ED VOICE – From the Editor's Desk

Dear Readers:

Welcome back to CMA Digest! Hope you are enjoying going through our monthly newsletter. November was a busy month for CMA. The highlight this month was the visit of Mr. T. V. Narendran, Chief Executive Officer and Managing Director of Tata Steel Limited, and President of AIMA, to Coimbatore. A detailed report on his talk is featured in this issue. Apart from the weekly "Monday Musings" speaker series, one other event was held under our banner.

This issue also contains an interesting article by our Past President Mr. Ananthapadmanabhan. We thank the Industry 4.0 team for providing interesting and relevant articles month on month.

The month of November is associated with thanksgiving, which is normally celebrated on the fourth Thursday of November each year. This is similar to our festival of Pongal, when we celebrate the harvest and other blessings received during the past year. As businessmen and practicing professionals, let us take this opportunity to thank all our stakeholders for being the very reason of our existence and success.

Personally, I thank each one of you for appreciating our editorial team's efforts in bringing out our monthly newsletter without a break. We request your continued support in enhancing the quality of our newsletter.

Happy reading to all!

Mr. K. Seetharam
Editor
CMA Digest

Editorial Team

Mr. K. Seetharam | Dr. A.G.V. Narayanan
Mr. N. Krishna Kumar | Dr. D.K. Karthikeyan
Dr. Vandana Madhavkumar | Ms. S. Sujithra Vadivu

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"Geopolitical, technological disruptions happen through ages, learn to adapt to changes"

Geopolitical and technological disruptions are nothing new. These have been happening all through ages for different reasons. The best way forward is to adapt to the changes and go ahead, asserted Mr. T. V. Narendran, Chief Executive Officer and Managing Director of Tata Steel Limited.

He was delivering a speech on "Leadership in the times of Geopolitical and Technological disruption" jointly organized by Coimbatore Management Association (CMA) and GRG School of Management Studies (GRGSMS) at PSGR Krishnammal College for Women here on Friday. Disruptions have become a global phenomenon and India is no exception. Regarding disruptions we should not have a victim mindset.

It is a reality and we have to deal with it and adapt to it. Young or old, regardless of age, all should adapt to it. Geopolitical disruption hits manufacturing industries, and the supply chain through tariffs and political push-backs. China, which was once lagging far behind the steel producing countries, has incredibly forged ahead in scaling up its steel producing capabilities. Singapore, which was once part of the Federation of Malaysia, got expelled from the federation and became an independent entity.

World trade has now elevated Hong Kong, Singapore and South Korea. In the 1980s, China was not industrially so developed, but during the period 2000-2020, its GDP had grown annually by 15 per cent. China capitalized a lot on iron ore and coal.

Tide against immigrants

Mr. Narendran said that there is a growing feeling in countries that inequality in income level is getting widened and the immigrants are taking away their jobs. There is pronounced inequality that has made those at the bottom of income ladder and blue collar workers feel that none care for them and globalization does not help them. The benefits have gone to only a few, bolstering the millionaire ranks.

Citing a Nobel Laureate, Mr. Narendran said that during the period1920-1970, inequality was not so pronounced; however, after 1970, inequality has increased, and is likely to go up further. As a result, such a situation has impacted political, economic, and social spheres.

Technological disruptions

During the period 1870 to 1950, railways, electricity, telecom and television happened. Between 1950 and 2020, it was the turn of the internet, smart phones and e-commerce. After the advent of computers, a room full of typewriters vanished. Now start-ups, Digi Yatra, UPI, robotics and humanoids have come to the centre stage.

The scale of investment in these emerging sectors is on an average 80 billion to 100 billion dollar by each company. Technology has

also transformed the field of education. In such situations, what should leaders do? They should continuously upgrade themselves. Today, it is easier to do so because everything is at our fingertips. There is no place for professional arrogance. Only humility and open-mindedness to new things will help.

Those adopting emerging technologies should articulate the purpose and clearly explain it to the bottom level that technology makes life easier. Every disruption is filled with risks and opportunities, and a leader should get all on board.

