



President's Message

Dear CMA Member,
Greetings!

Management principles and practices derive their strength and applicability from real life scenarios and examples. These procedures are getting reinforced and modified in tune with the emerging trends and changes, so as to stay relevant.

Well tuned and well-tailored management practices act as a trigger to expand the scope and prospects of the industries and businesses. In essence, good management practices contribute to the economic well being of the organizations and the country.

Fully realizing it, the Coimbatore Management Association (CMA) is providing practical insights into the principles of Management for academia, professionals and entrepreneurs. As is its forte, the reconstituted and vibrant Management Committee of the CMA would continue to foster excellence in management practices.

CMA has been doing it with aplomb for the past several decades. More than at any other time in the economic history, the business models are now not only short-lived but are also facing disruptions.

In this transition period, it is necessary to remain agile and

adapt to the market changes as fast as one could.

This was eloquently and emphatically brought out by Mr Jayakanthan in his keynote address delivered at the 64th Annual General Meeting of CMA.

Our trademark thought leadership series, Monday Musings, has now exceeded 500 sessions. Each session being conducted in a new and expanded format is attracting an ever widening audience.

Additionally, events such as the recently concluded CFO Round Table have been received extremely well by the members, and the need for having more such industry-related events is greatly felt.

In the coming weeks, more number of industry focussed events will be held for the benefit of the corporate and academic audiences.

It is heartening to note that the CMA has been seeing a very healthy uptrend in its membership over the past year.

We will take all out efforts to continue and build on this momentum, in our quest to be even more relevant. As we forge ahead, we look forward to your active participation in all our endeavours, and your feedback and suggestions for further improvement.

AIMA's 46TH NATIONAL CONVENTION



Mr. N. Krishnakumar - CMA Secretary, & Mr. P. M. Jagadeesan - CMA Past President with Mr. Sanjay Kirloskar - AIMA President, at the AIMA Convention at New Delhi.

AIMA held its 46th National Management Convention (NMC) on 17-18 September 2019 on the theme "Creating an Innovative India." The event was addressed by iconic leaders, industry experts, policy-makers and entrepreneurs.

In his inaugural address, the Union Home Minister Mr. Amit Shah said, "Industrial growth is beneficial for the nation's development and we are constantly working towards providing a conducive environment for businesses." The Union Minister of Road Transport and Highways Mr. Nitin Gadkari said that the Centre had given the highest priority for infrastructure. Under the Bharatmala project 75,000 kms of road and 22 new green expressways would be built.

The Union Minister of Law and Justice Mr. Ravi Shankar Prasad said, "The data protection law is in process and we aim to make the country a data refinery." The Chairman of Aditya Birla Group, Mr. Kumar Mangalam Birla, in his keynote address spoke about shaping the emerging global economic order.

Mr. N. Krishnakumar, Secretary, Mr. P. M. Jagadeesan, Past President and Dr. P. Sadhasivam, Joint Secretary, represented CMA at the Convention.

2020

Wish you all a Happy New Year !

64TH ANNUAL GENERAL MEETING

The 64th Annual General Meeting of CMA was held on 23rd September 2019 at SIEMA Hall, Coimbatore.

Mr. S. Prashanth, President, CMA, welcomed the gathering, and gave a detailed account on the events held during the financial year 2018 – 2019.



Mr. S. Prashanth President, CMA, speaking at the AGM.

Mr. N. Krishnakumar, Secretary, presented the Annual Report for 2018 – 2019 and highlighted CMA activities. On the occasion new office - bearers and committee members of CMA were elected. Mr. P. M. Jagadeesan, Past President of CMA, was the Election Officer.



Special Talk by Mr. R. Jayakanthan Director – ELGI Equipments Limited

The Audited Accounts for the year 2018 – 2019 was passed unanimously. M/s. KSG Subramaniam & Co., was appointed Auditors of the Association for the year 2019 - 2020. Dr. P. Sadhasivam, Joint Secretary, proposed a vote of thanks.

The following are the Office - bearers for the year 2019 - 20

PRESIDENT

Mr. S. Prashanth
Director, Quadra Systems.Net (India) P Ltd

VICE PRESIDENTS

Mr. Jayakumar Ramdass
Director, Mahendra Pumps (P) Ltd

Mr. R. Varadarajan
Wholetime Director, Rajshree Sugars & Chemicals Ltd.

