

CMA DIGEST

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67th AGM of Coimbatore Management Association



COIMBATORE MANAGEMENT ASSOCIATION

67th AGM of Coimbatore Management Association 9th September, 2022



The 67th Annual General Meeting of Coimbatore Management Association was held on 9th September, 2022, at ND Hall, Siema Building, Racecourse. The Meeting was convened by the President, Shri Jayakumar Ramdass, who in his inaugural speech, welcomed all the people assembled and spoke about the legacy of CMA, which was started in 1954, and is one of the oldest management associations in India - even older than AIMA, the All India Management Association.

He opined that though management as a concept started in the early 20's, it had not kept up with the rapid changes made by technology that had grown by leaps and bounds in the past 100 years. This, he cited, was because management is still done by humans and the catching up has to be done fast to survive in today's competitive world. This is where associations like Coimbatore Management Association comes into play - to facilitate the evolution of management skills.

He also proposed a minute's silence to mourn the loss of Shri. C R Swaminathan, Past President, CMA, and who was a beacon for many industries and industrialists in Coimbatore.

CMA Secretary, Dr. Nithyanandan Devaraaj, CEO/MD – FLSVOITH, in his speech, also extolled the highlights of CMA, a heterogenous group that unites all the strata in the hierarchy, right from the student level to the CEO. He commemorated all the Office Bearers and the Committee Members of CMA for way they helped stride over a tough year after the pandemic, and also making it more

successful than before. His presentation showcased some of CMA's workings, and various highlights and events envisaged and executed in the period 2020-22. The Annual Report and the Financial Report was presented by the Treasurer, Dr. Raveendran, VP, Enterprisewide Solutions, Sakthi Finance Ltd., who lauded the fruitful year that had gone by.

The Auditor, CA Venkatesh, seconded the Treasurer's opinion and gave a clean report. The Chief Guest of the AGM, Shri. M Ponnuswami, Chairman/MD, Pon Pure Chemicals India Pvt. Ltd, had come in all the way from Chennai for this special occasion, and highlighted why Tamilnadu is an exciting destination for the business community.

The newly elected Office Bearers are:

- President** : **Shri R Varadarajan**, Whole time Director, Rajshree Sugars & Chemicals Ltd., Coimbatore.
- Vice Presidents**: **CA K Ravi**, Chief Financial Officer, Roots Industries India Ltd.,
Dr. Nithyanandan Devaraaj, CEO/ MD, FLS Voith Group, Coimbatore.
- Secretary** : **Dr. N Raveendran**, VP, Enterprisewide Solutions, Sakthi Finance, Coimbatore.
- Treasurer** : **Shri N Krishnakumar**, CEO, Akarsh Advertising Consultants, Coimbatore.
- Joint Secretary** : **Dr. P Sadhasivam**, Director, GRG School of Management Studies, Coimbatore.

Rare Earth Metals - The War for World Domination - A Blog Series on Geo-Politics & Economics

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Author : Mr. Subham Sarkar

From “**Oil is Black Gold**” to “**Data is the Next Oil**,” the new geo-political and economic buzzword is “**Rare Earth Metals**”, and there is a war being strategized and fought for the same on multiple fronts - on the Earth, below the Earth, and even on the Moon!

To set a bit of a background, Oil & Gas rich regions and nations in the Middle East, West Asia, North Africa and the likes of Venezuela, Russia, USA etc. over the past many decades shaped the dynamics of the world economy and geo-politics (leveraging their abundant oil reserves as a tool through the OPEC cartel). And at the receiving end of their cartel games, were big net oil importers like China, India, Japan, South Korea, Europe, and to some extent, even the US.

Two factors have now re-shaped the world, viz., a) dwindling oil and gas reserves, and b) the evolution of high-tech and knowledge-based sectors and economies. Traditional oil rich countries have hence been forced to pivot, examples being UAE, Saudi Arabia, Qatar, etc. who all are investing in non-oil sectors like Finance, Retail, Manufacturing, and even IT!

What Are Rare Earths and why are they so important, especially now?

Rare Earth Metals (REM), Rare Earth Elements (REE), and Rare Earth Oxides (REO) are terms for 17 elements on the periodic table,

examples being Lanthanum, Cerium, Yttrium, Terbium, Scandium, Erbium, etc.