The leader should be thoughtful of the direction to take and should have the ability to concentrate on the direction. In the midst of flood of information, concentration could be obtained through spirituality. Mr. Narendran emphasized the point that the leadership should be culturally too future-ready.

Citing Tata's functionality, he noted that it carries out inter-generational conversations to feel the pulse of the people and the market. To cut down the bureaucratic system, the company has identified "Bureaucracy Busters." A 20 - year old technocrat is acting as a "Reverse Mentor" to initiate into AI.

Fielding a question from the audience, he acknowledged the fact that the longevity of leadership term is short lived, except in countries like Malaysia and Singapore where there is stable leadership. Mr. Barack Obama came from nowhere to occupy the White House as US President. Now, Mr. Zohran Mamdani has become the New York Mayor. Just like in cricket, it will be difficult for one to stay for long.

Ideal characteristics for future

To another question as to the ideal characteristics for work in the future, Mr. Narendran said one should be a student for life. One should not over-react to success or failure, but learn to enjoy every moment. To a question about the challenging period faced by his company, Mr. Narendran said it lost 120 colleagues to New Covid-19. During the pandemic, there was a huge demand for oxygen. Though the company produces oxygen, there was a tremendous

transport bottleneck, and therefore, containers airlifted medical oxygen from countries like Europe and Australia. In this endeavor, Indian Air Force helped a lot.

About cultural continuity in the company, he said, the administration stays connected with the employees. Every day, breakfast meeting is held with a small group of employees in their 30s to pick up their pulse.

The 100-year-old company had implemented a great deal of welfare measures. These are being followed to this day, because we believe in the adage "companies who talk only about the past will have no future." It has employed 400 transgender people in mines and plants, added Mr. Narendran.

President of CMA Dr. Nithyanandan Devaraaj, in his welcome address, said that Indians who are proud of their culture and values cannot be said to feel the same way about Indian products, even though Indian products are better than that of countries like Germany. To attract customers, the quality of Indian products should improve.

He applauded the succession plan which has brought about a seamless transition in the TVS Group. When uncertainty prevails, both individuals and organizations have to stay relevant to the changing times. Don't believe you are there.

If you believe you are there, you will not grow, Dr. Devaraaj said. Director of GRGSMS Dr. P. Sadhasivam, introduced the chief guest. CMA secretary Mr. Puneet Krishnan, proposed a vote of thanks.

Expert Talk on "Growth Blueprint for Manufacturing MSMEs"

Coimbatore Management Association (CMA), Jansons School of Business, Southern India Engineering Manufacturers Association (SIEMA), Institute of Indian Foundrymen (IIF) Coimbatore Chapter, and the CIO Association, Coimbatore Chapter, jointly organised a special session on 27th November 2025 at Hotel Grand Regent, Coimbatore.

The keynote speaker for the session was Ms. Anya Geraldine D'Souza, Fractional Chief Marketing Officer and Marketing Strategist, Bengaluru. She delivered a talk on the topic "The Growth Blueprint for Manufacturing MSMEs – Leveraging Sales & Marketing Systems".

Welcoming the gathering, Mr. N. Krishna Kumar, Vice President, CMA, dwelt on the uncertainties caused by the current geopolitical situation and the need for MSMEs to adapt the right marketing strategies to increase their sales in various global markets. Mr. K. Veluswami, Chairman, IIF, Coimbatore Chapter, honoured the Chief Guest with a shawl.

Ms. Anya Geraldine D'Souza narrated how branding and marketing is a growth necessity for MSMEs, and not a corporate luxury. Marketing and sales teams have to invariably work in tandem to close the sale. The B2B buying journey has changed considerably over the years. In several instances, 70 % of the sale has already happened by the time the prospective customer makes the first call. In products with a high value, digital marketing plays a significant role in the earlier stages, and quite often, the sales team has to physically close the order by negotiation and by removing customer apprehensions.

It is possible for MSMEs to work with a limited budget by using efficient marketing techniques. The Q and A session saw an excellent participation from the audience.

Mr. Puneet Krishnan, Secretary, CMA, Mr. N. Duraiswamy, President, CIO Association and various marketing professionals participated in the programme.