SECRETARY

Mr. N. Krishnakumar
CEO, Akarsh Advertising Consultants

JOINT SECRETARY

Dr. P. Sadhasivam
Director, GRG School of Management Studies

TREASURER

CA. M. Ramji

Managing Committee Members

Mr. K. Ravi
Chief Financial Officer,
Roots Group of Companies

Dr. N. Raveendran,
Sr. Gen. Manager IT, Enterprise - wide
Solutions, Sakthi Finance Ltd. / ABT
Industries Ltd.,

Mr. G. Sivakumar,
CFO, Craftsman Automation LTD

Dr. V. Srividya
Professor, PSG Institute of
Management

Dr. K. Chitra
Principal, Sri Ramakrishna College of
Arts & Science for Women

Prof. S. Balasubramaniyan,
Director,
GRG Center for Advanced Studies

Mr. K. Athiyaman
Consultant - Food Services

Mr. P.K. Natarajan
Chief Executive, RVS Groups

Mr. A.R. Lakshmanen,
CEO, Trainica Training Center

Mr. Nithyanandan Deveraaj,
CEO, CRI Pumps - Foundry Business

Mr. M.K.G. Anandakumar, Managing
Partner - Sun World wides

Prof. Prashant R Nair
Chairman, Internal Quality Assurance
Cell (IQAC), Amrita Vishwa
Vidyapeetham

Mr.J. Sridhar,
COO, PRICOL Limited,
Human Resources Department

J. Sivakumar,
COO, Kovai Medical Center and
Hospital Limited

SPECIAL INVITEES

Mr. K. Seetharam
Director-Training, Silver Tongue

Mr. Mohan Ramesh
Chief Disciplinary Officer
RVS Institutions

Dr. A.G.V. Narayanan,
Director, DJ Academy for Managerial
Excellence

Managing Committee Meetings

The Managing Committee Meetings were held at regular intervals.

- A meeting was held on 23rd September 2019 at ND Hall, SIEMA Building.
- Another meeting was held on 13th November 2019, at Hotel Heritage Inn, Coimbatore

Both meetings extensively discussed CMA activities and current management issues.



Editor's Desk

Dear Members,

Greetings from the Editor's Desk of CMA Digest!

It has been a long time since we came out with our regular Newsletter, and we thought this is the right time to re-launch our popular editions.

I, along with Mr. Seetharam, will take on the responsibility of ensuring regular issues and we are thankful to the Managing Committee for having reposed confidence in us.

We are also happy to have on board Mr. A.V. Ragunathan, former Special Correspondent, "The Hindu". We are sure we are going to benefit from his rich experience, and we appreciate his valuable inputs.

We have planned a myriad of sections in the Newsletter, and we hope to add value to everyone who pores over the contents. We do hope that it is interesting, and at the same time, relevant to the target audience.

We would appreciate your feedback, and also urge you to send in pertinent articles to be published in future issues.

These may be sent to info@coimbatoremgt.in

Thank you once again, and we wish you a wonderful and prosperous 2020!

Happy Reading!

- Prof A.G. V. Narayanan

CFO ROUND TABLE 2019

Coimbatore Management Association organized the CMA-CFO Round Table on 22nd November 2019 with the objective of bringing together experts from various domains such as consulting, banking,



Mr. Raghuvir Srinivasan Business Editor, "The Hindu", Chennai, addressing the gathering

academia and financial journalism to offer extensive inputs and discuss on the role of the CFO in compliances with various statues as well as planning for sourcing funds.

In the first session on "Changing CFO Landscape," Mr. Vinay Gulati, Partner, Management Consulting, KPMG, Chennai, spoke on "From CFO to CEO - Increasing Relevance of the Corporate Money Manager" and Mr. D. Arvind, Managing Partner, D Arvind & Associates LLP, Chennai, spoke on "FTA- Impact on Business."

In the second session the focus was on "Cost Competitive Sourcing for Funds" by Mr. M.R. Sathyanarayana, DGM, SBI, Coimbatore. In the third session the limelight was on "Compliance & Adherence to Regulatory Norms" by K.Ravi, CFO, Roots Group of Companies and Mr. Manmeet Singh, Head, Enterprise Business - South, Cleartax.

