

## GLITTERING CEREMONY FOR NATIONAL MANAGEMENT DAY

### CMA adopts hybrid platforms as a first

For the first time the Coimbatore Management Association (CMA) adopted the hybrid platforms to celebrate National Management Day on February 19, 2021.

In the wake of the Covid-19 pandemic, the CMA organized the event in such a way so as to comply with the Standard Operating Procedure.

The audience/participants welcomed and very much appreciated the way the celebrations were held on the twin platforms-physical and virtual.

In his welcome address, Mr Jayakumar Ramdass, President, CMA said that CMA is one of the oldest Management Associations in India.

It had come into being even before the formation of the All India Management Association. 'The CMA continues to remain active and relevant in the changing times,' Mr Ramdass said.

Dr Nithyanandan Devaraaj, Secretary, CMA said that the Award Committee of CMA had burnt midnight oil to select the awardees with great diligence. Winning the award is the beginning for the recipients to take up their responsibility much more vigorously.

On the occasion, the CMA conferred awards on deserving entrepreneurs and professionals who have excelled in their respective fields.

Mr C.R.Swaminathan, Past President, CMA, released the CMA Newsletter, and Dr Ashok Bakhavathsalam Founder & Director, KGiSL received the first copy.



(L) Mr Jayakumar Ramdass President & ( R ) Dr Nithyanandan Devaraaj, Secretary , CMA with the Awardees



Participants at the event



Dr. Ashok Bakhavathsalam, Founder & Director, KGiSL receiving the First copy of CMA Newsletter from Mr C.R.Swaminathan, Past President, CMA.

**AWARDS GALORE AT NATIONAL MANAGEMENT DAY**

Mr Murugavel Janakiraman, Founder & CEO, Matrimony.com spoke on 'Digital disruption and how to prepare for it' at DMD Celebrations.



Welcome address by Mr Jayakumar Ramdass - President

He said that Covid-19 pandemic is the single most contributing factor for the massive adoption of digital services across the spectrum.

In the pre-Covid-19 period, the digital ecosystem was driven by various factors such as advent of 4G and availability of smart phones at affordable price, plenty of contents like videos, music, news etc., and the social connect through WhatsApp, Facebook, Instagram and so on.

The pandemic-induced lockdown has made the people to buy grocery, products, services and medicines online.

As physical meetings could not be organized owing to lockdown, video meetings through Zoom, Google Meet etc., had become the order of the day. Mr Janakiraman further noted that initially his company Matrimony.com thought that it would not be possible to work from home and provide matrimony related services to millions of the customers. But actually, it has turned out to be the convenient and widely acceptable mode of communication.

Another positive fall-out of the pandemic is that it has accelerated the growth and expansion of various tech-industries such as Edu-tech, Health-tech, Fin-tech and Food-tech, said Mr Janakiraman.

**Impact**

Mr Janakiraman said that the digital wave has impacted the industry in three ways : Disturbance, Disruption and Destruction.

The performance of certain industries is disturbed, and therefore, they are struggling to re-establish themselves. Certain other industries continue to exist, owing either to adopting to changes or due to strong fundamentals.



Chief Guest address by Mr Murugavel Janakiraman



Report by Dr Nithyanandan Devaraaj - Secretary



Mr Rajkumar Ramasamy, MD, Best Corporation, Tirupur receiving the CMA-Roots Entrepreneur Award



Mr. J. Ramprakash, MD, Unique Shell Mould receiving CMA-Mahendra Best SME Entrepreneur Award



Ms. Swati Rohit, COO, Sri Ramakrishna Group receiving the CMA-GRG Best Women Entrepreneur Award



Mrs. Sharmila Selvakumar, Co-Founder, Layman Agro Ventures, receiving the CMA-Quadra Best Start-up Award



Mr. Jayamurali Balaguruswamy Director & CEO, KGiSL, receiving CMA-DJ the Best Professional Corporate Leader Award



Dr S. Jaisankar, Associate Professor, KCT Business School receiving the CMA-GRD Best Management Faculty Award

## IS RETURN ON EXPERIENCE (ROX) THE BRAND-NEW FINANCIAL METRIC TO WATCH OUT FOR?

- Dr Deepa Venugopal, DJ Academy for Managerial Excellence

Certain companies such as Nokia, Sears and Blockbuster are severely impacted. He said that to stem the tide, the industries would have to ride on the digital wave.

