

CMA DIGEST

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CMA-BUSINESS PARTNERSHIPS BEYOND FAMILIES



COIMBATORE MANAGEMENT ASSOCIATION

On the magnificent occasion of the 75th year of Indian Independence, our Secretary Dr. Nithyanandan Devaraaj, has penned a few heartfelt lines depicting his love, honour and respect for Bharath Matha



INDIA AT 75 - WHERE THE FUTURE IS PERFECT

- Dr. Nithin

Young at 75, A Country Whose
Fundamentals are Strong
People are Everywhere
Significant, Not only to Corporates, Also to Countries
At Key Positions,
A Convergence of Divergence

A Country, Where
Tomorrow is Better Than Today
Society & Economics Coexist
To Evolve Together, For
Being Best Now and Ever

A Country, Where
Then, Now & After
Culture is Rich
Knowledge is Abundant
Social Fabric is Revered by The World
Value System is at its Best
Affection and Love
Is Beyond Kin and Kith
And Wholesome For All

A Country, Where
Learning is Everyday
Evolution is Daily
Prosperity is by Choice
People are Happy and
Healthy & Wealthy
By Both Body & Soul

A Country, Where
East and West
North and South
Far and Near
Length and Breadth
Ocean and Sky
Rivers and Ponds
India Belongs to,
And All Belong to
Sooner than Later, Globally
Businesses, Corporates and Even Countries, will be
An Indian Managed

A Country, Whether
Local or Global
Is Heard & Respected
Influences Deeper, Broader and Longer
And Many Look Forward to
With Admiration to
Emulate and Follow

A Country, Which is
A Symbol of Multilateralism
An Example in Pluralism
An Embodiment of Unity
The Future and
The Future is India

As, **India, still Young at 75,**
Growing , Growing and Growing, Continuously.



BUSINESS PARTNERSHIPS BEYOND FAMILIES SERIES 5 - July 28, 2022



Amongst the flagship programs of Coimbatore Management Association, "Business Partnerships beyond Families" is a brainchild of President Shri Jayakumar Ramdass. The 5th edition of this novel series, hosted by KCT Business School, showcased a successful Coimbatore-based start-up "Katamaran Technologies Pvt Ltd."

CMA President, Shri Jayakumar Ramdass, welcomed the gathering in his usual eloquent style, explaining the rationale behind the Series. This is an initiative to identify and celebrate individuals who broke the tradition and shackles of family businesses and professional engagements, to pursue entrepreneurship. He explained that it is an exciting and daunting challenge, more so at a time when family businesses are finding it difficult to stay agile. Microsoft, Apple, Infosys, Flipkart, Snapdeal, and Airbnb are all examples of start-ups initiated by friends and colleagues, and became forerunners in their space. Despite challenges, he emphasised that the upside was the freedom to take decisions without burdens being thrust upon, supported by progressive like-minded friends or colleagues.

The Guest speakers of this edition were Co-founders and Directors of Katamaran and its sister concern, "Dotworld Technologies Pvt Ltd.", an AI/ML based company. Started in 2018 by a motley crew of 9 college classmates who were passionate about robotics and mobile app development, the start-up has come a long way from being conceived on a mud floor where all of them ate, worked and slept. Their breakthrough came when they took part in a robot-making competition, and went on to represent India in Brazil, out of 24 countries around the world.

The four Directors present were Mugesh, Eswaravel, Dharmaraj and Kamal. The youngsters recalled their journey in their own inimitable style, from how they were the average backbenchers who started the venture, and even after four years, still have the



feel of a get-together every day in the office. Each Founder took turns to introduce different facets of their start-up company and their breakthroughs. This revealed the camaraderie they share and the trust and unconditional friendship that translates into a systematic managerial flow in the business front.

Though they had no formal set-up or a business background, they succeeded by stumbling through business pathways, difficulties, set-backs, losses, and disappointments. Every step that they floundered was a stepping stone for them to strengthen their resolve to convert the start into a successful venture. Not wanting to encumber their parents, they decided to bootstrap, wherein they ploughed back whatever money they made from winning various competitions into making better technologies. Personally approaching other businesses to buy their robots or software, they sold their products at cost, but ensured that product recognition was achieved. Their USP is their end-to-end, multi-technology process. This ensures them a sole technology-client partnership.