Post-session, a panel discussion was conducted on "The CFO's role in managing the downturn." It was moderated by Mr. Raghuvir Srinivasan, Business Editor, The Hindu, Chennai. Mr. P.L.K. Palaniappan, CEO, Rathna Group, Coimbatore, Mr. C.N.Ashok, Mg. Dir, Autoprint Machinery Manufacturer Pvt Ltd, Dr P. Saravanan, Prof, IIM-Trichy and Mr. G.Sivakumar, CFO, Craftsman Automation Ltd., were the panelists.



Mr. M. R. Sathyanarayana DGM State Bank of India, Coimbatore being greeted by CMA Treasurer Mr. M. Ramji

FORTHCOMING AIMA PROGRAMMES

12th Jan 2020 - (12th - 17th Jan)
Beijing, China
17th Global Advanced Management Programme,

14th Jan 2020 - (14th - 24th Jan)
Bengaluru
3rd Young Managers Simulation Championship (YMS)

16th Jan 2020 - (16th & 17th Jan)
AIMA, New Delhi
Management Development Programme on Executive Coaching & Mentoring

27th Jan 2020, AIMA, New Delhi
Workshop on Academic Writing By Prof.

Pawan Budhwar & Prof. Payal Kumar

1st Feb 2020 (1th - 6th Feb) **Israel**
Global Advanced Management Programme

14th Feb 2020 - (14th - 16th Feb) **Goa**
2nd AI & Big Data Retreat

18th Feb 2020 - (18th - 26th Feb) **Mumbai**
4th National Competition for Managers

21 Feb 2020 - **New Delhi**
64th Foundation Day and 14th National Management Day

29 Feb 2020- Tel Aviv, Israel
CEOs Delegation to Israel

23RD NATIONAL STUDENT MANAGEMENT GAMES



Team Amrita School of Business, which won the National Finals of SMG at Firebird Institute.

The 23rd Student Management Games (SMG), popularly known as "Chanakya" is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the past 22 years in the country. SMG for the year 2019 successfully concluded on 30th November 2019 at Coimbatore. The national finals was hosted by Firebird Institute of Research in Management.

"Chanakya" is a computer-based simulated game that sensitises and strengthens business acumen in students wherein the participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by "Chanakya". This year more than 155 teams participated in the competition. Amrita School of Business, Coimbatore, emerged as the national champions; Xavier Institute of Management and Entrepreneurship, Bengaluru and G.H.Raisoni Institute of Management, Jalgaon, ended up as the first and second runners-up.

TALK ON "BUSINESSES OF TOMORROW"

Coimbatore Management Association and DJ Academy for Managerial Excellence jointly organized a Special Talk on "Businesses of Tomorrow – Fear & Expectations" by Mr. K. Ramakrishnan, Managing Director, South Asia World Panel Division, Kantar, Mumbai on 18th October 2019.



Dr. A.G.V. Narayanan, Director, DJ Academy for Managerial Excellence, introducing the Speaker of the Day

Denouncing the gloomy outlook of financial experts, including that of Nobel Laureate Mr Abhijit Banerjee, on Indian economy, Mr. K. Ramakrishnan said that the country's economy was set for a robust growth. He threw light on the 10 trends, including one-to-one marketing and gig economy that would determine the future of businesses.

The marketing expert said, "The media is portraying a bleak picture of Indian economy which is far from reality. In fact, the economy is marching forward. The growth may not be linear, but it will sustain its growth to become one among the top three economies in the world."

According to research findings, the consumption rate will move upward and the world's per capita GDP will grow phenomenally. Talking about an interesting phenomenon "Phygital" (Physical plus digital), Mr. K Ramakrishnan said, "The world is



Special Talk by Mr. K. Ramakrishnan, Managing Director, South Asia World Panel Division, Kantar, Mumbai

moving towards a "click and mortar" model wherein offline stores will move online and vice versa. "Amazon Go" is an excellent example that combines both, whereby a customer can shop in a retail store using his smart phone. He can choose and add products to his shopping cart, and then pay online using his mobile."

As a note of caution Mr. Ramakrishnan said that any industry might face disruption and nobody could sit back and say "it won't happen to me."

