

# MANAGEMENT VOICE

VOLUME 10, ISSUE 6 / 2023



Planning

**THRISSUR AS HUB OF  
CREATIVITY & LEARNING**

Book Review

**INNOVISION :  
THE GRAND CHALLENGES**

TMA Event Highlights

**TMA Students  
'Conclave'**

Strategy

**LEARNING  
ORGANISATIONS**

Society

**SPARE THE DRUGS AND  
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journal are those of the authors and  
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Note : Management Voice solicits original articles (published/unpublished)  
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## FROM THE EDITOR



**Jackson David C.**

### WINDS AND WINDMILLS

*"When the winds of change blow, some people build walls and others build windmills."*  
 – Chinese Proverb

The business year at TMA is coming to a close and this is the last issue for the year. The year that passed was a remarkable one in every aspect. Under the exceptional leadership of Mr. K. Paul Thomas, TMA has taken bold steps into a brighter tomorrow. For me personally, the lessons learned from working with a proven institution builder will stay for a lifetime.

The teamwork that was present was no less remarkable. I believe the brilliant combination of vigour and wisdom is the real soul of TMA. This year was yet another testimony to this. Without attempting a lengthy list of names, I express my gratitude to each one of them.

When TMA had a major pivot going beyond its comfort zone in the recent past, the way forward was not too easy. But the way it has evolved reminded me of the golden quote cited in the beginning of this note. I am confident that the spirit will continue to flourish even further in the coming year and the years that follow.

#### INSIDE THIS ISSUE

The cover story of this issue is on the 'Let's Chat 2.0' visit by TMA group to Kallungal Plantations. It also includes the inspiring story of Ms. Sopna Cibi Kallungal from being a novice in the field to a celebrated farm entrepreneur.

In 'Planning', Dr. Ajith Kaliyath describes how Thrissur is well positioned to become a hub of creativity and lifelong learning. Dr. Ajith played a vital role in the project of TMA for preparing the 'Thrissur Vision – 2047' and that reflects in this scholarly article.

Er. George Paul writes about 'Learning Organisations' in the section 'Strategy' about how continuous learning, innovation and adaptation are all integral to this emerging concept.

TMA Students' Conclave was a hugely successful event crowning the activities of TMA Student Chapter for the year. Mr. Joy Joseph, the Student Chapter Coordinator writes a note on that in 'TMA Event Highlights'.

In 'Society', Dr. Rati Santhakumar writes about the biggest menace faced by the younger generation these days – drug abuse. The issues and solutions are quite valuable for all, especially parents, medical professionals and social organisers.

In 'Book Review', Dr. Chacko Jose P has given a short review and synopsis of the book authored by a TMA member, Mr. Chelat Bhuvanachandran - 'Innovation : The Grand Challenges of 21st Century'.

Please do keep writing to the magazine at [editor.tma@gmail.com](mailto:editor.tma@gmail.com). Happy reading.

**Jackson David C**

Editor



## MESSAGE FROM THE PRESIDENT



Mr. K Paul Thomas

### NOT A GOODBYE...

I am writing this message for the final issue of the TMA magazine this year with a sense of fulfilment. Looking back, all our major initiatives have yielded the expected results. TMA has strongly progressed on its path after the major pivot we adopted in recent years vis-a-vis our overall approach. Even more importantly, I am delighted with the great teamwork prevailing within TMA. Active mentoring of the next generation of leaders is now the biggest strength of TMA.

Since a detailed report with acknowledgements has already been prepared for the Annual Report, I am not keen to reiterate the same here. Still, I need to underscore that all that we have done would not have been possible without each one of your tremendous support and active involvement. All the office bearers and an enthusiastic team of active organisers and office personnel made sure that everything we envisaged was executed impeccably.

For the sake of brevity, I am not mentioning specific names, but cannot help mentioning one. Yes, Hon. Secretary CA Manoj Kumar M. stood strong by my side in fulfilling the duties. I thank him and all others from the bottom of my heart.

Also, the stellar roles played by all the vibrant arms of TMA, namely the Student Chapter, Women's Collective and YLT need to be mentioned. Their leaders and team members were outstanding and I am confident that they will do even better in the coming years.

The sponsors of our events, awards and publications deserve abundant appreciation. Without them, we would not have been able to dream and achieve at the scale we are doing now. I request all of them to continue to provide that support to the new team in the year ahead.

Two of the biggest initiatives we did last year were the preparation and submission of the "Thrissur - Vision 2047" document and the setting up of the "Thrissur Startup Incubation Council". I am sure that the new team will further build on these as well as pursue other novel initiatives. I have maximum confidence in the incoming leadership of TMA and wish them the very best in taking us further ahead.

I always believed that a very unique asset of TMA is that past leaders never cease to contribute. I wish to assure you that I too will continue that tradition to the best of my abilities, amidst my professional commitments. Remember, this is not a goodbye, just a change of roles.

With Warm Regards,

K. PAUL THOMAS

PRESIDENT



# SECRETARY'S REPORT



CA. M Manoj Kumar

Dear Members,

On 12th July 2023, I will complete my term as Secretary of this esteemed association. My heart is overwhelmed with emotions while I am writing this last communication. It looks as if just yesterday, I assumed this august office as the Hon. Secretary of TMA.