Today, the two sister companies employ a total of 120 employees with 6 new branded verticals, boasting of clientele in Singapore, Indonesia, Malaysia, and Oman, among other countries. In the Singapore Security Industry, Katamaran deploys multiple technology products to enhance security workflows and digitalization of data with an alert-based, real-time monitoring system. Katamaran makes digital Autonomous Mobile Robots for security patrolling, food serving in restaurants, and cargo transfer. They have made great progress in futuristic fields like Metaverse, Immersive technology, Deep Learning, Virtual Reality, etc. Founding Directors of Katamaran wrapped up their success story by emphasizing on never giving up on one's dreams, putting in the requisite hard work, and as Mr Kamal eulogised, "Work passionately towards your dreams and the universe will provide it for you."

Dr Nithyanandan Devaraaj, Secretary of CMA, summed up the proceedings by touching upon all the points the technocrats spoke about, and linked them to management concepts and strategies - a textbook perfect perspective, the very purpose of the series. He reiterated that the technocrats made a solid case for empowerment, delegation, teamwork, and mutual trust to grow. Each distinct skill set was beautifully combined and aligned, which made them a success story. Dr. Nithin's statement "30% of success will negate more than 70% of failures" has been proven time and again. "As Indians, we are integrators of Technology", he opined, "and we will go even further when the evolving regulatory

processes are understood and incorporated". He also mentioned that the Directors were doing a dynamic SWOT analysis, and reinventing themselves and the process, thereby keeping them ahead of the competition.

With no formal training in management, they are the epitome of learning by experience, rather than by rote. On this note, Dr. Nithin expressed his gratitude to the Directors of Katomaran & Dotworld, the host institution KCT Business School, the Management, Faculty, Students, and to all others present that day.

SPECIAL TALK ON "TRANSFORM TO PERFORM"



Dr. Rajeev Puri is a renowned and internationally acclaimed management and motivational speaker. Having held senior leadership positions in many top companies all over India like Tata Group, L & T, Avery, & Kinetic Motors, he digressed into the field of motivational speaking and Corporate Training. Coimbatore Management Association (CMA) took the opportunity to host his talk when he was in Coimbatore for a training session. Hosted at Coimbatore Club, this session was attended by the Committee Members of CMA, and a few special invitees.

Dr. Puri, a prolific and experienced talker, started off the session with a broad definition of leadership and what transforms a leader from being an expected one to an exceptional one. A leader can be from any field, be it sports, academics, military, politics or business. Dr. Puri peppered his speech with examples from all the above fields that made the country proud, by leading from the front. He started off with anecdotes from the awe-inspiring career of Mohammed Ali, the internationally renowned boxer, to the transformational leadership of Jack Welch, CEO of GE. Our national leaders were no less awe-inspiring. Reliving a proud moment for India and all Indians, he narrated the incident where Jamshedji Tata was insulted by the British, and to avenge himself, he started the first steel plant of India. Now, it has the pride of being listed as the Most Valuable Company in the world. He also threw the spotlight

on another goosebump inducing moment for all Indians - India winning of the Cricket World Cup in 1983, under the captaincy of Kapil Dev. From being the underdog to winning the championship, Kapil set a new standard altogether to show how a good leader can entirely transform a team. Another leader who led from the front was Field Marshal Sam Manekshaw. He rejected the war plans drawn and stood up to the Prime Minister, Indira Gandhi, whom he purportedly addressed as 'the only man in the Cabinet'. He then went on to draw his own plans and was triumphant in the Indo-Pakistan War of 1971.

He emphasized on the 5 E's that are integral to making a great leader. If the leaders in all the fields are capable and able, it transforms the entire country which will set the standard for the world to emulate. A nation led by dynamic leadership empowers the country, and now India is slowly regaining her lost glory and pride. Standing 5th in the world with respect to GDP, India is surely transforming into a super power that she ought to be. On these positive notes, Dr Puri wrapped up his speech. Mr. Jayakumar Ramdass, President of CMA, presided over the event. Dr. Nithyanandan Devaraaj, Secretary of CMA, thanked Dr. Puri for his motivating speech. He also thanked the participants and the office bearers.

Digital Transformation – Risks and Obstacles Ahead

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Digital Transformation

Author : Mr. Jeff Winter

So...you are strategizing, planning, or starting to roll out a Digital Transformation initiative?

Most people agree **Digital Transformation** is not only financially beneficial but also will be a necessity of survival. However, across the manufacturing industry, less than half (**4%**) of companies are in the "Rollout" phase of their Digital Transformation Journey, according to PTC. That means **59%** is still figuring it out!

And if that isn't surprising enough, according to Boston Consulting Group (BCG), roughly **70%** of digital transformation initiatives fall short of their objectives. That is crazy!!!