FORTHCOMING CMA PROGRAMMES

- Student Management Day - 8th Feb.
- National Management Day - 22nd Feb

MANAGEMENT QUIZ



- Questions..
1. Drug firm Merck has been renamed as
 2. Define Total Readership.
 3. What is Sonic/Acoustic Branding?
 4. Which company owns the brand i-Flo?
 5. What do these terms – ROPO and BOPS - refer in retail industry?
 6. Name M & M's car service aggregator platform

For answers see page 7

MONDAY MUSINGS

Monday Musings in a modified format is being conducted regularly at Alumni Hall, PSG Institute of Management. We give below reports of select meetings.

9th September 2019

Technology has improved our quality of life. However, mankind across the world faces the challenge of striking a balance between life and technology, according to Ms. Vaishnavee Balaji, Founder of Food Bank, a non-governmental organization.

She was speaking on the topic "Balance between technology and real life" at the Monday Musings session. She stressed the point that technology was important in life, but technology alone was not life.

"Limitless contents available on social media. The people, especially the youths, should distinguish between the good and the bad contents. No doubt, social media and technology are a boon to us, but sadly, those who get addicted to social media get detached from real life and nature," she opined.

Ms. Vaishnavee said that unfortunately social media had become a tool for harassment. Therefore, students should be vigilant and keep in mind the risks involved in using social media irresponsibly.



Ms. Vaishnavee Balaji Founder, Food Bank and Youthful India, Proprietrix, Ma Pa Stupid Solutions, Coimbatore

16th September 2019

The Healthcare industry is leveraging the advancements in communication technology and Internet of Things, said

Mr. U. K. Ananthapadmanabhan, Director of Tenxhealth Technologies Pvt. Ltd. He was delivering a speech on "Building Smart, Lean, and Green Hospitals of the Future" at the Monday Musings session.



Mr. U. K. Ananthapadmanabhan Director of Tenxhealth Technologies Pvt Ltd., and Past President, CMA, giving a talk

He pointed out that technology played a major role in maintaining database and time control. "Artificial intelligence helps build eco-friendly medical systems. Contrary to the public perception that technology-oriented healthcare services are highly priced, the fact is that these services are cost effective. For effective use of digital technologies, a wide array of raw data should be collected and processed," said Mr Ananthapadmanabhan.

14th October 2019

In the book review session organized by the Coimbatore Management Association, Mr.S.N.Palaniappan, Co-founder of Habitos Food Services, reviewed "Blue Ocean Strategy". Through the "Four-action Framework" and "Value Curves," he explained the various aspects involved in idea and concept generation.

Mr. Palaniappan said, "Raise, Eliminate, Reduce and Create are the four principles we need to follow while pitching an idea under the Four-action Framework. This method is applicable to any activity you do."

He further said, "Creativity and Management are one and the same when it comes to bringing benefits to the public. The 'Blue Ocean Strategy' explains various

case studies through diverse business tools. The execution part involves a major level of learning as in practicality it might face certain constraints."



Mr.S.N.Palaniappan, Co-Founder, Habitos Food Services, Coimbatore

21st October 2019

The success or failure of any venture depends upon how well monetary and industrial resources are managed, and above all on how human values are adopted. This observation was made by Mr. N. Mani, Managing Director of Messer Cutting Systems, in his guest lecture delivered at CMA's Monday Musings session held at Alumni Hall at the PSG Institute of Management.



Mr. N. Mani, Managing Director, Messer Cutting India Private Limited

He emphasized the point that every individual must show accountability in his professional and public life. "Accountability is the only personality trait that will guide us to success. An employee should always be accountable to the organization and a citizen to the nation," Mr Mani said.

MONDAY MUSINGS

He drew a clear distinction between accountability and commitment. "The society's image depends upon the accountability shown by individuals toward environment and public property. In simple terms, 'accountability' means the honesty with which one deals with the rest of mankind," he said.

Mr Mani regretted that in the present day scenario, accountability was at a premium.

4th November 2019

Dr Guru Selvaraj spoke on the topic "Manage yourself so you can lead others." He touched upon the vital components such as self-awareness, self-management, social awareness, relationship management and emotional intelligence that were needed for growth and development.

An accurate self assessment would reveal one's strengths and weaknesses. Once, this was realized, one could leverage his strength for improvement, he said.



Dr Guru Selvaraj, General Manager, HR & IR, Flow Link Systems (P) Ltd., Coimbatore

11th November 2019

"Global sourcing relies on the effective utilisation of technology" said, Mr. Palanivelrajan Manokaran, Project Manager (Strategic Purchaser), Endress + Hauser.