For this, they have to do the bare minimum act such as having a presence in the 'digital marketplaces or digital platforms' such as Mandap.com and WeddingBazaar.com, establish digital connect with customers, take to digital marketing, and accept digital payment, Mr Janakiraman added.

### The awards and awardees are:

1. CMA-Roots Entrepreneur Award to Mr Rajkumar Ramasamy, Managing Director, Best Corporation, Tirupur.
2. CMA-Mahendra Best SME Entrepreneur Award to Mr. J.Ramprakash, Managing Director, Unique Shell Mould, Coimbatore.
3. CMA-GRG Best Women Entrepreneur Award to Ms. Swati Rohit, Chief Operating Officer, Sri Ramakrishna Groups, Coimbatore.
4. CMA-Quadra Best Start-up Award to Mrs. Sharmila Selvakumar, Co-founder, Layman Agro Ventures, Coimbatore.
5. CMA-DJ Best Professional Corporate Leader Award to Mr. Jayamurali Balaguruswamy, Director and CEO, KG Information Systems (KGiSL), Coimbatore.
6. CMA-GRD Best Management Faculty Award to Dr S.Jaisankar, Associate Professor, KCT Business School, Kumaraguru College of Technology, Coimbatore.

The awardees felt happy and excited to receive the honours from the CMA in recognition of their contributions.

Past presidents and office-bearers of CMA, proprietors of award sponsoring organizations, and dignitaries attended the function. The immediate past secretary of CMA, Mr N.Krishna Kumar, compered the event in a breezy and delectable manner.

Managing today's astute and compelling customers is no child's play. Present day organisations have understood that investing in Customer



Experience (CX) would help in building better products, processes and services which in turn can drastically improve the financial performance and KPI's. Return on Investment (ROI) is a time-honoured financial metric which assesses the monetary gains from an investment made. But in the contemporary business world where customers call the shots it's time to welcome another metric named Return on Experience (ROX).

So how is ROX better than ROI? Studies reveal that more than 75% of the customers would happily repeat a purchase from a company if they know their name, purchase history and recommend the products based on their preferences. Consequently, this would mean that organisations are in search of metrics which can effectively measure Customer Engagement (CE). While ROI is built on a 'narrow' concept of cash outflow Vs Cash inflow, ROX is a holistic & flexible schema which captures the impact of investments in customer engagement, brand experience and clearly outline your investments in digital initiatives. PwC 2019 survey reveals that Experience is the product.

Companies like Qualtrics which are into the business of measuring Experience Management (XM) reveal that successful companies are more proactive than reactive to problems. Companies use experience management (XM) to avert and abate problems even before they happen. Providing great employee experience (EX) is the stepping stone to

enduring customer experience (CX), product experience (PX) and Brand experience (BX). Superior customer engagement is the central theme of modern business strategies. Strategies are formed based on how delighted your customers are? and how can it be improved?

### Measuring ROX

There is no simple direct formula to arrive at ROX. It is a metric which is unique for a company and its customers. Since ROX measures CX, it is best to primarily focus on CX results and then on financial results. Most common metrics to measure CX includes Net Promoter Score (NPS), Customer Satisfaction (CSAT), Customer Effort Score (CES), Customer Churn Rate and Customer Retention Rate. ROX is becoming an indispensable metric because of its ability to analyse results, drive performance and evaluate personalised experiences.

### Improving ROX.

Here are a few tips to improve ROX

- Integrate CX with EX
- Segment the market on the basis of their behavioural and attitudinal attribute.
- If customers and employees love your brand then build communities which act as a common platform for positive association and strong Customer Engagement.
- Respect customers data and reciprocate by giving better value for the products and services.