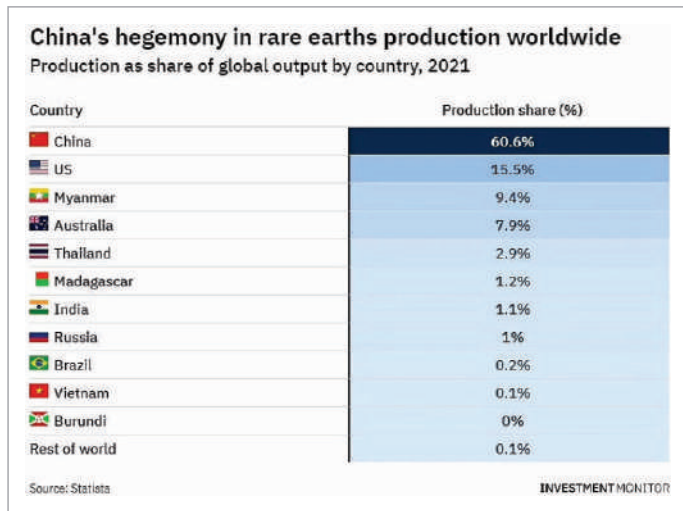
Despite their name, rare earth elements are relatively plentiful in the Earth's crust. For instance, Cerium is the 25th most abundant element in the world (even more than copper!). Because of their geochemical properties, rare earth elements are typically dispersed and not often found concentrated in rare earth minerals. Hence, commercially feasible / economically exploitable ore deposits are sparse (possibly the main reason why they are called "rare"!). In terms of their usage, compounds containing rare earths have diverse applications in electrical and electronic components, lasers, glass, ceramic, magnetic materials, and industrial processes.

In today's context, it is these rare earth metals that go into making chips and other components which are used in various fields, viz, computers & accessories, cars, rockets & satellites, aeroplanes & missiles, ships & submarines, mobiles & telecom towers, retail super market kiosks & checkout counters, plants & machinery, X-ray machines & lasers, EV cells & LED bulbs, et al.

It is therefore a no-brainer that countries “already having” or “finding a way to own” the lion's share of these rare earth metals and control their supply chain, will drive the future geo-political & economic landscape, and be the next big superpower(s).

Which Nations have and produce the bulk of the Rare Earth Metals?

As per an article published in Rare Earth Investing on June 16, 2021, the total global rare earths reserve amounts to 120 million MT. Of these reserves, the top countries are: **China** (44 million MT), **Vietnam** (22 million MT), **Brazil** (21 million MT), **Russia** (12 million MT), **India** (6.9 million MT), **Australia** (4.1 million MT), **US** (1.5 million MT), and **Greenland/Denmark** (1.5 million MT). However, as stated earlier, commercial extraction of rare earths is a tough proposition. Along with that, the quality of the rare earth (soft or hard) is another big factor in defining who the actual leaders in rare earths are. The following table shows the actual production side of the story, and it also highlights the telling impact of China's prowess in the field of rare earths.



A closer look at China and What is China up to?

Though the first four rare earth elements were discovered in Sweden starting way back in the late 18th century, it was China who first foresaw the long-term strategic value of rare earths and has been early in the game. Since the last decade, China has built up a near-monopoly in the extraction, production, and supply of rare earths. This is at the cost of most other countries with sizeable rare earths reserve who are still struggling to master the technology to economically extract these rare earths! This has enabled China to project its power ambitions and capabilities globally, to the extent of threatening the US and its allies to cut off supply of their rare earth metal requirements, as per its whims. However, like with oil, **Rare Earths are also a finite resource**. China's own rare earths reserve and production capability have also been steadily declining over the years. This has led it to smartly "invest" (again earlier than other countries!) in other rare earths-rich countries like Madagascar, Afghanistan, Myanmar, Greenland, etc., to ensure its continued access to the sourcing of rare earths. All these investments possibly are being made under the garb of China's **Belt & Road (BRI) / One Belt One Road (OBOR)** initiatives which

is now increasing being called out and seen as its infamous **Debt-Trap diplomacy** (Sri Lanka is a glaring and unfortunate current example!). Further, amongst all the various news that China makes that impacts the world, one recent key one has been its steady outreach and long-term embrace of the **Pacific Island Countries (PIC) Network**, comprising of tiny island nations viz., Cook Islands, Fiji, Kiribati, Republic of Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu. China is now working overtime to sign an umbrella agreement of partnership with the PIC Network. While its military objectives vis-à-vis the US, Australia, and Japan are being ascribed and reported as the prime motive of China behind this move, another key objective, however, remains hidden! The Pacific Ocean bed is another rich rare earth metals source (with reserves yet unknown), which is yet to be tapped. China wants to again leapfrog other countries, and how easier can it get done than by getting the PIC Network sign an innocuous deep-sea mapping and mineral exploration agreement with China?

