

*Editors Desk*

It is our pleasure to touch base with you again with the second edition of renewed CMA Newsletter. We profusely thank you for the compliments and suggestions to enhance the quality of the Newsletter. Going by your suggestions, we have included a column on Contemporary Management Thoughts which will be essayed by eminent Academicians and Corporate Executives. This edition carries an article on 'Work Life Integration' which has assumed much significance thanks to the rough patch the industry has been going through.

As usual, CMA has been pursuing tireless efforts in terms of contributing to the society through various programmes in its kitty. Monday Musings, one of the popular programmes of CMA have started seeing good participation from the industry besides Business Schools. Student Chapters of CMA in various Business Schools in this region have organized good number of programmes for the benefit of the Management students.

The number of participants in all the events organized by CMA keeps swelling, and this stands testimony to the recognition CMA has been receiving from across the spectrum of its stakeholders.

No wonder why CMA is considered to be one of the best professional bodies in this region!

Wish you a happy reading!

- Prof A.G. V. Narayanan

**Study Tour of team from College of Defence Management**

Coimbatore Management Association (CMA) organized for a Joint meeting with CODISSIA on Monday, 9th December 2019 at Alumni Hall, PSG Institute of Management. Group Captain JK Sahu and Team, College of Defence Management, Secunderabad gave a presentation on 'Defence Technology Corridor and the Impact On India's Defence Industrial Base'.

The team from College of Defence Management had come on a 3 day industrial visit to Coimbatore which was co-ordinated by CMA.

Delivering his special address, Group Captain J.K.Sahu said, "Defence Procurement Procedure (DPP)-2016, which has come into effect from April 2016, focuses on institutionalising, streamlining and simplifying defence procurement procedure to give a boost

to "Make in India" initiative of the Government of India. The initiative aims to promote indigenous design, development and manufacturing of defence equipment, platforms, systems and sub-systems."

He added that the key features of revised DPP, promoting 'Make in India' include a few important features - A new category of procurement 'Buy Indian-IDDM (Indigenously Designed, Developed and Manufactured) has been introduced in DPP-2016 and the same has been accorded top most priority for procurement of capital equipment.

Mr. R. Varadarajan, Vice President CMA, presided over the function. Mr. R Ramamurthy, President, CODISSIA and Mr. P.S. Devaraj, Hon. Secretary participated and explained the efforts of CODISSIA in bringing the defence park.



**L to R :** Mr. P.S. Devaraj, Hon. Secretary, CODISSIA, Mr. R Ramamurthy, President, CODISSIA, Gp. Cap. J. K. Sahu, College of Defence Management, Secunderabad, Mr. R Varadarajan, Vice President, CMA and Mr. N Krishnakumar, Hon. Secretary, CMA participating in the programme.



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## Workplace Integration : A gain or drain on well-being?



By Dr. J J Savithri,

Associate Professor, DJAME

Today the boundaries between one's professional and personal life are getting blurred. It is impractical to think that work and life are two different hemispheres or two different worlds.

Technology has revolutionized the way we interact with each other. It enables us to stay connected with our near and dear ones, and our colleagues and bosses 24x7.



Smart phones make connecting with others more flexible and convenient than any other mode of communication. That is why organizations are increasingly replacing face-to-face communication with email and texting. This facilitates the employers to keep their employees on the loop throughout the day and night, and even on holidays. This is a sort of anywhere, anytime communication.

Internet, e-mail and SMSes have obliterated the distances and the time zones, thus intertwining the official and personal life. Hence, a few of us tend to unplug when we return home or go on a holiday.

In this context the pertinent question is: "In this era of digital technology can we afford to be offline?" Not to be left out,

the Baby Boomers and Gen X'ers need to join the millennial in blending the different aspects of their lives.

The digital technology has made multi-tasking feasible; ie., while attending the parents-teachers meeting in your children's schools, you could check your e-mails and answer them on the go. Though holidaying in a far off place, you could log on to the devices to attend the conference calls.

A study indicates that 42 per cent of employees feel either "obliged" or "compelled" to check e-mails during vacation.

Then the question arises: "Is such a trend a gain or a drain on our well-being?"

A Gallup survey reveals that 17% of employees thus engaged report better work-life integration. However, psychologists sound a caution that the benefits come at a cost of our mental and physical health.

There is a tendency or itching to answer all the e-mails then and there. Many may not like the idea of accumulation of mails and therefore, in the first place, they will go for a cleanup. Constantly hooked to the devices have an adverse fallout.

Employees who check e-mails and text messages frequently report having developed "telepressure." The Journal of Occupational Health Psychology defines telepressure as "an urge to check the work-related emails and messages, no matter when they're sent."