ROX helps in tracing the online digital print. It offers fresh perspectives on customer engagement and quantifies the most influential customer driving behaviour.

# Stars of Campuses



Dear Readers,

Starting from this issue, we are starting a new column to focus limelight on bright Management students of our chapter institutions who have the potential to make it big in their careers. Mr. A.V.Ragunathan speaks to two bright Stars. Read on ....

## Manjari.S

Final Year MBA  
DJ Academy  
for Managerial Excellence



'I want to break the general impression that women are non-achievers, and prove that they can excel in any chosen field.' This assertion is made by Ms. S.Manjari, an accomplished and multifaceted final year MBA student of DJ Academy for Managerial Excellence, Coimbatore.

She is fired by the zeal to prove her competence which in turn has strengthened her resolve to achieve. Surprisingly, the spark is ignited by the detractors, including relatives and friends, who do not have great trust in women's capabilities.

Academically, from the school to the postgraduate levels, she has been doing consistently well. Her parents are holding plump positions in different educational institutions.

Ms. Manjari has proved her mettle in co-curricular activities too.

- Won the prestigious Rajya Puraskar Award for her good turnout in the Scouts and Guides camps
- Runner-up in the annual Maria Philip Memorial Intercollegiate Debate - 2020
- Participated in the National Quiz on Management Accounting
- Participated in Financial Quiz conducted by various institutions, including TIPS College, Sri Krishna

College of Technology, Sri Ramakrishna College of Technology and so on

- Participated in the SPSS programme and Critical Thinking Programme of DJ Academy for Managerial Excellence.

Ms Manjari has also completed handful of certificate courses such as:

- Fundamentals of Digital Marketing by Google
- GST in 90 Minutes in TCS iON
- Microsoft Excel (Beginners to Advance)
- TCS iON Career Edge course

Ms. Manjari has tried her hands in the production and marketing decorative ornaments for elephants. Love for animals and the artistic talents in her have nudged her into this sphere. A strong votary of environment protection, she has done a project in Disaster Management in the undergraduate course.

At the postgraduate level, she has undertaken a project on comparative study of stock markets in India and abroad. Basically from Chennai, she has got a special liking for Coimbatore owing to its climate & peaceful environs, and polite & friendly residents.

Ms. Manjari is profusely thankful to DG Academy for building up her confidence, enhancing communication skills, bringing out the leadership qualities and so on. She has got placement in FACE (Focus Academy for Career

Enhancement), an institution that helps students across the country master the skills required to land their dream careers.

Ms. Manjari has proved by example that achievements and accomplishments are not gender specific.

## Priyanka A.Pareek

Final Year MBA,  
GRG School of  
Management Studies



Ms Priyanka A.Pareek is an academic achiever and a fitness enthusiast. She keeps herself mentally and physically agile. An MBA student of GRG School of Management Studies, PSGR Krishnammal College for Women, she is keen on honing her skills in business and administration.

Being a daughter of a spices merchant, Ms Priyanka is naturally endowed with business acumen. She has chosen the MBA course to equip herself to expand the family business and capture foreign markets.

As part of the MBA programme, she has completed two projects - 'Jiomart - Reasons for Failure, Challenges and Opportunities,' and 'Application of Artificial Intelligence in Human Resources.'

Attending the online programme on 'Entrepreneurship in Globalized world' offered by CETYS University, Mexico, has given her the chance to interact with students at the international level and develop her interpersonal relationship.

Before plunging into the traditional business, she wants to try her hands at the job market. 'If I get a placement either in a Tata company or a Reliance company, I will certainly prove my skills and attract the attention of the top echelons,' Ms Priyanka says.