If we thought all the above strategies were the most that China can do to ensure continued and predictable supply of rare earth metals for them, we would be wrong! Recently a news snippet caught my attention. **NASA** purportedly claimed that China's investments and explorations in the space domain (especially its Permanent Space Station, the Moon landings, Anti-Satellite missile tests/ASATs, etc.) are all about China's efforts to colonise the Moon in the long run and ensure that the Moon is out of bounds for other countries! It was also further reported that the Chinese official spokesperson, of course, vehemently denied the same.

Who will Win the Race?

To conclude, the war for Rare Earth Metals is in full swing. The battles are being conceptualised and fought on the Earth, beneath the oceans, and on the Moon! China has an undeniable decisive lead at this juncture and is running away fast to claim the spoils of this war! It should be a rude wake-up call for other countries to prioritise their strategies, collaborations and investments in Rare Earth Metals, before China towers as the only superpower dominating the world in almost all aspects of life till the foreseeable future, and/or till the next big-ticket innovation / disruption / evolution. It will be interesting to see how countries like the US, Russia, Japan, the EU, India, etc. (in isolation or in alliances) will play out their parts in this war of resource war. More on that in another blog!

Disclaimer: The contents of this blog are purely in an individual capacity and based on the personal opinions of the author,

Mr Subham Sarkar.

Monday Musings – September 05, 2022

Brand Stories – Carving a Niche

The 436th episode of Monday Musings, was a Teacher's Day special talk by **Prof. Sreeram Nandhi** of DJ Academy of Managerial Studies. Prof Nandhi spoke about the intricacies involved in the characterization of a brand, so that its nuances can be 'humanized' to make it memorable in the minds of customers.

He made the audience delve deeper into the workings of banal commodities that are so much a part of our day-to-day life, e.g., chocolate, sportswear, dosa batter, etc. The brands showcased by him like, Cadbury's, Decathlon, Kinder Joy, MTR Foods, were some that have for years, been part of our lives. These brands stay relevant by constantly reinventing themselves and also by

understanding the factors that make a demographic click. In India, we revere weddings, joint families, festivals, cricket, and food, and these have been well utilised by the companies to make us feel as if they were part of our culture.

Prof. Nandhi was introduced and welcomed by Dr. Nithyanandan Devaraaj, the Vice President of Coimbatore Management Association.



Monday Musings – September 12, 2022

Question The Answers – A Quizzical Journey

Dr. Rangarajan, an HoD and professor of Marketing & Business Strategy, is also a Corporate Trainer/Consultant. He is also a Quiz Master and President of the Coimbatore Quiz Club, and has conducted over a thousand quiz shows and 500+ seminars.

Dr. Rangarajan explained how brands use strategies to capture the market and also the various techniques used to do this. The art of guessing, he said, is called quizzing, and the questions have to be presented on a myriad of subjects, and done well. He enumerated the various aspects that widen the reach of advertising, which is

basically a thematic story telling - memorable catch phrases, lyrics, and jingles, which have to tease and entice the audience. He focused on some advertisements that were successful in capturing a whole new customer base, like Cadbury's chocolates, which is a kid's favourite, but the ads have also enticed adults into buying them. He peppered his talk with well-phrased questions that resulted in an interesting interactive session.



Management Quiz

1. MG Motors has partnered with _____ to set up charging infrastructure across the country
2. Tata Motors electric concept car is branded as _____
3. What is the number of Agents LIC boasts to have on its roll?
4. Akshay Kumar has recently apologized for endorsing a tobacco brand and stepped down as its brand ambassador.
Name the brand.
5. L&T Infotech and _____ to merge to create a combined entity _____
6. What is Great Resignation?
7. Adani Wilmar has acquired basmati rice brand _____
8. What is Tuck-in Acquisition?

For answers see page 07

Monday Musings – September 19, 2022

Creating Customer Advocates

Dr AGV Narayanan, Director of DJ Academy for Managerial Studies, is also a Managing Committee Member of CMA.