Monday Musings

Monday Musings – 03rd November 2025

Speaker: **Mr. Parthasarathi R**

Psychology in Management

The session delivered by Mr. Parthasarathi R explored how psychological foundations shape managerial thinking and decision-making, with a focus on two major philosophical traditions: Realism and Idealism. He began by explaining that Realism pushes individuals to see the world as it truly is, while Idealism motivates them to envision what the world could become. These contrasting perspectives have influenced the study of human behaviour from ancient Greece to modern psychology.

Highlighting their origins, the speaker referenced Plato and Aristotle as early representatives of Idealism and Realism respectively. Their contrasting worldviews have continued to influence modern thought, eventually contributing to the development of Positive Psychology led by Martin Seligman and Mihaly Csikszentmihalyi, which blends practical understanding with aspirational thinking. The session emphasized that Realism is rooted in rational analysis and evidence-based thinking, making it essential for practical decision-making. However, excessive Realism can result in pessimism and limited imagination. On the other hand, Idealism drives hope, optimism, and future-oriented thinking, enabling individuals and organizations to pursue meaningful goals. But without grounding, Idealism can produce unrealistic expectations.

According to the speaker, every organization today faces a dual challenge: acknowledging real-world constraints and risks while still nurturing ambitious aspirations and purpose. This balance forms the core connection between Idealism and Realism. Idealism offers vision, values, and direction, whereas Realism ensures feasibility, resource awareness, and actionable steps. When combined, they produce a leadership approach that is both inspiring and practical.

In a management context, this blend becomes essential. Idealism fuels innovation by encouraging fresh ideas, and Realism converts those ideas into achievable strategies. The speaker concluded that effective management depends on harmonizing these two forces, enabling leaders to translate bold aspirations into grounded, impactful outcomes.

Monday Musings – 10th November 2025

Speaker: **Dr. J. Indra**

The Future of Management: Leading with Human Intelligence in the AI Era

In her address, the speaker highlighted how the rapid growth of Artificial Intelligence is reshaping management practices globally and why human intelligence remains central to effective leadership. She emphasized that while AI brings unmatched efficiency, precision, and analytical power, the defining qualities of leadership—critical thinking, empathy, ethics, creativity, and adaptability—continue to reside with humans.

Drawing from global insights, including the World Economic Forum's Future of Jobs Report 2025, she explained how technological shifts, demographic changes, and digital transformation are altering workforce expectations. As organizations increasingly integrate AI into recruitment, finance, operations, and customer engagement, she underscored that the leader's role is evolving from managing processes to cultivating people, driving innovation, and enabling purpose-driven work cultures.

The speaker introduced the concept of Collaborative Intelligence, emphasizing that the future lies not in choosing between humans and machines but in enabling both to work together.

While AI automates routine functions, she noted that leaders bring contextual judgment, cultural understanding, ethical considerations, and strategic insight—competencies vital for navigating an AI-driven world. She concluded by affirming that AI is not a rival but a powerful collaborator. The future of management, she stated, will be shaped not by artificial intelligence alone but by amplified human intelligence. Leaders who harmonize technology with humanity will guide their organizations toward meaningful, ethical, and sustainable progress.

Monday Musings – 17th November 2025   Speaker: **Dr. Bamini Rajasekharan**

Developing Adaptive Leaders for Digital Success

Dr. Bamini explained that embracing change and uncertainty as ongoing realities and not exceptions. Fostering experimentation and continuous learning accelerate innovation. Driving collaboration across diverse teams and digital ecosystems is important. Also, leveraging data and technology can guide decision making, and balancing strategic vision with adaptability will help in execution at all levels.

Digital transformation demands a shift from directive to facilitative leadership styles. Creating environments that encourage creativity and rapid experimentation fosters sustained business value. Also

AI-driven analytics can be employed to customize leadership development plans based on individual needs. Utilize continuous feedback tools to monitor leadership behaviours and track ongoing progress. She concluded her talk by suggesting the integration of learning management systems with mobile access to provide flexible anytime training, and adopting virtual collaboration platforms to enable seamless real-time team engagement across locations.

Monday Musings – 24th November 2025   Speaker: **Mr. Puneet Krishnan**

'Leader OR Manager' An interesting debate!!!