**Joint meeting on Budget – 2021-2022**

8th February 2021

Right from childhood, she has been adept at learning new things. Thus, she has got initiated into:

- Karate
- Bharatanatyam
- Folk dance

She has got a Gold Medal in karate kata (relating to various movements in the martial art) in the 42-45 kg category and Silver Medal in karate kumite (sparring). She has also bagged a Silver Medal in the South Zone yoga competition.

‘Karate and yoga techniques help me keep my cool and composure in any exigency, without over reacting. Bharatanatyam and folk dance help me stay connected with culture and tradition,’ she says.

In association with Non-Governmental Organizations, she has been attempting to improve the lots of rural woman by spreading digital literacy among them.

Ms Priyanka considers her father as a ‘hero’ who has instilled in her the spirit of independence at a tender age. It is now her endeavour to establish a unique identity. Naturally, she is admired by her friends and peers.

**MANAGEMENT QUIZ**



1. Which company owns the country’s largest online food and grocery store Big Basket?
2. Name the online grocery store owned by Tata Group
3. Why is Agnikul in the news?
4. List our S C Johnson’s major brands in India
5. What is VLR in telecom industry?
6. Which Indian Company is likely to absorb Harley - Davidson’s Dealerships in India after its exit?
7. What is BARC?

For answers see page 7

The Budget proposals for the financial year 2021-2022, recently presented by the Union Finance Minister, Mrs. Nirmala Sitharaman in Parliament, have evoked mixed response from the experts. While certain provisions in the Budget deserve appreciation, certain others raise concerns, they opine. Both views were expressed in the Budget Discussion session jointly organized on the Zoom platform by the Coimbatore Management Association (CMA), The Auditors Association of South India (TAASI) and The Institute of Cost Accountants of India (ICAI)-Coimbatore, on 8 February, 2021.

Speakers included Mr. Raghuvir Srinivasan, Editor, The Hindu-BusinessLine, Mr. V.Ramnath and Mr. Prasanna Krishnan, both Chartered Accountants. M. Raghuvir Srinivasan in his ‘Budget Overview’ gave at least six reasons for calling it a ‘Landmark Budget.’

- It is a ‘zero tax’ budget as there is no imposition of any fresh taxes, including income tax, direct tax and corporate tax.
- The Finance Minister has changed the

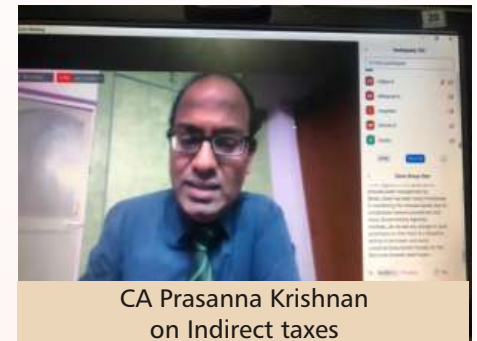


fundamental philosophy of budget presentation. For the first time, the Budget was presented in a digital format. This time, the Budget is not held hostage to the deficit target.

- Through raising the borrowings, the Budget intends to give a push to growth, for which the Reserve Bank of India would take the supportive measures.
- The focus on health is widely expected in the wake of the Covid-19

pandemic. However, there will be a drop in allocation for nutrition, which needs to be watched.

- The Budget proposal anticipates that the spending on infrastructure development will create demand and put more money in the pockets of people.



- Another striking aspect of the budget is ‘transparency’ which is appreciable and noteworthy. ‘Earlier, it was enjoined upon the Food Corporation of India to resort to borrowings to meet the farm subsidy. In the latest budget estimate, ‘every borrowing is in the book.’