What are the most common symptoms of digital transformation failures across the industry?

- **Not investing in the right culture.** Many processes and activities will change for most employees – Make sure as much effort is spent on the cultural change as the technological implementation.
- **Not having clear transformation objectives.** Before selecting a single technology or pilot application, be sure to have clear objectives that link back to desired business outcomes.
- **Not hiring the right talent.** Don't just hire technical wizards. Select the right change agents who know how to guide the implementers. If you don't have the knowledge and skills in-

house, consider hiring consultants who do this for a living.

- **Not thinking beyond the implementation.** This is a company-wide transformation, and therefore, will most likely require changes and course corrections along the way. Let the goal guide you, not the technology.
- **Not letting go of the old ways (technology and processes).** If you try to digitally transform merely by adding new technologies on top of existing systems and processes, you are bound to create redundancies, inefficiencies, unnecessary complexity, and be arbitrarily constrained by old systems.
- **Not grasping how to budget for digital transformation.** Have a long-term strategy in place that leverages a flexible budgeting model, based on a continual stream of incremental initiatives, successes, and easily demonstrable ROI.
- **Not putting enough emphasis on security.** Don't overestimate the importance and potential complexity of cyber-security when digitally transforming. A digital transformation report by Net Solutions for 2020, states that a company's successful digital transformation journey relies on its ability to secure its digital operations.

Author : **Mr. Jeff Winter**Source : www.industry4o.com

Monday Musings – July 04, 2022

Get Bitten by the Entrepreneurial Bug

Mr. Ganesh Shankar spoke on "Get Bitten by the Entrepreneurial Bug" for the CMA flagship event, Monday Musings, on 4th July, 2022. He is the Co-Founder & CEO of the US based company RFPIO, which is a leading software company for Response Management. RFPIO uses cloud-based automation technology to help their clients for 'Request for Proposal in Organizations'.

Mr Ganesh, a Computer Science graduate, was always fascinated by entrepreneurship, which led him to do a Master's in Business Administration. Having witnessed the stock market crashes, he started this venture to help with his day job. It now stands in the top 5% of the top 5000 companies, with 300 employees and 2000 customers worldwide. The top 15 companies around the world are a part of his clientele.

Ganesh added valuable tidbits like, the B2B platform is a far better option than B2C to venture into, as the success rate is much higher. He stated that though the ground work is much more, the success is well worth the effort. Also, networking is of prime importance in any scenario.



The knowledge-sharing session was moderated by Prof. Sreeraman Nandhi, CMA Student Branch Counsellor of DJ Academy, with valuable inputs and insightful questions by the CMA Secretary Dr. Nithyanandan Devaraaj, and CMA Treasurer, Dr. N. Raveendran.

Monday Musings – July 11, 2022

Self-Analysis

The Monday Musings program organized by Coimbatore Management Association (CMA) on 11th July 2022 was a mental health wellness talk by **Ms. N Sathya Priya**, a yoga exponent and Counsellor. Founder/Director of Dhruva Fitness, Ms Sathya is keen on women empowerment, stress and self-management, igniting energies, fine tuning physical and mental wellness, NLP & TA. Having trained over 10000 trainees, she had won the Best Teacher Award in 2019.

The session was an interactive one with well over 70 participants who actively participated in the in-depth Q & A session led by Ms. Priya. The questions provoked them to do a self-analysis as to

what type of friend/relative/person one was and to rank oneself based on their analysis.



The honest replies were appreciated by the speaker and recommendations were made as to how to be a better person. The speaker was introduced to the participants by Dr. Sreeprabha, CMA Student Branch Counsellor of GRG School of Management Studies, in the presence of CMA Secretary, Dr. Nithyanandan Devaraaj.

Management Quiz

1. Name the Super App likely to be launched by the Shriram Group.
2. Name two kitchen brands of Swiggy.
3. Zomato has recently acquired an agricultural products and services company. Name the company.
4. PrepLadder, CodeChef, Graphy and Relevel are a part of _____ Group.
5. PepsiCo's Sting and Red Bull are in the news recently for their almost similar tag lines. Spell out the tag lines.
6. What is INOX INSTAPay?
7. Name a beer brand endorsed by Dhoni.
8. What is a Freemium Business Model?

*For answers see page 08*

Monday Musings – July 18, 2022

Organizational Hazards & Safety

Mr. Vivek, the speaker for the session of Monday Musings on 18th July, 2022, is a Directorate of EHS, and also the EHS Head of CRI Pumps, Coimbatore. He is a certified Environment Health & Safety professional with over 18+ years of experience. Having trained over 7000 employees, Vivek is keen on enhancing EHS awareness and implementation.