On the one hand, there is an emotion of joy that I could give my best to fulfill the promises made to the best extent possible, on the other hand, there is a hollowness on realizing that I will miss out on the energy effervescing out of the 24X7 commitment to the TMA. It was this energy that kept pumping adrenalin to my brain, driving it to work harder, longer, and smarter.

There is also an emotion of gratitude for having received so much love, affection, and support from such a large community of Past Presidents, Office Bearers, Managing Committee Members, Members of TMA and TMA staff. As I look back, I realize that this was a journey of joy, learning, giving and, above all, self-discovery.

**I am delighted to present before you the various activities of TMA held in May to June 2023**

## **Managing Committee Meeting**

During the period TWO Managing Committee Meeting was held and none of them adjourned without quorum

## **Membership**

During the period one life member and one Institution member inducted. The details are

### **Life Member**

- Dr Abhilash Pillai : Director, School of Drama & Fine Arts

### **Institution Member**

- Thrissur Paddy Farmers Producer Company Ltd

## **Flagship Events**

### **1. Thrissur Vision 2047 One Day Conference | 24th June 2023, KILA, Thrissur**

Thrissur Management Association (TMA) has been involved in the preparation of various plans/strategies for places and communities in Thrissur District. TMA aspired to facilitate preparation of a Regional Plan for the District as per TMA's Thrissur Vision 2047.



The School of Planning and Architecture (SPA), Bhopal agreed to take up an academic study called Planning Studio. KILA agreed to be the Knowledge Partner and ESAF Foundation agreed to be a key partner institution for the project.

The team from SPA Bhopal visited Thrissur in the month of February 2023 for around 10 days with 36 master's students of SPA along with 3 faculty members. They completed an extensive field study visiting the District and Block Panchayath offices, District Planning office and most of the key government institutions in the district.

TMA, KILA and ESAF Foundation organized a One Day Conference to present the Regional Plan for Thrissur District titled "Future-Proofing Thrissur" received from SPA Bhopal and to have a panel discussion on various developmental opportunities/conflicts identified by the study from 09.30 to 17.00 Hrs on Saturday 24th June 2023 at the KILA Auditorium, Mulamkunnathukavu, Thrissur.

## **2. 2nd TMA Student Conclave | 30th June 2023**

A Student's conclave was conducted by the TMA Student Chapters. Participants from 23 Students Chapters participated in the Conclave. Contests were held for a) Tomorrow's Leader, B) Marketing strategy, c) Essay Competition, d) Extempore Speech and e) Debate competition. Also, a Panel discussion by student leaders was organized. The Conclave was Conducted at St. Thomas College, Thrissur. Student Conclave was organized by the Principal of St. Thomas College and presided over by President K. Paul Thomas. Civil Services topper from Thrissur, Mr. Rumshad was honoured during the occasion.

### **Regular Events**

#### **TMA Thrissur Vision 2047: Presentation of Regional Plan for Thrissur District**

As a part of Government of Kerala's Second anniversary celebration a seven-day exhibition cum workshop from May 09 to May 15, 2023, was organized. TMA was invited to present its "Thrissur Vision - 2047" wherein the vision of Thrissur after 100 years of Indian Independence was envisaged. President K Paul Thomas presented a brief about TMA's activities and Dr. Ajith Kaliyath, Managing Committee Member of TMA presented TMA- Vision 2047.

#### **TMA Lets Chat Session | 13th May 2023**

TMA organised a Let's Chat session, an informal brainstorming session during which the participants discuss various aspects to come out with out-of-the box solutions. One such session was organized in Kallingal Plantation Thrissur, a very beautiful plantation owned by Ms. Sopna Ciby Kallingal. Various aspects of Agriculture, Farm Tourism, Animal Husbandry were discussed. President K Paul Thomas presided over the Meeting. Over 45 members participated in a very interactive session.

#### **TMA Lets' Chat Study Tour | 23rd June 2023**

TMA Members visited Kerala Kalamandalam as a part of their Let's chat Session. Kerala Kalamandalam is the premiere public institution preserving the artistic heritage of Kerala through rigorous training and performance. Imparting systematic training in Kathakali, Mohiniyattam, Koodiyattam, Panchavadyam, Thullal, Mridangam, Carnatic music and their sub-divisions such as vocal music, instrumental music, make-up and costuming constitute the curriculum of Kalamandalam,

### **TMA Industrial Visit | 13th May 2023**

Members of TMA Visited the Manufacturing Plant of M/s. Vaidyaratnam Oushadsala, a reputed Ayurvedic Medicine Manufacturer. The Management of Vaidyaratnam Oushadsala provided a presentation about the various aspects of Manufacturing and the organizational set up of the Unit. After the brief presentation, Members were invited to visit the manufacturing facility where the senior management personnel explained the various processes involved in the unit.

### **TMA Guest Lecture session | 13th June 2023**

A Guest Lecture session was organized on the Topic Your Health – Our Health- One Health. Vice Chancellor of Kerala University of Health Sciences, Dr. Mohanan Kunnummal provided a detailed presentation about the various habits to be followed for having a healthy living. He briefed about the various concerns arising from lack of environmental protection.