Mr. Ramnath speaking on ‘Direct Taxes’ voiced concerns over certain proposals in the direct taxes provisions, particularly those relating to Medical/Educational Institutions, and Charitable/Religious Institutions. In the joint development of real estates, there will be differential rates of incentives for the builders and the landlords. Mr. Prasanna Krishnan in his talk on ‘Indirect Taxes’ said that the projected collection of customs duty is Rs 1,36,000 crores, excise duty – Rs 3,35,000 crore and GST – Rs.6,30,000 crores. He dwelt at length on the proposed amendments to various sections of customs duty. CMA president Mr. Jayakumar Ramdass and Secretary Dr. Nithyanandan Devaraj, TAASI president Mr. N.Ravisankar and Secretary Mr. S.Venkatesh, ICAI chairman Mr. V.Mathanagopal and Secretary Mr. A.Alwar, participated along with a large number other office-bearers and members, and students participated. Programme chairman Mr. M.Ramji moderated the discussion.

**MONDAY MUSINGS - FEBRUARY**

**1st February 2021**

**Talk on 'Omni Channel Retail' – by Mr. L.R.Shivakumar, Chief Merchandising Officer, Spencers**

“Omni Channel Retail is the way forward for fulfilling immediate requirements of the modern day customers, earning their goodwill and loyalty,” stated Mr. L.R.Shivakumar, Chief Merchandising Officer and Head of E-Commerce, Spencer’s Retail Ltd. He spoke to CMA



members on 'Omni Channel Retail' as part of the Monday Musings Programme on 1 February, 2021. Omni channel retailing is a seamless approach to customer experience through all potential channels. It facilitates transaction of business from anywhere, anytime. Globally, millennials account for 27% of the world’s 7.4 billion population. India will have 410 million millennials who will spend \$ 330 billion annually. Hence, there is a lot of potential to tap that market. Mr. Shivakumar said that off late, there is a marked shift in customer trend. It is veering more towards online. However, at this point of time, Amazon has brought brick and mortar stores which no one has imagined would happen.

- The traditional stores are facing many road bumps such as:
- Higher real estate costs
- New products launches galore
- Increasing labour charges
- Consumption limited to geographies

Omni channel retail eco system is a combination of all these factors besides online. Mr. Shivakumar said that technology could be rightly leveraged to

tap the potential of omni-channel retail and optimize the results. Past president of CMA Mr. S.Prashanth introduced the guest speaker. CMA president Mr. Jayakumar Ramdass gave an introductory remark and Secretary Mr. Nithyanandan Devaraaj proposed a vote of thanks.

**15th February 2021**

**Talk on 'Track & Highlight Self-Performance, by Ms. Moogambigai Vignesh, an entrepreneur and a soft skill trainer**

Aspiring entrepreneurs must be ever ready with two plans--Plan- A and B. While Plan-A is meant to reach the target group, Plan-B is to manage the issues that come in the way. These are the observations made by Ms. Moogambigai Vignesh, an entrepreneur and a soft skill trainer, while speaking on the topic 'Track & Highlight self-performance 'on the



Zoom platform, organized by the Coimbatore Management Association as part of its Monday Musings programme on 15 February, 2021. She categorically said that following one’s passion would be a rewarding experience. Initially, one may not get the expected results, but in the long run it would start yielding fruits. Ms. Moogambigai offered few suggestions to budding entrepreneurs-

- Identifying one’s passion and preparing the profile accordingly.
- Age no bar for kick-starting a passion.
- Appearance matters. A well-groomed person will automatically attract others’ attention.

- Presentable looks will add up to attitude
- Data presentation is a must. It should not be an overload but should be graphically presented.
- Presentation skills matter
- Upgrading skills is absolutely necessary
- Attend as many interviews as possible, to know the pulse of market expectations.

Answering a question as to how to manage risks in the start-up domain, Ms. Moogambigai said that the major risk is about mobilizing the resources. Without funding, the budding entrepreneur could not climb up the ladder of success. There are forums, angel investors and mentors to support the start-ups. CMA president Mr. Jayakumar Ramdass, Secretary Dr. Nithyanandan Devaraaj, and other office-bearers participated. CMA Joint Secretary Dr. Prashant R.Nair coordinated the event. CMA newsletter editor, Dr. Vandana Madhavkumar introduced the guest speaker.