A detailed presentation on the nature, place of occurrence, and causes of accidents gives one a clear picture of the various mishaps that could happen in everyday life. A WHO report on road accidents reveal that 73% of all road traffic deaths occur among young males under the age of 25. In India, 50% of all people killed in road accidents are in the 15-34 age group. In the workplace, minor causes can lead to fatal accidents. He went on to elaborate

that due to an innocuous finger ring, a person suffered bad injuries in the workplace. Awareness and the need to communicate even minor discomforts go a long way in avoiding injuries.



The fact that the EHS team will even stop the process for a single individual, goes to show how organizations are prioritizing employee safety and health. The eye-opening session was made more informative by interaction from CMA Secretary Dr. Nithyanandan Devaraaj and AIMA Member, Mr Vijay Kumar. CMA President Mr. Jayakumar Ramdass, also evinced keen interest.

Monday Musings – July 25, 2022

Email Marketing Strategy

The 430th episode of "Monday Musings" saw **Dr. Kavitha**, an accredited Management Teacher of AIMA, talk about the most prolific and cost-effective marketing strategy in the world today – e-mail. With around 4.2 billion users worldwide, and a growth rate of 3% or 100 million users each year, this remains a powerful tool used by many. Dr Kavitha estimated that, by the year 2025, the number of users would be around 4.5 billion, with an astounding number of around 3 million e-mails sent every second.

She meticulously laid out the importance of following legal procedures, using structural design, well-placed images, campaign objectives, contact list management, good language, and data management. This ensures that the e-mail sent will make the

necessary impact on one's clientele. Dr. Kavitha also listed down all the points that can turn one's mail into spam, and how that can be avoided.



Dr. Kavitha is a Gold Medallist in the MBA & MBA programs, and is currently an Associate Professor in GRG School of Management Studies. She also handles seminars on 'Social Media Marketing' to International students and also does co-teaching with institutions abroad. The session was moderated by Mr Sreeram Nandhi, with interactions by Mr. Puneet Krishnan, and Mr. Vijay Kumar.

AIMA - Upcoming Events

- 10th August 2022** : AIMA Online Training on Lean Methodology
- 21st August 2022** : AIMA's 5th Social & Digital Retreat
- 22nd August 2022** : AIMA SERB Workshop
- 23rd August 2022** : 48th National Competition for Young Managers (NCYM 2022)
- 25th August 2022** : International Case Teaching & Case Writing Workshop
- 26th August 2022** : Shaping Young Minds Programme 2022

10 CYBERSECURITY TACTICS

YOU SHOULD BE DOING NOW

- ONE** PAY ATTENTION TO THE WARNINGS YOUR BROWSER IS FLASHING IN YOUR FACE
- TWO** HAVE A DIFFERENT, **UNIQUE** PASSWORD FOR EVERY ACCOUNT
- THREE** KEEP PASSWORDS TOUGH ENOUGH TO GUESS THAT EVEN YOUR SPOUSE COULDN'T FIGURE THEM OUT
- FOUR** **DO NOT CLICK** ON ANY LINKS THAT ARRIVE IN AN UNSOLICITED EMAIL, NO MATTER WHAT
- FIVE** KEEP YOUR **BUSINESS** ACCOUNTS SEPARATE FROM YOUR **PERSONAL** ACCOUNTS
- SIX** CHANGE YOUR PASSWORDS OFTEN
- SEVEN** DO NOT TAPE ALL OF YOUR PASSWORDS ONTO YOUR MONITOR... SERIOUSLY
- EIGHT** IF YOU'RE STRUGGLING TO REMEMBER YOUR PASSWORDS, GIVE **LASTPASS** OR **1PASSWORD** A TRY
- NINE** KEEP ALL PERTINENT SECURITY SOFTWARE UP TO DATE
- TEN** BACK UP YOUR COMPUTER AND SETTINGS OFTEN

Quiz Answers

1. Shriram One
2. Bowl Company and Homely
3. Hyperpure
4. Unacademy Group
5. PepsiCo's Sting's tag line – Stimulates Mind Energizes Body. Red Bull's Tag line – Vitalizes Body and Mind
6. INOX Leisure has recently launched India's first cinema payment wallet INOX INSTAPay
7. Copter7, owned by 7Ink Brews
8. A business model, especially on the internet, whereby basic services are provided free of charge, while more advanced features must be paid for.

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