Mr. Puneet explained that these days, managers are referred to as leaders more often than not. If every manager fancies himself / herself as a leader and starts behaving like a leader, will it benefit the organisation or cause chaos? Has it become a fad in organisations of late to overplay leadership as a virtue, i.e., does every manager has to be a good leader?

He also talked about what happens in the real world – while leadership sounds glamorous, managers who are able to deliver the set organisation/departmental goals are highly valued. Organisations have goals set for them by the board, and are always

under scrutiny by shareholders/stock market, unless you are a fresh entrepreneur. Highly effective managers have some leadership traits usually displayed during crises, and are focussed on delivering results in a most cost-effective way.

The speaker concluded that effective management depends on harmonizing these two forces, thereby enabling leaders to translate bold aspirations into grounded, impactful outcomes.

Management Quiz

Q1. "JIFFY" is associated with which company's quick-delivery proposition?

Q2. In Q-Commerce terminology, what does MTU stand for?

Q3. Approximately how many young people enter the legal drinking age every year in India?

Q4. In the automobile industry, what does CAFE refer to?

Q5. Mahindra & Mahindra (M&M) has entered into a 50:50 life insurance joint venture with which Canadian company?

Q6. Think & Learn Pvt. Ltd. is the parent company of which major Indian edutech brand?

Q7. Lotus Bakeries, known for its Biscoff cookies, is partnering with which company to launch the brand in India?

Q8. What is the name of the Department of Consumer Affairs' consumer grievance portal?

Smart, Not Blind: A Human-Centric Vision for India's Industrial Future

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Reflections and learnings from Two Decades of Industrial Transformation

- After implementing automation solutions across three continents and founding technology ventures over 20+ years, I've learned a hard truth: universal automation solutions don't exist. What works in labour-scarce Germany fails spectacularly in labour-abundant India. Today, as Indian industry rushes toward Industry 4.0, we risk adopting Western solutions to Western problems—ignoring our unique strengths and social realities.

The Western Automation Trap

- Western automation emerged from the demographic crisis—aging populations and shrinking workforces. Germany's Industry 4.0 addresses a projected 6 million worker shortage by 2030. Japan's Society 5.0 tackles a society where adult diapers outsell baby diapers.

India's reality is starkly different:

- 1.4+ billion population with 65% under age 35
- 12 million youth entering job markets annually
- 600+ million working-age population exceeding all of Europe
- When you have abundant labour, adopting labour-replacement technologies creates social catastrophe, not competitive advantage.

The Technology Tsunami: Converging Disruptions

- Current automation differs fundamentally from past industrial revolutions. AI, robotics, IoT, and machine learning now converge to eliminate entire job categories within months, not years:
- **Generative AI** replaces designers, analysts, content creators
- **Computer vision** automates quality control, inspection roles
- **Robotic systems** handle assembly, packaging, material handling
- **Predictive algorithms** eliminate maintenance, logistics positions
- The exponential improvement curve means decisions made today have vastly different implications than five years ago. What required PhD expertise now runs on smartphones. Million-dollar systems cost hundreds of thousands today, tens of thousands tomorrow.

The Unemployment Time Bomb: Quantifying the Crisis

- Based on my analysis of Indian industrial sectors, automation adoption could displace:

Immediate Risk (1-3 years):

- Data entry, basic customer service: 8-10 million jobs

- Simple assembly, quality control: 5-7 million jobs
- Transportation coordination: 2-3 million jobs

Medium-term Risk (3-7 years):

- Manufacturing roles, middle management: 15-20 million jobs
- Basic design, engineering functions: 5-8 million jobs
- Accounting, routine healthcare: 3-5 million jobs
- Conservative displacement estimate: 25-35 million direct jobs across five major sectors within a decade. Including dependents and ripple effects: 75-200 million people affected.
- For context, this exceeds the entire population of most countries and dwarfs any historical industrial transition.

Lessons from Global Automation Experiments

- My implementation experience across emerging markets provides sobering precedents:
- **Brazil (1990s):**
- Manufacturing automation eliminated 2.5 million jobs, triggering persistent unemployment above 12%
- Urban migration overwhelming infrastructure
- Political instability lasting decades
- **South Africa:**
- Automotive automation reduced employment 40% in five years, contributing to 29% unemployment and widespread social unrest.
- **India's scale** magnifies these risks exponentially.