### **Presentation of TMA Aquastar Green Project Awards & Florence Nightingale award for Nursing Excellence**

TMA Aqua Star Green Project awards were presented to the people who engaged in the Conservation, preservation, and protection of environment. The Awardees were selected by a panel of Judges from the nominations received.

#### **Winners**

1. TMA Aquastar Green Project Award 2023 - Green Professional Award to 'Bhoomija Creations Pattambi'.
2. TMA Aquastar Green Project Award 2023 - Green Collective Award to ' Kattuthee Janakeeya Pradhirodha Sena' Mannarkkadu.
3. TMA Aquastar Green Project Award 2023 - Green Warrior Award to 'the Forest Man of Kerala' Shri. K. V. Dayal of Muhamma.

TMA – Florence Nightingale Award for Nursing excellence was presented. The Awardee was selected by a judging panel after going through the nominations received and personal interviews conducted.

Winner: Ms. Leena P V (Head Nurse, Govt. medical College Hospital, Thrissur)

#### **Presidents Council**

A meeting of Past Presidents was held on June 29, 2023. President K Paul Thomas thanked all the Past Presidents for their support during the year. Past Presidents appreciated the efforts of the present managing committee. Various matters relating to TMA Activities were deliberated in the meeting.

#### **Student Chapter Activities**

##### **Study Tour | 8th June 2023**

Students from KAU Agri MBA has visited Pullazhy Kole Wetlands on June 8. Approximately 50 students had the opportunity to explore and learn about this remarkable ecosystem located in Thrissur, Kerala. The visit to the Pullazhy Kole Wetlands proved to be a valuable and enriching experience for the students. They had the chance to witness firsthand the unique biodiversity and ecological significance of this region. Guided by knowledgeable experts, the students were able to gain insights into the wetlands' vital role in supporting the agricultural activities of Thrissur and Central Kerala.



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## **TMA Student Chapter Management Development Session | 23rd June 2023**

TMA Student chapter convener Mr. Joy Joseph addressed St Marys college chapter members on 23rd June on the topic Sustainable Development.

### **YLT Activities**

TMA-Young Leaders of Thrissur: Foundation Day Programme & Installation of Office Bearers for the Year 2023-24

The First Foundation Day of TMA-YLT was celebrated in Hotel Dass Continental. Mr. Rajesh Nair, Business Head of Ernst & Young, Kerala and Former TiE Kerala President was the Chief Guest. The theme of the function was 'Empowering the Next Generation'.

In the event, the new office bearers of TMA-YLT took charge. Mr. Vivin Raju took charge as the President and Ms. Jain Joy was elected as the Secretary.

### **CLOSING REMARKS**

Looking back on the past 12 months, it has been an exceptionally busy year. For me personally, it has been indeed a most eventful period throughout, at times challenging but overall, a most rewarding experience.

#### **Let me conclude with a note of thanks.**

I would like to, first, express my gratitude to the Office Bearers of TMA- Sr. VP. CA. Geo, VP. CA. Anantharaman, Joint Secretary CMA Madhu and Treasurer CA. Ajith - for the great teamwork and for their invaluable support and advice throughout. Special Thanks to Mr. Joy Joseph, Students Chapter Coordinator, Management Voice Editor CS. Jackson David and CEO. Er. Francis George for their wonderful support.

I would also like to pay tribute to all the Past Presidents of TMA for their invaluable advice and support throughout last year.

I would like to thank all the Managing Committee Members for selecting me as the Hon. Secretary of TMA and for their wholehearted support.

My appreciation also goes to all the members of TMA for their valuable support. My sincere thanks to TMA staff Members Mr. Shoby and Ms. Bindu for their hard work and support.

Most importantly, I would like to thank TMA President Mr. K Paul Thomas for the confidence and trust that he had placed in me, and it has been my privilege and honour to have worked closely with a legend throughout the year. Thank you, Paul Sir.

I wouldn't be here today without the support of my family - thanks to my wife CA. Swapna and kids Gayathri and Pranav for putting up with me, for the last 1 year where every day there was a TMA story I had to tell.

I believe TMA will continue to raise its bar to meet the challenges to be more resilient, innovative and development centric.

Goodbye to you all, and a big THANK YOU from the bottom of my heart, for your support and affection.

Thank you.

**CA M Manoj Kumar**  
Hon. Secretary

## TMA COVER STORY

### LET'S CHAT 2.0 –

# KALLINGAL PLANTATION VISIT

## FARMING AND BUSINESS COMMUNITIES HAVE TO FORGE BETTER TIES FOR SUSTAINABLE DEVELOPMENT

A visit by a team from a business management organisation into an organic agricultural farm seems to be an odd venture. This one was not.

In an era defined by rapid technological advancements and evolving consumer demands, the agricultural sector finds itself at a crossroads, necessitating a fundamental reinvention using business strategies to thrive or even stay afloat. Traditional farming practices, once effective, now face escalating challenges such as climate change, resource scarcity, and shifting market dynamics.