To stay always connected creates internal pressure and leads to lesser me-time. Work encroaching upon family time affects relationships, causing undue stress and guilt. Ultimately, employees are put at the risk of burnout. It would result in ill health, absenteeism and poor performance.

Away from work, mobile technology will be advantageous because of its flexible nature. Therefore, to strike the right work-life balance, employers need to create a supportive atmosphere that would not cause any extra stress in the employees.

## How to achieve effective work-life integration

- **Set Boundaries :** Stop making yourself available to work 24x7. Draw clear boundaries between work and home. Carry a separate cell phone to the work place, if possible.
- **Share the Load:** Don't take the burden of doing everything yourself. Learn to ask for help when needed.
- **Lead from your Strengths:** Identify your strong traits and apply them to navigate through your personal and professional life.
- **Practise self-care:** In between family and work, squeeze in some time for self. Take good nutrition, take adequate rest, do regular exercises and cultivate positive attitude.
- **Get unplugged:** Don't get glued to the devices all the time. At some point, you need to do a "digital detox." In other words, once in a while unplug and stay technology-free.

## Tips for a digital detox

- Begin with a digital diet
- Never use your smart phone as an alarm clock. This will help you avoid the temptation of checking messages or emails
- Become aware of the time you spend on your mobile. It will be the first step to cut down the time devoted for the devices
- Cultivate self-discipline so you will not yield to your impulses and you will not allow your desire to dictate the terms
- Keep people informed about your digital detox schedule

The work that we do is evolving, so are the workplace practices. It is a tough proposition to perform well at work without spending quality time with family.

Hence, making the two worlds to meet may seem impossible and even ineffective. Nevertheless, work-life integration may make more sense and equip you to do things important to you in a better manner.

Learn to accept the paradox. Pave the way for a productive work place and a happy family.

## CMA Programmes - A selection of Monday Musings

### A weekly thought leadership talk on current topics

2nd December 2019

#### **Talk on Innovative HR Practices**

Mr. A. Antoine Baskar, Divisional Manager – HRM, Kirloskar Brothers Limited (KBL), Coimbatore, a specialist in Human Resource Management spoke of how the HR discipline has been assuming much more significance in the corporate world in recent times. The domain which was once considered to be a support function in the corporate sphere, has now become a part of strategy making body. He dealt widely with the innovative HR practices being followed at KBL to recruit, train, and retain human resources.

16th December 2019



#### **'De-Stress yourself with Therapeutic art'.**

Dr. Arthi, Assistant Professor, Avinashilingam University, Coimbatore spoke on how Art therapy is a broad term used to refer to the practice of creation as a way of healing the wounds of the mind or spirit. While art therapists are employed with increasing frequency at hospitals, nursing homes, schools and in treatment programs for a wide swatch of ailments, the rejuvenating, stress-busting results of such a practice are something we can all benefit from.

She emphasized on the importance of Art therapy which encourages creativity and self-expression as vehicles to reduce stress, improve self-esteem, increase awareness and help overcome trauma.

23rd December 2019

#### **Choose Your Career Path**

Mr. Prashanth Ganesh, Devops Team Lead, REPIO Inc, Coimbatore and Mr. Ajay J Balaji, Channel Sales, REPIO Inc, Coimbatore shared their personal experience at college & work and on the right Career Management. They also shared the impact of plastic in the society and how they both created an impact in the minds of the general public.

30th December 2019



#### **Green Manufacturing**

Mr. Shyam Prashad Rajasekaran, Founder and CEO, TwirlTact Technology Solutions Private Limited, Coimbatore spoke on the importance of Green Manufacturing. He shared important concepts related to sustainable manufacturing. He highlighted how sustainable manufacturing has evolved over a period and how it can be implemented in a manufacturing company, and integrated with existing LEAN efforts.

6th January 2020

#### **Chinese Language - A Gateway to growth**

Mr. S. Swaminathan, Freelance Chinese language faculty and Adjunct Faculty for Chinese Language, IIM Bangalore spoke on the importance of learning Chinese in today's world.

"When it comes to learning new languages, many of us, especially English speaking people, are very sceptical. But actually, learning a new language could turn out to be one of the best decisions of your life and open out newer opportunities. And, one such language would be Chinese..!".

He added that when it comes to business communication, learning basics of Chinese can be useful in business communication and negotiations.

Post his lecture, he interacted with the students and members of CMA and clarified their queries, and motivated them to learn Chinese.

13th January 2020

#### **Cracking the Interview**

Ms. Moogambigai Vignesh, Managing Partner, The Silk Princess (Customized Uniform Materials), Proprietor, Karka Kasadara (Training & Development) spoke on tips to crack the interview.