**22nd February 2021**

**Talk on 'Conversation can build or break relationship, by Mr B.Krishnamurthy, a certified Conversational Intelligence coach.**

The manner in which a conversation is made will either make or mar human relationships. This holds good at all levels of interaction: personal or professional-- be it between parents and children, husband and wife, employer and employees.

You can just talk your way through the heart of the listeners and befriend them, or create hatred or resentment in them and alienate them. That a good conversationalist is a sure achiever has been proved through decades of study, according to Mr B.Krishnamurthy, a certified Conversational Intelligence coach.

## MONDAY MUSINGS - FEBRUARY

He was making a presentation on the topic 'Understanding Conversational Intelligence' on the Zoom platform organized by Coimbatore Management Association as part of its Monday Musings Programme on February 22, 2021.

He pointed out that Ms Judith E. Glaser has mentioned in her famous book 'Conversational Intelligence,' that conversation is an art, science and a craft. It is a building block for success.

Through healthy conversation we connect, engage, navigate and transform the world with others. It helps build trust and empathy. An unhealthy conversation, on the other hand, leads to distrust, deceit, betrayal and avoidance.

The spoken words create chemical reaction in the brain. The anatomy of the brain consists of six sections, with each section controlling specific action(s).

1. Prefrontal brain – spurs us to action
2. Limbic brain – seat of emotion and memory
3. Gut brain – creates awareness and ability
4. Heart brain – controls body function
5. Primitive brain – stores survival instinct
6. Neocortex brain – responsible for movement and vision

The oxytocin hormone secreted in the front portion of the brain characterizes positive aspects such as inclusion, appreciation, expansion, sharing, discovering and celebrating.

The cortisol hormone secreted in the back of the brain characterizes negative aspects such as exclusion and avoiding. A conversation should be so designed to stimulate the oxytocin and to subdue cortisol.

Dr Krishnamurthy said that conversation can be broadly categorized into three types:

- Transactional conversation (confirm what you know)
- Positional conversation (defend what you believe)

- Transformational conversation (discover what you don't know).

Any conversation made in an unfriendly or authoritative tone meant to humiliate, reject or exclude will impact amygdala, a collection of cells near the base of the brain.

Interpersonal relationship is based on assumptions, interpretations, beliefs and coming to a conclusion. Therefore, it is essential to sustain conversational agility.

At the same time we should also guard against 'conversational black spots' such as remaining self-centered, hearing (superficially) and not listening (with emotional element), and judging and criticizing.

To become an effective conversationalist, one has to assume four different roles, depending upon the requirement:

- (a) Coach, (b) Consultant, (c) Trainer, and (d) Facilitator.

Each role is distinct and one who understands and acts accordingly is sure to make transformation.

Later, answering questions Dr Krishnamurthy said that words would have similar impact whether expressed in person or through the social media. Therefore, words should be used carefully in any media. We have to wait and see how it shapes up.

In response to another question as to how to discipline a subordinate, Dr Krishnamurthy said that mainly his two attributes namely 'capability' and 'attitude should be studied.'

If a sincere employee falls short in certain aspects, the reason behind it should be found out and addressed. A dodger should not be taken kindly, and if he does not mend his ways, he could be separated from the company.

Can parents impose their ideals on their wards' educational or career choice? It can be done only up to a certain level. If the wards could decide on their own, it is better to leave the choice to them, Dr Krishnamurthy said.

### ANSWERS TO MANAGEMENT QUIZ



1. Innovative Retail Concepts
2. StarQuik
3. Mahindra Group Chairman Mr. Anand Mahindra has invested in the rocket start-up Agnikul Aerospace in his personal capacity
4. All Out, Kiwi, Glade and Mr Muscle
5. Visitor Location Register – a key metric reflecting the actual number of subscribers actively using a mobile network
6. Hero MotoCorp
7. Broadcast Audience Research Council

