

CMA DIGEST

January 2025, Issue - 99 Volume 53

ED VOICE – From the Editor's Desk

Dear Readers,

Welcome back to CMA Digest! At the outset, let me wish all of you a Happy New Year! May this year bring a lot of peace and prosperity to all of you!

This is the month of new resolutions, and as a common joke goes, it will fade away within a few days after the initial brouhaha. This is also often referred to as a “perfume effect”, when the enthusiasm wanes over time. Though many of us are guilty of this attitude at some time or the other, we should always keep in mind that success comes to those who are steadfast and consistent. I recently read the book “Atomic Habits” by James Clear, where he clearly (pun intended) roadmaps paths to achieving our goals through small, incremental, and achievable steps. It is a “must read” and a game changer.

This edition features an interesting and thought provoking article by our President, Dr. Nithin Devaraaj, on today's hot debates and discussions on longer working hours propounded by two leading entrepreneurs.

Thank you once again for your continued support to our newsletter, and we look forward to interesting contributions from our readers.

Mr. K. Seetharam

Editor

CMA Digest



Editorial Team

Mr. K. Seetharam | Dr. A.G.V. Narayanan

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Dr. Vandana Madhavkumar | Ms. S. Sujithra Vadivu



COIMBATORE MANAGEMENT ASSOCIATION

Monday Musings

Monday Musings – 06th January 2025

Living a Rich Life

The session started with the welcome note. It was a session that showed students what to expect when they graduate and join the workforce. She covered broad topics like lifestyle comparisons, how not to sway from money goals, how to walk one's own path, knowing what to invest in, and how long to stay invested.

She also showed students the opportunity that they have to learn money lessons through her course "The 10 Money Rules", available

Speaker: **Ms. Nithya Mahesh**

exclusively to students at a discounted price.

She encouraged the audience to interact with her, and the session concluded with a Q&A session. The session ended with a thanksgiving to the speaker.



Monday Musings – 20th January 2025 Speaker: **Mr.U.K. Ananthapadmanabhan**

Embracing sustainable living in every life: A pathway to a greener future

The session started with the welcome note. He explained about sustainable living which is the ability to maintain and support the health and well-being of the planet and its inhabitants over time. It involves meeting the needs of the present without compromising the ability of future generations to meet their own needs.

He also explained that sustainable living is a lifestyle that attempts to reduce the individual's or society's environmental impact by making conscious decisions about everyday habits. Key goals of sustainable

living are offsetting climate. He also explained the different layers of earth's atmosphere, i.e., Troposphere, Stratosphere, Mesosphere, Thermosphere, and Exosphere.

He encouraged the audience to interact with him, and the session concluded with a Q&A session. The session ended with a thanksgiving to the speaker.



Monday Musings – 27th January 2025

Modern Business Execution with Ancient Wisdom

The session started with the welcome note. He explained about modern business. He covered the execution of the process of putting a business strategy into action. It involves planning, organising, and executing actions to achieve a company's goals. He explained that the key elements of modern business execution are Planning, Alignment, Execution, Communication, Sustainability and Technology.

He also deliberated the strategies for modern business execution which are data-driven decisions, agility, customer value, fast change and networking. Vedic Management is a holistic approach to management that emphasizes the interconnectedness of all aspects of

Speaker: **Mr. R.L. Shivakumar**

a business, including the spiritual well-being of employees and customers and the impact of the business on the environment.

He encouraged the audience to interact with her, and the session concluded with a Q&A session. The session ended with a thanksgiving to the speaker.



Work to Live or Live to Work - The Dilemma of the Generation Ahead Dr. Nithyanandan Devaraaj (Nithin)

INDUSTRY 4.0
Fostering Manufacturing

**WE COVER LATEST TECHNOLOGIES AND
TRENDS IN MANUFACTURING**



Raging discussions around working hours have been triggered by two Indian stalwarts who have built business empires bringing in co-ownership of organisations, the modern day cooperative model through ESOPs. It's needless to highlight achievements of their respective organisations in the global diaspora, apart from providing careers to thousands directly and millions indirectly.