The Indo-German combination is always successful when it comes to outsourcing machines and hardware for industries.

Mr. Palanivelrajan, a Mechanical - Engineer - turned - Project - Manager, shared his international experiences in handling goods and supply chains with students, professionals and young entrepreneurs

He said that stringent quality norms followed by Endress+Hauser had made it unique. "The effectiveness of technology lies not in the amount spending on it, but in its appropriate use at an appropriate time," Mr Palanivelrajan added.



Mr. Palanivelrajan Manokaran, Project Manager (Strategic Purchaser) – Endress + Hauser, Global Sourcing India, Freiburg Area, Germany

MOBILE AND DIGITAL CONCLAVE 2019

"Mobile and Digital Conclave 2019," was conducted on 27th November 2019 by Fourth Dimension Media Solutions and powered by "The Hindu," with CMA being the Industrial Partner for the event.

In the day-long event five keynote speakers talked on various topics such as "Digital – Yesterday, Today and Tomorrow," "South India and Digital Habits" and "Making Best Use of Digital – Regionally." Later, panel discussions on the issues related to digital media were held with marketing professionals, media professionals and entrepreneurs.

Giri Trading Agency; Mr. C. Palanivelu, Chairman, GEM Hospital Group, Ms. Manimekhalai Mohan, Managing Trustee, SSVM Institutions and Ms. Ashwini Kumar Bhatia, Founder and Managing Director, ARS Group. Digital news platform "The Federal" was the title sponsor of the event.



Panel Discussion moderated by Mr. B Shankar, CEO, Fourth Dimension Media Solutions

The inauguration of the event saw the presence of Mr. L.V. Navaneeth, Chief Executive Officer, The Hindu Group Publishing Private Limited, Ms Santhi Duraisamy, Managing Director, Sakthi Trading Company, Mr. P.C. Duraisamy, Founder, Sakthi Trading Company, Mr. T. Sathish Kumar, Managing Director, Milky Mist Dairy Food Private Limited, Mr. T. S. Ranganathan, Director,

Mr. B. Shankar, CEO of Fourth Dimension Media Solutions, one of the panelists, said that start-ups and established companies in and around Coimbatore benefitted from the conclave.

Mr. N. Krishnakumar - Secretary, Mr. M. Ramji - Treasurer and Management Committee members Mr. K. Athiyaman and Mr. A.R. Lakshmanen participated in the event.

STUDENT CHAPTER ACTIVITIES

NEW STUDENT CHAPTER INAUGURATED AT DJ ACADEMY FOR MANAGERIAL EXCELLENCE



Mr. Ramakrishnan - Managing Director, Kantar South Asia, Dr. Lalitha Devi Sanjay Jayavarthanavelu - Managing Trustee of GKD Charity Trust and Prof. A.G.V. Narayanan - Director DJAME with Office-bearers of CMA at the inauguration of CMA Student Chapter.

CMA Student Chapter was launched in DJ Academy for Managerial Excellence (DJAME) on 18th of October 2019. Managing Trustee of GKD Charity Trust Dr Lalitha Devi Sanjay Jayavarthanavelu graced the occasion. CMA Secretary Mr. Krishnakumar and Treasurer Mr. Ramji were present. Mr Ramakrishnan, Managing Director,

South Asia, World Panel Division, Kantar, Mumbai was the Special Guest. He gave a talk on "Brand Management Lessons from across categories". CMA Secretary Mr. Krishnakumar gave a brief talk about CMA and its activities. Faculty Coordinator for CMA - SC. Prof. Sreeraman Nandhi, introduced the CMA - SC Office-bearers.

AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN

Coimbatore Management Association – Student Chapter of Avinashilingam Institute was inaugurated by Mrs. Deepa Mohanraj, Founder, Kaumaram Prashanthi Academy, on 19th of September 2019 at Hi Tech Seminar Hall of the Institute.

Ms. Priya Ramakrishnan, Managing Director, Corbel Soft Technologies, spoke on the topic "Meet the Entrepreneur", on 16th of October 2019 at MBA Conference Hall, Avinashilingam Institute.



Talk by Ms. Priya Ramakrishnan

GRG SCHOOL OF MANAGEMENT STUDIES

6 Students of II MBA and 2 students of I MBA attended the Investor Awareness Programme organized by "By the Startups" a Coimbatore based Start-up/SME Community with ET-NOW. CMA, was an Eco-System Partner for the event on 4th of October 2019 at Coimbatore.