**“Traditional farming practices, once effective, now face escalating challenges such as climate change, resource scarcity, and shifting market dynamics.”**

To ensure sustained prosperity, agricultural enterprises must embrace innovation and adopt a strategic business mindset. Thrissur Management Association (TMA), being a management organisation with a social vision is ideally placed to contribute towards this wider goal.





It was in this context that TMA decided to conduct a 'Let's Chat' session at Kallingal Plantation owned by Ms. Sopna Ciby Kallingal near Pattikkad, a suburb of Thrissur.

TMA's 'Let's Chat', was one of the most successful initiatives of last year. The 'Vilangan Master Plan', handed over to State Government was the direct outcome of this process that started with the first session of the series, held at Vilangan Kunnu, a tourist spot near Thrissur city. This year, it was decided to take it forward and the first one for the year was conducted to Kallingal Plantation. This was a major learning exercise and the discussions that started there could yield tangible results later on.

Ms. Sopna had won the second prize in the 'Rocket Pitch' contest held as part of the second TMA Women in Business Conclave held this year. Her life story was inspirational and TMA leaders felt that the plantation and allied activities deserved a dedicated 'Let's Chat' session. So, a session was held with a wide participation of TMA members on 23rd of June, 2023. The programme was excellently organised by a team led by CA. Ajith Kaimal, Treasurer of TMA. Senior Vice President CA. Geo Job, who had steered 'Let's Chat' in the previous year was also active in the programme.

Mr. K. Paul Thomas, President of TMA and MD & CEO of ESAF Bank as head of the visiting team was the ideal leader for the exercise. His vast experience in the farming sector as well as awareness of the present-day dynamics of the sector gave a solid direction to the study and discussions.

The visiting team started early and reached the plantation at around 9 AM. The session started with an interactive session with Ms. Sopna where she shared her life story and how she is progressing in the field.

The discussion spanned the entire value chain of agriculture – resource mobilisation including financial needs, workforce, farming inputs, processes and finally marketing of the products. The farm utilises a lot of innovative methods for all these aspects in which the TMA team took a keen interest in. Mr. K. Paul Thomas also shared his insights on what ails the agricultural ecosystem and what needs to be done to make things better. He expressed the need for enhanced co-ordination between management professionals and farming community so that knowledge sharing can be harnessed for finding smart solutions.

**“Mr. K. Paul Thomas also shared his insights on what ails the agricultural ecosystem and what needs to be done to make things better.”**

Sustainable farming including usage of organic methods was a major subject of discussions during the session. Though apprehensions were raised about the financial viability of the same, the positive experiences narrated by Ms. Sopna about this was inspiring. The farm is generally capable of marketing such organic products at prices higher than those prevailing in the general market. However, difficulties were faced in getting organic certifications due to topsoil pesticide residue, mostly due to water ingress to the land from nearby areas during heavy monsoons.

One of the major concerns that Ms. Sopna as well as the visitors shared was that farming and allied activities have become alien to the younger generation. For something that is crucial for our survival, limited focus is given on this in the current educational system. The farm has taken solid steps in this regard and entertains serious visiting groups from educational institutions for research and training. Ms. Sopna was quite enthusiastic about the proposals made by TMA members to enhance and widen the scope of such training activities in an organised manner.

“Ms. Sopna was quite enthusiastic about the proposals made by TMA members to enhance and widen the scope of training activities at the farm.”

The discussion also touched upon the need for increasing awareness and having better projects for making kitchen farming more effective across households. Visiting members shared the view that this will have positive bearing on the availability of good quality food items as well as increasing the awareness on the challenges faced by farmers.

After these discussions, members enjoyed a sumptuous breakfast arranged at the farm itself. The walkaround tour began immediately afterwards. The farm is a feast for the eyes and walking around is an education in itself. Members familiarised themselves with all the sustainable practices including water harvesting, organic manure sourcing within the farm itself and indigenous livestock rearing. Likewise, value addition processes like ghee, coconut oil, sorting of nutmeg varieties, production of saplings are all going on here in harmony with nature. The labourers seemed to be part of a big family with the farm taking good care of their needs.

The programme ended before noon and it was agreed that the well begun discussions should continue. This can definitely yield substantial results in the future by utilising the vast talent pool and other resources available with TMA.

**“Agriculture can benefit from incorporating business principles to enhance efficiency, innovation, and market responsiveness.”**

The adversarial relationship between business and agriculture has to be replaced with a focus on synergistic collaboration to foster sustainable development in both sectors. By recognising the shared goals of profitability and environmental stewardship, businesses can contribute to the sustainable growth of agriculture. Similarly, agriculture can benefit from incorporating business principles to enhance efficiency, innovation, and market responsiveness. Embracing this collaborative approach will pave the way for a harmonious coexistence, where the combined efforts of business and agriculture can drive sustainable development, economic prosperity, and environmental preservation. Glimpses of such a future could be read in the minds of all the participants on their way back from a morning spent fruitfully.





## Sopna Kallingal's Journey



When her husband Mr. Ciby Kallingal met with a tragic accident that took his life in the year 2019, Ms. Sopna had only a rudimentary knowledge of farming. Since the 15-acre farm was one of the best kept in the region, she got plenty of lucrative offers to sell it. That was obviously the easy way out, but she did not want to quit like that. “I did not want to let go of Ciby's dream and decided to fight on”, she says recounting that momentous period.