In recent times, all students want to get placed in good companies, but they experience fear when it comes to an interview. As a result, a majority of them are scared to face interviews. She emphasized that identifying one's passion and the job one loves to do is the foremost thing in getting a good job. Freshmen should choose a market where they can sustain in the long run, and in order to do that, they should do the job they love - only then can they be successful. After knowing their passion and choosing the job position, freshmen should understand the workflow of the job because they do not know the market yet. Once they understand the field, they should learn how to survive and become a big fish in that particular field.

She also explained how to prepare a Resume'. She interacted with the students present at the meeting and answered their queries regarding cracking an interview.

20th January 2020

#### **Credit Rating**

Mr. Fril Kumar .L, Assistant Vice President, CARE Ratings spoke on Credit Rating and how the process is gaining extreme importance in the world of finance today. A credit rating can be assigned to any entity that seeks to borrow money - an individual, corporation or a government.

A credit rating gives a quantified assessment of the credit worthiness of a borrower and becomes the most important document for a prospective lender.

## Corona virus impact on economy



**A.V. Rangunathan**  
Editorial Consultant

The sudden outbreak of the new corona virus disease, named COVID-19 by the World Health Organization, is posing a grave threat to the physical and the economic well being of the people around the globe.

What had started on a minor scale at the Wuhan province in China, COVID-19 has now assumed the pandemic proportions. After having claimed over 2,000 human lives and infecting over 76,000 people in the mainland China, the virus is virulently spreading to other parts of the globe, particularly the countries such as Iran, Italy and South Korea.

China is grappling with the situation on a war footing, by shutting up the entire Wuhan province and some other areas which have been witnessing uncontrolled rising toll of the disease. Given the novelty of the disease and lack of any vaccination or medication to treat the malady, no major breakthrough in containing the disease is in sight in the immediate future.

India's logistics too are greatly strained to take preventive measures and to quarantine those Indian citizens who are airlifted from the COVID-19-hit China. Hundreds of containers carrying supplies, including raw materials, are waiting at Indian ports for clearance.

India's exposure to Chinese goods is quite significant. Confederation of

Indian Industry data shows that China supplies 43% of India's import of top 20 products. Some of these are as follows:

❖ Mobile handsets	- \$ 7.2 billion
❖ Computers	- \$ 3.0 billion
❖ Integrated circuits	- \$ 7.5 billion
❖ Fertilizers	- \$ 1.5 billion
❖ Active Pharmaceutical Ingredients	- \$ 1.4 billion
❖ Antibiotics	- \$ 1.1 billion

It means that these sectors are facing, as of now, grim supply constraints. India is importing 85% of smart phone parts, 75% of TV components, besides refrigerators, air-conditioners, large screen television sets, kitchen appliances, microwave ovens and so on.

The short supply will lead to increase in prices of these commodities in the markets. India may not have the immediate wherewithal to offset the shortfalls.

As the means of fresh supplies are shut, the retailers and wholesalers are finding it difficult to meet the customer demands. Shortage of components and finished products has forced them to cut down the discounts and promotional offers. Air traffic and tourism too have got the hit.

### Pollachi hit hard

Closer home, Pollachi too has got a severe jolt. This agro-industrial region has been exporting Rs 1,000 crore worth of coir pith to China every month. Now, there are no takers for the coir pith which is accumulating at the coconut groves and godowns to the unmanageable level.

The impact on industrial products has started slowly sinking in among the producers, exporters and the agents. With no immediate prospects of containing the COVID-19, those in the manufacturing and the service sectors are keeping their fingers crossed.



As could be surmised, the outbreak of COVID-19 has thrown up challenges and opportunities. Economists are of the opinion that with China tottering on the supply side, the space temporarily vacated by it in the above mentioned sectors can be filled in by India.

In garments and pharmaceutical sectors India can gear up to achieve scale of production to meet the international demand, which was earlier met by China. Economists opine that the textile sector in India along with Cambodia, Vietnam and Bangladesh, thus, looks brighter.

It is a matter of time before the medical fraternity comes out with a remedy for the deadly COVID-19. Even the World Health Organization has stated that it would take at least 6 months to find the right remedy to the lethal corona virus.

It is a matter of conjecture that whether India could seize the opportunity thrown up by the pandemic to penetrate the unexplored export markets, besides adequately meeting the domestic demands.

The CII has made a clarion call to the Central Government to immediately set up a task force, comprising the stakeholders as its members, to study the impact of COVID-19 in India and how to tide over the situation before much damage is caused.

The Union Finance Minister Nirmala Sitharaman has gone on record stating that the fallout of COVID-19 is now under observation and the right measures would be initiated to counter the situation.

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