As budding career professionals, every aspiring qualified, sorry, rightly qualified individual will not give a second thought if given a chance to work for them. Both personally and professionally, the opinion of leaders from organisations of international repute and indomitable spirit, has snowballed into an uncalled for and unwanted controversy, where people from any walk of life easily offer their opinion, thus claiming to be worth it's salt.

Setting the Context:

To me, it appears to be a situation of socio-economic evolution, creating a lot of confusion in the minds of today's youngsters in the name of alternate careers. It's said well, probably in anticipation of such emerging scenarios, "The other side of the valley is always greener" though it continues to remain so for entrepreneurs and intrapreneurs alike, by way of diversification of businesses and career growth respectively.

Practically, it's supposed to be the third generation of business economy the world over, obviously offering multifarious options to demographic shifts, both as means of living and of course, spending. Naturally, it's quite easy to be spoilt with choices - failed businesses resulting in bad loans and stuck careers, giving fewer options to recruiters.

The Foundation:

Businesses and careers worldwide are built on the principle of extreme focus and hard work. Belonging to a city known for its entrepreneurial spirit, if not an essential part of its many growth stories, I have been a witness to this principle.

Evolution of many organisations today that boast of at least Rs 500Cr+ revenues were all once started as a means of self-employment. It's anyone's imagination how once such micro enterprise has grown to be a business colossal. I couldn't find a better analogy than that of a symphony by which the then engagement between employers and employees can be compared to. Well, today, many say such symphonies can be re-orchestrated through offering advice through the media, further confusing the already confused youngsters - both would be entrepreneurs and intrapreneurs, who believe, if not hope, that

working smarter is a viable substitute for working harder. The epitome of smarter harder work is conveniently forgotten in the milieu. One should check with the toppers, successful athletes and renowned artists, how many hours of practice they put in to gain a foothold in their respective fields, if not learn from similar entrepreneurs and professionals. Once, a famous first-generation entrepreneur quipped, "You don't grow by working, looking at the watch", and I have seen a majority of those who have grown were just so. It's needless to say, not being so have lead to many failures just because of lack of enough attention, if not motivation.

Parable of Growth & Success

It's just right to imagine in a highly competitive and complex economic world, that success always follows the ones who put in their extra bit - commonly known as effort. It's simply the difference between ordinary and extraordinary. Once my favourite tennis legend spoke about the many willing sacrifices one has to make as part of focus to remain at peak consistency. I guess he is not alone in being so.

This is true for any profession, which is only not adequately recognised. A systematic, focused approach, irrespective of time, without diverting attention, helps in recognising and managing risks effectively, than the ones who give divided attention to their core of existence - due to the so-called Work-Life Balance.

The Vitamin Necessities

It appears, I repeat, it appears that a majority of youngsters are preferring easy Vitamin M - the Money, without Vitamin C - Conviction & Commitment and Vitamin D - Drive, Discipline, and Direction. This is evident from the way the two discussions have been quoted, rather misquoted, out of context. The basic courtesy of decently commenting on statements by renowned personalities, considered to be icons by many, is conveniently ignored due to quick fame which negativities give. We call it social or public media, where positive news always get lesser attention than sensations and negative news. This is an unfortunate psychological dichotomy, which common humans cannot be devoid of, despite best of the efforts to remain positive. It's no wonder positivity of such observations made are buried in the negative publicities.

Differential Needs

Measurement is the base to succeed - if you don't measure, you can neither control nor improve. Each industry has its own differential needs for measurements - from mass to class to niche, and agri to manufacturing to services. Needs therefore will also be characterised by specific industry requirements. The beauty of negative reactions to observations made by the stalwarts on

working hours, is unfortunately avoiding, either carefully or ignorantly, the reasoning behind such specific needs of those industries they belong to. Quite naturally, the calibre of individuals will also be very different - from 80:20 to 20:80.