**“I did not want to let go of Ciby's dream and decided to fight on.”**

Born and brought up in Bangalore and with experience mostly in teaching and homemaking, she committed herself to the task at hand. Mastering all the nuances of farming one by one, she now has taken it very much ahead. Her farm has now moved on to completely organic methods and value addition in products. It now has a sustainable model in organic farming with various crops. The livestock farming completes this sustainable ecosystem with animals like indigenous cows, goats, horses, rabbits as well as aquaculture and poultry farming. Effective rainwater harvesting and sustainable farming techniques are practiced in the farm.

With the excellent reputation for quality they have acquired, most products fetch good pricing compared to market rates. Even without a formal organic certification, their major product, nutmeg and others like turmeric, coconut and pepper are all in good demand. Value added products like various types of saplings, ghee from indigenous cows and organic coconut oil are all sold out quickly at good prices. Marketing through a website and social media has also helped her to reach people far

and wide. "I never have to sweat much to sell my products. All the products are sought after by those aware of the quality we maintain", Ms. Sopna proudly says.

She has a major outlet near the highway to sell saplings, which brings in valuable revenues when crop prices are down. The farm is visited by many farming enthusiasts including student groups, and she gives free guidance to most of them. She has also recently started giving training sessions for farmers. Besides all these activities, she finds time to monitor two other farms the family owns in other districts.

Earlier, the farm had won several prestigious State and Central government accolades for Mr. Ciby.

After the efforts of Ms. Sopna achieved results, she got a big recognition in the form of the State Award for the best woman farmer in 2020-21.

**"She got a big recognition in the form of the State Award for the best woman farmer in 2020-21."** .....

Nevertheless, it is not all rosy and she says that being a single woman life is never too easy in a field like this. Also, every season has its challenges with climate change being the biggest culprit. Prices too are highly volatile and almost all the time some of the products have market prices much less than the costs incurred. Frequent destruction caused by wild animals is also a big concern.

Ms. Sopna believes "effective market pricing intervention is a must for sustaining farming, especially for the smaller farmers. Also, people should value those who make food for them and buy it directly from farmers, wherever possible. Without such a support nobody in the next generation will be happy to take this as a vocation".

**"People should value those who make food for them and buy it directly from farmers, wherever possible."** .....

Ms. Sopna's two children are getting the best training in farming and marketing whenever they are with their mother. Her daughter Tanya is doing B.Arch and son Tharun is studying in the 9th grade. She stresses that a smarter way to manage agriculture could be by utilising latest technology much more aggressively. The next generation may be well equipped for that and she dreams of bringing them into this area in such a manner.

Compiled by : **V. Raghuraman.**

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## PLANNING

# Thrissur as a Hub of Creativity and Lifelong Learning



Dr. Ajith Kaliyath

**T**hrissur Municipal Corporation became a member of the UNESCO Global Network of Learning Cities in September 2021. This was an outcome of a yearlong of activities during the centenary year of Thrissur becoming a Municipality. This global recognition by UNESCO has created a possibility to make Thrissur a leading centre of inclusive and lifelong learning. Interestingly, this was closely aligned to the original plan of Sri Rama Varma, King of Cochin during 1925 when he dreamt of making Thrissur the most prominent educational hub in the country.

According to Puccio, G.J. et.al (2012) "Creativity is said to be the principal human capability required for the twenty-first century" whereas Bettencourt (2017) opined that "mass urbanisation could lead to unprecedented human creativity, provided we do it right". In the case of contemporary Thrissur which is the Cultural Capital of Kerala, both these opportunities coexist.

Along with the Global Network of Learning Cities, Thrissur city is also a member of the PASCAL International Observatory established by University of Glasgow. This is a global network of cities, higher education institutions and individuals who contribute to the agenda of place, social capital and learning. Similarly, Thrissur was one among the 20 global cities selected by Global Designing Cities Initiative, New York in its first cohort of cities under Streets for Kids

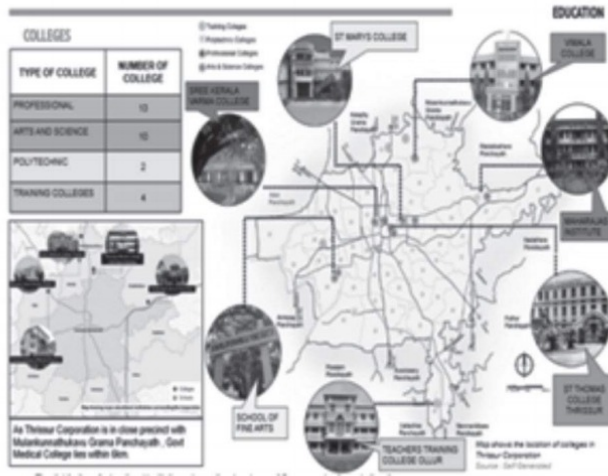
Leadership Accelerator 2022. Thrissur was among the 27 shortlisted cities under Real Play Challenge 2022 from 90 cities around the world. Through these initiatives, Thrissur Corporation started participating in the global discourses focusing on harnessing talent, attracting investments and building

thriving communities. Consequently, the city administration started giving more attention to making the city family-

friendly through a range of interventions to make public spaces more safe, accessible and playful.