Having specialized in Rural Marketing, Dr Narayanan has well over 25 years of experience in PG-level teaching. His well-researched and presented talk started off with the basic principles of marketing i.e.; the 4 P's and how over the years, it has evolved into the current 4 C's, and then the 5 A's developed by Marketing Guru, Mr. Philip Kotler. Advocacy, he elaborated, is the process wherein customers are so satisfied with a brand /product that they start recommending it to their circle. This, in today's world, is a formidable task, as the customers are not only very aware, but also well connected on various social networks. Dr, Narayanan presented the demographics that characterize Indian customers, and how its advantages are capitalized on by corporations all over

the world. He also enunciated his points with clear examples and stats on customer preferences and the factors that drive them. A thought-provoking example was that a whopping 82% of customers prefer to buy products of companies whose CEO /Leadership team engage on social media.



The well-turned-out audience were kept engaged by the speech and actively voiced out their queries. Dr. Narayanan was introduced and welcomed by CMA Joint Secretary, Dr. Sadashivam, and the Vote of Thanks was rendered by Secretary, Dr. Raveendran, who summarized the speech and rounded it up well with his own insights.

Monday Musings – September 26, 2022

Corporate Interviews – Cracking The Code

On the day of International HR Professional, our speaker was HR & Talent Acquisition professional, **Ms. Sivambiga Athianna**. Based in Mumbai, Ms. Sivambiga has 18+ years' experience in the field, while also being an active Counsellor & Corporate Trainer. Having conducted well over a 1000 interviews covering diverse fields and geographies, Ms. Siva went on to share her experience and knowledge about how to ace corporate interviews. She explored the credentials that companies look for in a candidate, and how a candidate can use the mandates to groom oneself accordingly. Interspersing her talk with small exercises to better explain the point, she made it an interesting and interactive session. The right attitude, Cultural & Diversity inclusiveness, and readiness for the

VUCA world, were some of the basic credentials needed today. She also highlighted a chart that had a lot of self-improvement, enhancement, as well as motivating pointers that would be tools for self-development, both professionally and personally.



The motivating session was moderated by Dr. Vandana Madhavkumar, Joint Chairperson for Monday Musings, in the presence of Vice President, Dr. Nithyanandan Devaraaj, both of whom shared their insights and knowledge.

AIMA - Upcoming Events

- 08th Oct 2022** : Online Certificate Program in Big Data For Business Analysts
- 08th Oct 2022** : Online Certificate Program in Data Mining
- 11th Oct 2022** : 5th US - India Conference
- 20th Oct 2022** : AIMA Online Training on Smart Manager

KNOWING WHAT INFORMATION YOUR DEVICE CONTAINS IS THE FIRST STEP TO PROTECTION.

- Passwords:** Web browser autofill, Stored in the file system
- Credit Card Numbers:** Web browser autofill, Downloaded credit card statements
- Social Security Number:** Downloaded tax documents
- Deleted Files:** All deleted files, including ones no longer in recycle bin or trash, can be recovered until physical storage space overwritten.
- Text Messages:** Text log stored on phone
- Phone Calls:** Call log stored on phone
- Bank Account Info:** Downloaded bank statements
- Name and Address:** Web browser autofill, Windows Contacts, Address Book, Contact manager
- Recent Files:** List kept by operating system, Various applications keep their own recent file lists
- Recently Visited Sites:** Browser's cache, Browser's history, Cookies
- Contacts:** Windows Contacts, Address Book, Contact manager
- Current Location:** Readable off your GPS
- Recent Locations:** Photos, Navigation apps

CYBER CRIME STATISTICS

- Average monetary cost to victim of cyber crime: **\$128**
- Email scams sent daily: **75 MILLION**
- Daily victims of scam emails: **2,000**
- Percent of Americans who have experienced cyber crime: **73%**
- Percentage of Americans who believe that cyber-criminals will not be brought to justice: **78%**
- Percentage of Americans who expect to escape cyber crime in their lifetime: **2%**

Quiz Answers

1. BPCL
2. Avinya (meaning innovation in Sanskrit)
3. 13.4 Lacs
4. Vimal
5. Mindtree, LTI Mindtree Ltd
6. A term used to describe a record number of people leaving their jobs after the Covid Pandemic
7. Kohinoor
8. A tuck-in acquisition occurs when a large entity completely absorbs a smaller one.

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