### Forthcoming AIMA Online Programmes

- |         |  |
|---------|--|
| 9.3.21  | - Corporate Management Olympiad- 2021  |
| 12.3.21 | - Train the Trainer (OT) harnessing Training Skilling including online Training (OT) Skills<br>Third on line Training on Mentoring for new mentors |
| 13.3.21 | - HRM Conclave   |
| 18.3.21 | - 24th Student Management Games  |
| 23.3.21 | - One Day online Training On The Wage Regime   |
| 26.3.21 | - e-MDP Simulation Based Business Acumen Workshop  |
| 30.3.21 | - AIMA- ICRC Case Writing Competition  |

**NMD CELEBRATIONS - REPORTS IN MEDIA**

**THE HINDU**  
22<sup>nd</sup> Feb. 21

### 'Pandemic has led to growth of technology industries'

**SPECIAL CORRESPONDENT COIMBATORE**

The pandemic has accelerated the growth of several technology industries in sectors such as education, healthcare, food, and finance, said Murugavel Janakiraman, founder and CEO of matrimony.com.

Mr. Janakiraman said at the annual Management Day programme, organised by the Coimbatore Management Association here recently, that before the pandemic, the digital eco-system was driven by advent of 4G, availability of smart phones, etc. The lockdown led to people buying their basic needs such as grocery and medicines online. "The digital wave has impacted the industry, particularly in three ways: disturbance, disruption, and destruction," he said.

Despite disturbances, some industries continue to exist by adopting to the changes or due to strong fundamentals. The disruption has led to reasonable impact on some sectors, he added.

Jayakumar Ramdass, president of Coimbatore Management Association, said the industries face several challenges because of digital disruption. The association is conducting programmes for the industry and academia to help them face the changes.

During the function, awards were presented to Rajkumar Ramasamy, Managing Director of Best Corporation, Tiruppur (CMA-Roots Best Entrepreneur Award), J. Ramprakash, Managing Director of Unique

Shell Mould, Coimbatore (CMA-Mahendra Best SME Entrepreneur Award), Swati Rohit, Chief Operating Officer of Sri Ramakrishna Group (CMA-GRG Best Women Entrepreneur Award), Sharmila Selvakumar, Co-founder of Layman Agro Ventures (CMA-Quadra Best Start-up Award), Jayamurali Balaguruswamy, Director and CEO of KG Information Systems (CMA-DJ Best Professional Corporate Leader Award) and S. Jaisankar, Associate Professor at KCT Business School (CMA-GRD Best Management Faculty Award).

**Recognition:** Jayakumar Ramdass, president of Coimbatore Management Association (left) and Nithyanandan Devaraj, secretary of the association (right) with the recipients of the CMA annual awards in the city.

**தினமணி**  
25<sup>th</sup> Feb. 21

### தொழில்முனைவோர் விருது வழங்கும் விழா

சி.எம்.ஏ. அமைப்பு சார்பில் விருது பெற்ற தொழில்முனைவோர்களுடன் அமைப்பின் நிர்வாகிகள்.

**கோவை, மிப். 24:** கோயம்புத்தூர் மேனேஜ்மென்ட் அசோசியேஷன் (சி.எம்.ஏ.) சார்பில் தொழில்முனைவோர் விருது வழங்கும் விழா அண்மையில் நடைபெற்றது.

தேசியமேலாண்மை தினத்தை முன்னிட்டு நடைபெற்ற இந்த விழாவில், தொழில் துறையில் சிறந்து விளங்கும் தொழில்முனைவோர், மேலாளர்கள், மேலாண்மைத் துறை பேராசிரியர்களுக்கு விருதுகள் வழங்கப்பட்டன.