Luis Bettencourt (2017) stated that "a society where people are "just surviving," without adequate time and energy to develop new skills or new economic ventures or tackle the civic or technological challenges becomes a stunted society. The principal role of the city administration is to provide the environment for people to fulfil their collective aspirations and 'creative potential'. This provides an understanding on the urgent need for cities such as Thrissur to focus its planning and governance systems on creating conditions for harnessing higher order capabilities of its citizens. Once again drawing on Bettencourt (2017), understanding the complex web of activities, relationships and resource flows within city systems can equip the stakeholders to address the constraints of "just surviving". This way, they can enable the unique social creativity of human beings

## Higher Educational Institutions in Thrissur City



## Art and Cultural Institutions in Thrissur City



Source: Planning Studio, SAP, GEC Thrissur, 2021

for solving interconnected problems within their communities, cities and ultimately on the planet.

Linda Naiman (2021) stated that according to "the IBM 2010 Global CEO Study, which surveyed 1,500 Chief Executive Officers from 60 countries and 33 industries worldwide, CEOs identified creativity as the single most important skill for leaders". This offers a great potential for Thrissur which hosts the headquarters of many public funded and private institutions representing a wide range of professional fields.

Thrissur is the seat of Kerala Sahitya Akademi, Kerala Lalithakala Akademi, Kerala Sangeetha Nataka Akademi, Thrissur School of Drama and Government College of Fine Arts. The state's specialised training institutions such as Kerala Institute of Local Administration, Kerala Police Academy, Fire and Rescue Academy, State Excise Academy and Kerala Forest Research Institute along with Brahmaswam Mattom which has been offering vedic education strengthen the opportunities for inclusive and lifelong learning in the city region. The presence of Kerala University of Health Sciences, Kerala Agricultural University and leading colleges such as Sri Kerala Varma College, St. Thomas

College, Vimala College, Government Engineering College, Government Law College and Government Arts and Science College along with various private academies and training institutions provide an extraordinary ensemble of educational and skilling institutions in any Indian city of the size of Thrissur.

These, along with headquarters of four banks namely Dhanalakshmi Bank, Catholic Syrian Bank, South Indian Bank, ESAF Bank and the large NBFC Manappuram Finance Private Limited has created a unique ecosystem in the city. These are further amplified by the presence of leading jewellery manufactures in the city who collectively is reported to be contributing to 70 percent of Kerala's jewellery productions in a year. The city is also a hub of Ayurvedic drug manufacturing.

As per Verkerke and Callanan (2018), there are increasing evidence suggesting the role of cognitive diversity, or diversity of thought for improving effectiveness and problem solving. A series of experiments revealed that the teams with the greatest amount of cognitive diversity (not just gender, age, or racial diversity) consistently outperformed the more homogenous groups". The stock of



**Bead-metal industry:** Thrissur district is the largest producer of bead-metal articles in the State. The industry is concentrated by two centres - Muvattupuzha and Kottayam. The main centres of production are Kadavath, Kunnamkulam, Edappal and Iringalkudi.

**Grass-mat and basket manufactures:** The industry is an ancient one. It is the traditional occupation of the Kurava community residing in Nilgiris.

**Pottery handcrafts village:** Clayware was selected as heritage village under the rural art hub project. Artifacts such as refrigerators, beds, doors, windows, vases etc. are made months prior to Thiruvudikkal.

**Coin manufacturing:** The kind of coin produced in the District is known as "Pinar Vennal" and superior variety "Pearl Specie". The main centres of production are Chittabakka, Kuttaparam and Kundanapur. The main centres of rope yarn production are Kandamattalam and Maruthy.

**Handloom weaving:** It was practiced mainly by hereditary weaving communities like the Challas, Chellars, Mullans and Mullidans. Poomangalam and Alippan in Mulankulam taluk and Kuttampatti and Thiruvannanthi in Talappi taluk are well known weaving centres of the district.

**Gold ornaments:** There are about 3,000 gold ornaments manufacturing units in Thrissur city and 40,000 odd artisans and others work in these units. The industry provides direct and indirect employment to 200,000 people in Thrissur.

**Tile industry:** The brick and tile industry is the most important handicraft in the district. The clay required for the manufacture of tiles and bricks are found in places like Ollur, Polakkad, Paravoor, Arakkal etc; which are the main centres of the industry.

**Ayurvedic medicines:** Two of the Ayurveda Valispa in the field of Ayurveda viz. Kuttancherry Maru Moosa and Thudikkadu Moosa belong to Thrissur district. These are Ayurvedic medicine manufacturers such as Kandamattalam, Cuddahri, Sitaran, SHA, Vaidyanathan, Vaidyanathan etc. located in Kerala.