It's a fact that socio-industry evolution has rendered the core industries starving for right resources. This, therefore, has necessitated the capable workforce double up for shortfalls, be it by putting those needed extra efforts or just being there when needed. It's important to recognise that sustained success can only be through sustained and consistent efforts. All the rest become mere excuses for not giving the desired and needed attention towards one's task or responsibility. Organisational needs are paramount to those of individual or personal needs.

Living for an Earning or Earning to Live

For most of the successful people, earning in terms of money is a result of recognition and status acquired through diligent and meticulous working towards it. This can be understood only by observing how only 7%+ of the people grow either as businessmen or as professionals when the world provides equal opportunity to all.

There is only one Elon Musk, as much as there is only one Djokovic or Messi or Woods, or our own Tendulkar, the New Gen Gukesh apart.

So, it's the Individuals desire to Work to Live or Live to Work.

Jai Hind.

Management Quiz

1. What is Pepsi's new slogan introduced last year?
2. What is the significance of the portal 'Sarathi' launched by the Centre?
3. Define CASK.
4. Wipro has acquired _____, a consulting and managed services company serving the insurance and insurtech industries, for \$66mn.
5. _____ will take a 32% stake in TVS Vehicle Mobility Solution Limited, a subsidiary of TVS Mobility.
6. What is the role of NBDSA ?
7. Amazon is launching a new platform, _____, featuring low-priced, unbranded fashion and lifestyle products, competing with the likes of Meesho.

For answers see page 05

PMI's Kovaisangamam 2025



The Chennai chapter of the Project Management Institute held its first ever convention in Coimbatore called Kovaisangamam 2025. This

reflects the growing importance of Coimbatore and Kongu region with regard to industrialisation and overall business potential.

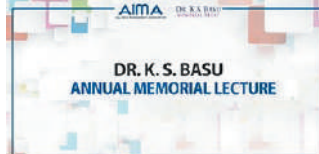
The theme of the convention was "Nurturing Future Leaders: Cultivating Effective Leadership" and it was organised at the Grand regent, Coimbatore on the 25th of January. Since the theme is aligned with the basic philosophy of Coimbatore Management Association i.e people development to promote Excellence in Business Practices, MA was invited by PMI to associate with convention as an Event Sponsor.

The convention had an array of distinguished speakers and a panel discussion on the topic of Nurturing Future Leaders. Dr.N. Raveendran Vice-President of CMA was a member of the high profile panel along with Dr.Nava Subramaniam, Dean of ASB and Mr.A.Rathinaswamy, Founder -MiDNA. The entire convention was organised flawlessly with various stalls explaining the activities and new developments at PMI.

AIMA - Upcoming Events



Topic : **THREE-DAY WORKSHOP ON CASE TEACHING & WRITING**
Date : **06th Feb 2025**
Venue: **New Delhi**



Topic : **AIMA - Dr K S Basu Annual Memorial Lecture 2025**
Date : **07th Feb 2025**
Venue: **Online**



Topic : **Global Procurement Summit 2025**
Date : **10th Feb 2025**
Venue: **Online**



Topic : **13th Innovation Practitioners Case Study Contest and Summit**
Date : **14th Feb 2025**
Venue: **Online**



Topic : **Foundation Day & National Management Day**
Date : **21st Feb 2025**
Venue: **Le Meridian Hotel, New Delhi**



Topic : **3rd HR Power Workshop**
Date : **28th Feb 2025**
Venue: **Taj Taal Kutir, Ecopark, Newtown, Kolkata**



1. Rise up, Baby!

2. It aims to help insurance companies reach out to farmers and rural population with tailored products.

3. Cost of Available Seat Kilometer, which is used to measure the unit cost expressed in cash value to operate each seat for every kilometre in the aviation industry.

4. Aggne

5. Mitsubishi Corporation

6. The New Broadcasting & Digital Standards Authority – has been set up by the News Broadcasters & Digital Association, a self-regulatory body, and looks into complaints against broadcasters

7. Amazon Bazaar

D - Jayavarthanavelu Hall, Vidya Apartments, 60, Race Course, Coimbatore - 641 018.
Ph : 0422 - 4504132 | E-mail: cma.management@gmail.com | www.coimbatoremgt.in

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