சி.எம்.ஏ. தலைவர் ஜெயக்குமார் ராம்தாஸ் வரவேற்றார். தொழில்துறை முருகவேல் ஜானகிராமன் சிறப்பு அழைப்பாளராக கலந்து கொண்டார். இதில், ராஜ்குமார் ராமசாமி, ராம் பிரகாஷ், ஸ்வாதி ரோஹித், ஷர்மிளா செல்வகுமார், ஜெயமுரளி பாலகுருசாமி, பேராசிரியர் எஸ்.ஜெயசங்கர் உள்ளிட்டோருக்கு விருதுகள் வழங்கப்பட்டன. நிகழ்ச்சியில், அமைப்பின் முன்னாள் தலைவர்கள் சி.ஆர்.சுவாமிநாதன், ஓ.ஏ.பாலசுப்ரமணியம், பிரசாந்த் சுப்ரமணியம், அனந்தபத்மநாபன் உள்ளிட்டோர் கலந்து கொண்டனர். அமைப்பின் செயலர் நித்யானந்தன் தேவராஜ் நன்றி கூறினார்.

**THE TIMES OF INDIA**  
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### Entrepreneurs honoured

To celebrate the National Management Day, the Coimbatore Management Association conferred awards on entrepreneurs who excelled in their fields. CMA-Roots Best Entrepreneur Award was given to Rajkumar Ramasamy, managing director of Best Corporation in Tirupur, CMA-Mahendra Best SME Entrepreneur Award was given to J Ramprakash, managing director of Unique Shell Mould, CMA-GRG Best Women Entrepreneur Award was given to Swati Rohit, chief operating officer of Sri Ramakrishna Group and CMA-Quadra Best Start-up Award was given to Sharmila Selvakumar, co-founder of Layman Agro Ventures.

**இந்து தமிழ் தினம்**  
25<sup>th</sup> Feb. 21

### கோயம்புத்தூர் மேனேஜ்மென்ட் அசோசியேஷன் சார்பில் தொழில்முனைவோருக்கு விருது

தேசிய மேலாண்மை தினத்தை முன்னிட்டு, தொழில்முறையில் சிறந்து விளங்கும் தொழில்முனைவோர், மேலாண்மைத் துறை பேராசிரியர்களுக்கு கோயம்புத்தூர் மேனேஜ்மென்ட் அசோசியேஷன் (சி.எம்.ஏ.) சார்பில் விருதுகள் வழங்கப்பட்டன.

இதில், சி.எம்.ஏ. தலைவர் ஜெயக்குமார் ராம்தாஸ் வரவேற்றார். தொழில்துறை முருகவேல் ஜானகிராமன் சிறப்பு அழைப்பாளராக கலந்து கொண்டார். இதில், ராஜ்குமார் ராமசாமி, ராம் பிரகாஷ், ஸ்வாதி ரோஹித், ஷர்மிளா செல்வகுமார், ஜெயமுரளி பாலகுருசாமி, பேராசிரியர் எஸ்.ஜெயசங்கர் உள்ளிட்டோருக்கு விருதுகள் வழங்கப்பட்டன. நிகழ்ச்சியில், அமைப்பின் முன்னாள் தலைவர்கள் சி.ஆர்.சுவாமிநாதன், ஓ.ஏ.பாலசுப்ரமணியம், பிரசாந்த் சுப்ரமணியம், அனந்தபத்மநாபன் உள்ளிட்டோர் கலந்து கொண்டனர். அமைப்பின் செயலர் நித்யானந்தன் தேவராஜ் நன்றி கூறினார்.

**മലയാള മനോരമ**  
Malayala Manorama  
27<sup>th</sup> Feb. 21

### ദേശീയ മാനേജ്മെന്റ് ദിനം: അവാർഡുകൾ നൽകി

கோயம்புத்தூர் மேனேஜ்மென்ட் அசோசியேஷன் சார்பில் தொழில்முனைவோர்களுக்கு விருது வழங்கும் விழா நடைபெற்றது. இதில், ராஜ்குமார் ராமசாமி, ராம் பிரகாஷ், ஸ்வாதி ரோஹித், ஷர்மிளா செல்வகுமார், ஜெயமுரளி பாலகுருசாமி, பேராசிரியர் எஸ்.ஜெயசங்கர் உள்ளிட்டோருக்கு விருதுகள் வழங்கப்பட்டன.

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