**Legend:**

- Bead metal
- Coin industry
- ▲ Pottery handcrafts village
- Woodcarving industry
- ◇ Inflection stone polishing
- △ Hand metal industry
- Basketry
- ▽ The fishing
- ⬢ Handloom industry
- ⊙ Grass mat and basket making industry
- ⊕ Handloom weaving
- ⊖ Gold ornaments
- ⊗ Tile industry

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in creative professions. However, the successful translation of this into system-wide and long-term opportunities would require meticulous planning and implementation.

Since Thrissur Municipal Corporation has committed take this leap forward, it is felt that there is an unprecedented opportunity for the city to establish its brand among the leading global cities. The urban upsurge in Thrissur-Kochi region is expected to bring in a lot of new talent and investments into the region. There is a great opportunity for all the key stakeholders and institutions in the region to use the place-branding to co-create new educational, employment and entrepreneurial opportunities. All these can create a unique 'spirit of the place'. TMA being one of the foremost institutions which

has been working on developing and advancing the Thrissur brand, it can certainly take a lead role in positioning Thrissur as a hub of creativity and learning.

**Acknowledgements:** I thankfully acknowledge the permission of Prof. Bindu.C.A, Head of the Department, School of Architecture and Planning, GEC Thrissur for sharing and permitting me to use the maps from their Studio Report focusing on Learning City Thrissur. ■

**Prof. Dr. Ajith Kaliyath, FeRSA** is the Urban Chair Professor, Kerala Institute of Local Administration & Associate Director of PASCAL International Observatory (Asia). He is a Managing Committee member of TMA. Email: [ajith@kila.ac.in](mailto:ajith@kila.ac.in)

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# Learning Organizations



George Paul

**A**nyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young' - Henry Ford. His words are even applicable to organizations. As Bruce Lee said, learning is a constant process of discovery – a process without end. Let us try and discover the concept of 'Learning Organizations' and the significance of it today.

## Learning

Learning is the process of acquiring knowledge, skills, attitudes, or behaviors through study, experience, or teaching. It involves the assimilation and integration of new information, which leads to a change in understanding, competence, or behavior.

## Formal Learning

Formal learning refers to structured and organized educational settings that follow a predetermined curriculum and are typically provided by educational institutions, such as schools, colleges, universities, or training programs. It often involves a systematic progression of lessons, assignments, assessments, and certifications.

**"It's important to note that formal and informal learning are not mutually exclusive but exist on a continuum."**

## Informal Learning

Informal learning, on the other hand, refers to learning that occurs outside of structured educational settings. It is spontaneous, self-directed, and driven by personal interests or everyday experiences. Informal learning





allows individuals to focus on specific areas of interest and personalize their learning experiences.

It's important to note that formal and informal learning are not mutually exclusive but exist on a continuum. Many individuals engage in both types of learning throughout their lives, and each type offers unique benefits and opportunities for growth.

**“A Learning Organization is an organization that values and promotes continuous learning, innovation, and adaptation.”**

### Experiential learning

Experiential learning is a learning approach that emphasizes the acquisition of knowledge, skills, and understanding through direct experience and active engagement with real-world situations. It involves learning by doing, reflecting on the experience, and making connections between theory and practice. Experiential learning goes beyond traditional classroom-based instruction and



encourages learners to engage in hands-on activities, problem-solving, critical thinking, and reflection.

### Experiential learning and Competency Building

Experiential learning plays a significant role in developing competence and expertise in various fields. Here are some reasons why experiential learning is important for becoming competent:

**Application of Knowledge:** Experiential learning allows learners to apply the knowledge and theories they have acquired in real-world contexts.

**Skill Development:** Competence often requires the development of practical skills. Experiential learning provides opportunities for learners to practice and refine these skills in authentic settings.

**Problem-Solving and Critical Thinking:** Experiential learning encourages learners to face real-world challenges and solve problems.

### Organizational learning

Organizational learning refers to the process by which an organization acquires, creates, retains, and transfers knowledge and skills to improve its performance and adapt to changing environments. It involves the collective learning of individuals within an organization and the integration of that knowledge into the organization's systems, processes, and practices. Key aspects of organizational learning include:

**Knowledge Acquisition:** Organizational learning involves acquiring knowledge from both internal and external sources.

**Knowledge Creation:** Organizations engage in activities that facilitate the creation of new

knowledge. This can occur through research and development, innovation, experimentation, collaboration, problem-solving, and continuous improvement initiatives.

**Knowledge Retention:** Organizational learning aims to ensure that acquired knowledge is preserved and accessible to members of the organization. It involves documenting knowledge, creating databases, establishing knowledge management systems, and fostering a culture that values knowledge sharing and retention.

**Knowledge Transfer:** Organizational learning involves the dissemination of knowledge and the sharing of best practices within the organization. This can occur through formal training programs, mentoring, coaching, team collaboration, communities of practice etc.

### Concept of a 'Learning Organization'

The concept of a "Learning Organization" was introduced by Peter Senge in his book "The Fifth Discipline." A Learning Organization is an organization that values and promotes continuous learning, innovation, and adaptation. It recognizes that learning is not limited to individuals but should be embedded in the organizational culture and processes.

Key characteristics of a Learning Organization include:

**Systems Thinking:** Organizations with a learning orientation embrace systems thinking. They understand the interdependencies and relationships within the organization and its external environment. This holistic perspective helps identify the root causes of problems and develop effective solutions.