The Inequality Amplifier: Mathematics of Wealth Concentration

- Automation requires massive capital only large corporations can afford:
- Automated factory: ₹500 crores investment, 100 employees
- Traditional factory: ₹50 crores investment, 2,000 employees
- This creates a "barbell economy"—wealthy technology owners at one end, massive unemployment at the other, shrinking middle class between. In India's caste-conscious society, where occupation determines social status, this threatens fundamental social structures.

Geographic concentration compounds the problem:

- Automation benefits flow to tech hubs (Mumbai, Bangalore, Chennai)
- Employment losses hit smaller industrial towns nationwide
- Rural areas absorb displaced workers, straining agricultural systems

The Democratic Governance Challenge

- Mass unemployment plus extreme inequality overwhelms democratic institutions designed for gradual change. When private automation decisions determine employment for millions, democratic systems appear powerless to protect citizen interests.

Potential outcomes:

- Anti-technology populism reversing economic progress
- Authoritarian responses sacrificing democratic freedoms
- Interstate tensions as automation benefits concentrate regionally
- My Strategic Framework: Human-Centric Automation
- Twenty years of implementation experience suggests a three-tier approach:

Tier 1: Safety-Critical Automation (Immediate)

- Nuclear facilities, chemical processing, hazardous manufacturing
- Justification: Human safety supersedes employment considerations
- Examples: Toxic material handling, precision pharmaceutical production

Tier 2: Collaborative Enhancement (3-7 years)

- Human-machine partnerships preserving employment while improving productivity
- Applications: Automotive: Robots handle welding, humans manage assembly
- Textiles: Automated cutting, human finishing and quality control
- Healthcare: AI-assisted diagnosis, human patient interaction
- Outcome: 40-60% productivity gains while maintaining jobs

Tier 3: Strategic Replacement (7+ years)

- Full automation only after alternative employment creation and proven transition programs
- Prerequisites: Comprehensive retraining, social safety nets, economic alternatives

Sectoral Intelligence: Where to Apply Automation

- **High-Value Targets:**
- Precision manufacturing (aerospace, pharmaceuticals)
- Dangerous operations (mining, chemical processing)
- Quality-critical processes (medical devices, defence equipment)

Human-Centric Enhancement:

- Automotive assembly, textile production, food processing
- Customer service, healthcare delivery, education
- Creative industries, complex problem-solving roles
- Protection Zones:

- Labour-intensive services requiring cultural understanding
- Small-scale manufacturing supporting local economies
- Industries where human creativity drives value

The Innovation Paradox: Why Over-Automation Reduces Competitiveness

- Excessive automation paradoxically undermines innovation capacity. Human creativity requires active engagement with real problems—precisely what automation eliminates.
- **India's traditional strengths at risk:**
- Jugaad innovation requiring hands-on problem-solving
- Frugal engineering based on resource constraints understanding
- Adaptive manufacturing responding to local market needs
- Over-automated organizations become:
- Dependent on foreign technology vendors
- Less adaptable to changing market requirements
- Disconnected from customer needs and local conditions

Policy Recommendations: Building India's Automation Framework Immediate Actions:

- **Employment Impact Assessment:** Mandate studies for automation projects above ₹10crore
- **Graduated Tax Structure:** Higher taxes for job-displacing automation, incentives for job-enhancing technology
- **Strategic Skills Investment:** Focus on human-machine collaboration rather than replacement

Medium-term Initiatives:

- **Innovation Ecosystem Development:** Fund research into "appropriate automation" for Indian conditions
- **Social Safety Net Expansion:** Unemployment insurance, retraining programs, entrepreneurship support
- **Regional Development Balance:** Ensure automation benefits don't concentrate on existing tech hubs

Long-term Vision:

- **Technological Sovereignty:** Develop indigenous automation capabilities serving Indian social and economic objectives
- **Export Leadership:** Position India as developer of inclusive automation technologies for emerging markets
- **The Competitive Advantage of Measured Adoption** Contrary to conventional wisdom, India's human-centric approach could create sustainable competitive advantages:

Flexibility Benefits:

- Human-operated systems adapt faster to changing requirements
- COVID-19 proved automated systems less resilient during disruptions
- Custom manufacturing favours human creativity over rigid automation

Market Differentiation:

- Growing consumer preference for artisanal, personalized products
- Service quality advantages from human interaction
- Innovation capacity from hands-on manufacturing engagement
- **Cost Realities:**
- Full automation requires 300-500% higher capital investment
- 7-10 year payback periods exceed most Indian manufacturers' financial capacity
- Maintenance costs and technical dependence create hidden expenses

Three Future Scenarios for India

- **Scenario 1: Aggressive Automation Adoption**
- **Outcome** High productivity, massive unemployment, social unrest, political instability
- **Risk:** Short-term economic gains, enormous long-term social costs
- **Scenario 2:** Technology Resistance
- **Outcome:** Employment preservation, economic stagnation, eventual forced adjustment
- **Risk:** Delayed rather than solved fundamental challenges
- **Scenario 3:** Strategic Human-Centric Integration
- **Outcome:** Balanced productivity growth with social stability
- **Requirements:** Unprecedented policy coordination and social investment
- **Benefit:** Both economic competitiveness and social cohesion
- **The Entrepreneurial Opportunity: Leading Inclusive Innovation**
- My recent ventures focus on "appropriate automation"—technologies achieving 60-80% of full automation benefits at 30-40% of the cost while preserving employment. Early market response suggests significant export potential to other developing economies facing similar challenges.

India's potential leadership areas:

- Collaborative robotics for labour-abundant environments
- AI-assisted human decision support systems
- Flexible manufacturing technologies balancing efficiency with employment
- Human-centric industrial design and implementation

Conclusion: Wisdom Over Speed

- Industrial leadership isn't about adopting technologies fastest—it's about adopting them most intelligently. India has an unprecedented opportunity to demonstrate that technological progress and social development can be mutually reinforcing rather than competing objectives

The choice is clear:

- Follow others down a path that may not serve our interests

- Pioneer a uniquely Indian approach balancing technology with humanity
- Lead global development of inclusive industrialization models
- After two decades of implementing industrial transformation across diverse economies, I'm convinced the future belongs not to the most automated nations, but to those that most intelligently integrate human creativity with technological capability.
- India has all necessary ingredients—abundant human resources, growing technological capacity, democratic institutions, and entrepreneurial energy. The question isn't whether we can afford this measured approach, but whether we can afford not to take it
- The stakes extend beyond our borders. Success demonstrates that inclusive industrialization is possible, providing a template for other developing economies. Failure means repeating others' mistakes and facing the social consequences that excessive automation has created elsewhere.
- The demographic dividend others see as temporary could become permanent competitive advantage if leveraged intelligently.

The Uberisation of Services: A New Era of Convenience by U K Ananthapadmanabhan Founder & CEO

The rise of the sharing economy, led by companies like Uber, has transformed the way we live, work, and interact with services. Uberisation, a term coined from Uber's disruptive business model, refers to the phenomenon of using technology to connect buyers and sellers, eliminating intermediaries and providing convenient, on-demand services. In recent years, this concept has spread to various industries, revolutionizing the way we access services.

In this article, we will explore the uberisation of various services, including house help, call drivers, urban task management, food delivery, healthcare, and more.

House Help: Urban Company and More

The house help industry has witnessed a significant shift with the emergence of platforms like Urban Company. These services connect homeowners with verified and trained professionals, offering a range of services from cleaning and plumbing to appliance repair and beauty treatments. With the click of a button, users can book a trusted professional to cater to their needs, eliminating the hassle of searching for reliable help.

Call Drivers: Rapido and More

The rise of bike taxi services like Rapido has transformed the way people commute short distances. These platforms connect riders with drivers, offering a convenient and affordable alternative to traditional transportation. With the ability to track drivers in real-time, users can plan their journeys with ease.

Urban Task Management: UrbanClap

UrbanClap, a popular home services platform, has uberised the way people access various services, from home maintenance to beauty treatments. With a vast network of professionals, UrbanClap offers users a one-stop solution for all their household needs.