Five teams, consisting of 4 members each, participated in the 23rd Student Management Games (SMG 2019) organized by the All India Management Association (AIMA) on 26th and 27th of November 2019.

Four teams qualified for the Regional Finals and one team represented by Ms. Reema Ann Mohan, Ms. Yashwanthi B.P, Ms. Rufina Marine F.X and Ms. Priyanka A. Pareek, participated in the National Finals held on 30th of November 2019.

CMA STUDENT CHAPTERS OFFICE BEARERS

The following are the newly elected Office-bearers of various Student Chapters.

GRG School Of Management Studies
President:Ms. S. J. Varshini Priya
Secretary:Ms. M. Monisha

RVS Institute of Management Studies
President:Ms. K.Kavivarshini
Secretary:Ms. Anjana Prasohb

DJ Academy for Managerial Excellence
President:Mr. S. Venkatesh Kumar
Secretary:Mr. P.K. Lokeshwaran

Sree Saraswathi Thyagaraja College
President:Mr. J.Praveen
Secretary:Ms. A.Suhaina Banu

Hearty Congratulations to the Office Bearers.

ANSWERS TO MANAGEMENT QUIZ



1. Procter & Gamble Health
2. Number of readers who have read the newspaper atleast once in the last 30 days
3. The practice of using auditory elements to brand a product or service
4. Gujarat Heavy Chemicals Limited
5. Research Online Purchase Off-line, Buy Online Pick-in Store
6. Carworkz.com

REPORTS IN MEDIA

THE HINDU

23rd
Nov. 19

'CFOs play a significant role in small and medium-scale businesses'

**SPECIAL CORRESPONDENT
COIMBATORE**

The role of Chief Financial Officers is significant in small and medium-scale businesses in the current scenario, said Prashanth Subramanian, president of Coimbatore Management Association.

At the inaugural of a CFO

round table, organised by the Association here on Friday, he said there were several factors that lead to the success of a business.

However, there was only one reason for sustaining a business successfully and that was management of the entire system. CFOs played an important role in sustain-

ing the success.

In the current scenario, dynamics of any business changes rapidly. And, in a market such as Coimbatore that had a vibrant small and medium business segment, the CFOs role was significant. They were the stewards, guiding a company to success, he said.

Raghuvir Srinivasan, Business Editor of *The Hindu*, said the economy was expected to look up in a quarter or two. Efficiency of businesses was improving and changes were visible, he said.

Panel discussion
According to N. Krishnakumar,

secretary of the Association, the programme included sessions on increasing the relevance of the Corporate Money Manager, cost competitive sourcing for funds, compliance and adherence to regulatory norms, and panel discussion on "CFO's role in managing the downturn".

THE HINDU

20th
Nov. 19

Meeting for CFOs

**SPECIAL CORRESPONDENT
COIMBATORE**

The Coimbatore Management Association will organise a "CFO Round Table" here on November 22.

According to a press release, the role of Chief Financial Officers (CFOs) and finance professionals has become significant, given the downturn that several sectors face. Hence the Association is organising a Round Table meeting for CFOs.

There will be a panel discussion on "CFO's Role in Managing the Downturn". Raghuvir Srinivasan, Business Editor, *The Hindu*, will be the moderator. Sessions will also be held on increasing the relevance of the corporate "Money Manager", cost competitive sourcing for funds, and compliance and adherence to regulatory norms. For details, contact: 0422-4504132 | 9842230365

CFO Round Table 2019 in Coimbatore today

**OUR BUREAU
Coimbatore, November 21**

Coimbatore Management Association (CMA) is organising "CFO Round Table 2019" at SIEMA Building, Race Course today.

The event will include four sessions - From CFO to CEO, increasing relevance of the corporate money manager, cost competitive sourcing of funds, compliance and adherence to regulatory norms and a panel discussion on "CFO's Role in Managing the Downturn".

Raghuvir Srinivasan, Business Editor, *The Hindu* will moderate the panel.

