage.
4. A term that explains the lavish attention paid to make workspaces very attractive and inviting
5. Mahindra Susten
6. AIX Connect

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