Food Delivery: Swiggy and More

The food delivery industry has witnessed a significant transformation with the rise of platforms like Swiggy, Zomato, and Uber Eats. These services connect users with a vast array of restaurants and food establishments,

allowing them to order food from the comfort of their homes. With real-time tracking and estimated delivery times, users can enjoy their favorite meals without any hassle.

Healthcare: A Growing Sector

The healthcare industry is also embracing uberisation, with platforms emerging to connect patients with healthcare professionals. For instance, nursing services can be booked on-demand, allowing patients to receive medical care in the comfort of their homes. Physiotherapists and occupational therapists can also be booked for home visits, providing patients with convenient access to rehabilitation services.

Nursing Services: On-Demand Care

Platforms like Care24 and others offer on-demand nursing services, connecting patients with qualified nurses who can provide medical care, administer injections, and perform other medical procedures. This service is particularly useful for patients who require regular medical attention but have mobility issues or prefer the comfort of their homes.

Physiotherapy and Occupational Therapy: Bringing Care to Home Physiotherapy and occupational therapy services can also be booked on-demand, allowing patients to receive rehabilitation services in the comfort of their homes. This is particularly useful for patients who have mobility issues or require regular therapy sessions.

Transportation: Uber, Red Taxi, and More

Uber and other ride-hailing services have revolutionized the way people move around cities. With the ability to book rides with the click of a button, users can enjoy convenient and affordable transportation. Red Taxi, a premium taxi service, offers users a safe and reliable ride experience.

Parking: Parking and More

Parking has become a significant challenge in urban areas, and platforms like Parkking are addressing this issue. By connecting drivers with parking spot owners, Parkking offers users a convenient way to find and book parking spots in advance.

Internal Transport in Hospitals: A Growing Need

Hospitals are also adopting uberisation to improve internal transport services. With the help of technology, patients, staff, and equipment can be transported efficiently within the hospital premises, reducing delays and improving patient care.

Porter Services: Making Travel Easier

Porter services like Porter have made traveling easier for people. By connecting users with trained porters, these platforms offer luggage assistance, parcel delivery, and other services, making travel a breeze.

Instamart: Grocery Delivery on Demand

Instamart, a grocery delivery platform, has uberised the way people shop for groceries. With the ability to order groceries online and have them delivered to their doorstep, users can save time and enjoy the convenience of online shopping.

Conclusion

The uberisation of services has transformed various industries, offering users convenient, on-demand access to a range of services. From house help and call drivers to food delivery, healthcare, and transportation, these platforms have revolutionized the way we live and interact with services. As technology continues to evolve, we can expect to see more innovative solutions emerge, making our lives easier and more convenient. Whether it's booking a ride or ordering groceries online, the future of services is undoubtedly digital, and uberisation is leading the way.

COIMBATORE MANAGEMENT ASSOCIATION

AIMA - Upcoming Events

Topic : **5th HR Power Workshop**
Date : **02nd & 3rd December 2025**
Venue: **Hilton Mumbai International Airport**

Topic : **Young Leaders Summit 2025**
Date : **10th December 2025**
Venue: **The Stein Auditorium India Habitat Centre (IHC)**

Topic : **Leadership Excellence & Advancement Programme (LEAP)**
Date : **11th December 2025**
Venue: **New Delhi**

Topic : **7th Leadership Development Programme**
Date : **14th December 2025**
Venue: **Hilton Hotel, Lucknow**

Topic : **HBI Teaching with Cases Seminar**
Date : **15th December 2025**
Venue: **Habitat World, India Habitat Centre**

Quiz Answers

1. Spencer's
2. Monthly Transacting Users
3. 25 million
4. Corporate Average Fuel Efficiency
5. Manulife
6. Byju's
7. Mondelez International
8. e-Jagriti

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For Details :
Tenxhealth Technologies Private Limited
No. 5, Kurinji Nagar, Civil Aerodrome Post, Coimbatore,
Tamil Nadu - 641 014.

E-mail : contact@tenxhealth.in
Web : www.tenxhealth.in
https://linkedin.com/company/tenxhealth-technologies-pvt-ltd

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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