Highlighting the need for such an event, CMA sources said that the role of CFO has assumed greater importance in the backdrop of the current complex and turbulent economic environment. With rapid advancements in technology and emerging business ideas every other day, the impending challenges are huge and so are

opportunities. The CFO needs to be a Devil's advocate, a fortune teller, must be able to predict the market and help the CEO to source cheaper funds and allocate scarce resources to various increasing demand. In short, he is the "on the go person" for insiders and external persons.

It is in this context that the event is being held with the aim of bringing together experts from various domains such as consulting, banking, academia and finance journalism, discussing the role of CFOs on compliances with various statutes, planning for sourcing funds and thereby providing an opportunity for the delegates to view and gain insights from experiences of eminent resource persons.

The first session is to be chaired by Vinay Gulati, Partner, Management Consulting, KPMG, Chennai, while MR Sathyanarayana, DGM, State Bank of India, Coim-

batoore will speak on sourcing for funds and K Ravi, CFO, Roots Group of Companies on compliance.

The panel members for the discussion on CFO's Role in Managing the Downturn include PLK Palaniappan, CEO, Rathna Group; C. N Ashok, Managing Director, Autoprint Machinery Manufacturer Pvt Ltd; P Saravanan, Professor, IIM, Tiruchirappalli; richy and G Sivakumar, CFO, Craftsman Automation.

Business Line

22nd
Nov. 19

AIMA organizes NSMG for MBA students

THE COYIN MAIL

25th
Nov. 19

At The Coim Mail AIMA recently organised the 23rd edition of National Student Management Games, the prestigious Pan-India Annual Business Simulation Competition.

The NSMG is played on indigenous developed software called "Candy" which is a proprietary Business Simulation Software. More than 175 teams

from 44 different institutions from all over India competed in the NSMG 2018. The Coimbatore Management Association has performed AIMA in conducting the Southern Regional Round at Coimbatore and the all India Finals 15 teams which qualified from the various regional rounds participated in the Finals.

S. Prashanth, President of Coimbatore Management Association presided over the victory function for

the team. Dr. Gupta, Dy Director, AIMA, gave an encouraging address. U.K. Anandharamanathan, Consultant Health Care & Part President, CMA, was the Chief Guest in the occasion. S. K. Sankaranarayanan, Mgt Director, Shree Deepam Ltd, & Mgt Training, District Institute of Research in Management awarded the prize.

The Vice of Thanks was proposed by Hari Jeyaraj, Dy Director AIMA.

SIMPLICITY

Indian economy to witness a robust growth by 2030 - K. Ramakrishnan, MD-South Asia, World Panel Division in Coimbatore

By Simplicity News Team, Photos: T. Mohanraj

Oct 18, 2019 11:05 PM



Coimbatore : Contrary to the statements and opinions by financial experts like Noble laureate Abhijit Banerjee on Indian economy, K. Ramakrishnan, Managing Director - South Asia, World Panel Division in his lecture on Business of Tomorrow - Fears and Expectations said that Indian economy is set for a robust growth.

Addressing a gathering of students, entrepreneurs and Industrialists at an event jointly organised by Coimbatore Management Association (CMA) and DI Academy for Managerial Excellence held here on Friday, K. Ramakrishnan, MD-South Asia of World panel division, Mumbai threw light on the ten trends that will determine the future of businesses. He detailed on the trends including robust growth, one to one marketing, gig economy among others were discussed in detail.

The marketing expert stated that "While the media is portraying a gloom in Indian economy than in reality, going forward the economy will witness a robust growth. The growth will not be a straight line growth, but will grow to become one among the top three economies in the world. There will be a growth in consumption and the world's per capita GDP will grow phenomenally, according to research." Though many in the public are not worried about 2030 as it is 11 years away and things are definitely bound to get better over that long a period and it's the next 5 years that people are more worried about.

While talking about an interesting phenomenon on Phygital (Physical plus digital), Ramakrishnan said "The world is moving towards a click and mortar model wherein offline stores will move online and viceversa. Amazon Go is an excellent example which combines both by which a customer can shop in a retail store only using his smart phone where he can choose and add products to his shopping cart and then pay online using his mobile."

Ramakrishnan explained the present and future trends and concluded that any industry should look for a disruption in the coming years and nobody can sit back and say "It can't happen to me".

The lecture was attended by students of DI academy for managerial excellence. Members of CMA were also present at the event.

Editorial Team

Prof A.G. V. Narayanan | Sri. K Seetharam | Sri. N. Krishnakumar

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