**Personal Mastery:** A Learning Organization promotes personal mastery, which involves individuals continuously developing their skills, expanding their knowledge, and nurturing their personal growth. It recognizes that individual growth contributes to the overall learning capacity of the organization.

**Mental Models:** Learning Organizations encourage individuals to examine their mental models, assumptions, and beliefs. They create a safe environment where people can challenge existing paradigms, engage in critical thinking, and be open to new perspectives.

**Building Shared Vision:** A Learning Organization has a shared vision that guides its members' actions and decisions. This shared vision creates a sense of purpose and alignment, fostering a collective commitment to learning and improvement.

**Team Learning:** Collaboration and team learning are vital in a Learning Organization. It emphasizes the importance of dialogue, effective communication, and the collective intelligence of teams. Through dialogue and shared learning experiences, teams can generate creative solutions and foster a culture of innovation.

#### Summary

In summary, Organizational learning refers to the process by which an organization acquires, retains, and applies knowledge or skills to adapt to its changing environment and improve its performance over time. Organizational learning is a broader term that refers to the process of learning within an organization, whereas a Learning Organization is a specific type of organization

that prioritizes and embeds learning into its core values and practices.

A Learning Organization seeks to create a learning culture that encourages continuous improvement and knowledge sharing throughout the entire organization. A Learning Organization encourages and supports its employees to learn, grow, and contribute their knowledge to the collective intelligence of the organization.

"A Learning Organization encourages and supports its employees to learn, grow, and contribute their knowledge to the collective intelligence of the organization."

Learning Organizations prioritize continuous learning and innovation. They encourage experimentation, risk-taking, and the sharing of lessons learned. Learning Organizations actively learn from their external environment. They scan for industry trends, customer feedback, and emerging best practices, and use that knowledge to adapt and improve their strategies, products, and processes. This approach helps the organization adapt more quickly to change, stay competitive, and create a sustainable advantage over time. ■

References: 'FIFTH DISCIPLINE' by Peter M Senge

**Er. George Paul** is a former Executive Director of Bharat Petroleum (BPCL), a Navaratna PSU & a Fortune 500 Company. He was a core member of BPCL's Strategy Team who implemented transformative changes in the company during late 90s. Currently teaching MBA students and also an MC member of TMA.



## TMA EVENT HIGHLIGHTS

# 2<sup>nd</sup> TMA STUDENTS' CONCLAVE



Joy Joseph

### CHAKRAVYUH – 2023, A CELEBRATION OF DREAMS AND ACHIEVEMENTS FOR YOUTH

#### CONTEXT AND RATIONALE

Beginning with the first TMA Students' Conclave which was held last year, it was envisaged as a culmination of TMA Student Chapter activities of the year. It was a time for spotting and recognising talent as well as motivating the entire student community to achieve greater heights. This year it was held in St. Thomas College in Thrissur on 30th June, 2023.

There are several management events conducted across colleges and organisations these days. The vibrant student chapter group at TMA decided that we need not conduct a similar programme and should do something more in line with the basic tenets of TMA. The idea was to give a glimpse of the corporate world that awaits students after the studies and adequately equip them for it. So, instead of usual management events which are more about fun and we decided to conduct it with a professional approach.

#### COMPETITION DESIGN

After deliberations, five items were decided to be conducted. Contests were held as Tomorrow's Leader, Marketing strategy, Essay Competition, Extempore Speech and Debate competition. Only students from the 23 colleges which had TMA student chapters were allowed to participate in these. Team members of the Student Chapter group were given charges of individual events.

In line with the objectives, suitable topics and modus of evaluation were designed for each of the competitions by the respective organising groups. Judges were picked from the vast pool of resource persons available within TMA itself. It was quite heartening to witness the enthusiastic level of participation and high quality of winners across the various competitions.

#### INAUGURATION AND COMPETITIONS

A brief inaugural session was held in the morning. Fr. John Panengadan, Executive Manager, St. Thomas college and TMA officials CA. Geo Job (Sr. Vice President), CA. Manoj Kumar M. (Secretary) participated in the function. Thereafter various competition finals were conducted. These were all finished in time for the valedictory session, which began at 2.00 PM.

#### PANEL DISCUSSION BY STUDENTS

Since the programme was meant to be exclusively for the benefit of students, a panel discussion in which the moderator and all the participants were students of the different student chapters was conducted as the first part of the valedictory session. The topic of the discussion was the reasons and solutions for the unprecedented exodus of students from the state in recent times. The participants expressed their sincere views on the matter and overall it was quite interesting and thought provoking.

(Contd. on page 36)

## 2nd STUDENTS' CONCLAVE

June 30th 2023, St Thomas College, Thrissur



**Mr. Joy Joseph (Chairman, TMA Students Conclave)**



**Rev Fr John Panengadan  
(Exec. Manager, St. Thomas College)**



**Inaugural Address by CA Geo Job (Sr Vice President, TMA)**



**Dr. Biju John (Dean & HOD, Commerce Dept.  
St. Thomas College, Thrissur)**



**Mr. K Paul Thomas**



**Fr (Dr) Martin K A, Principal, St Thomas College**





**Honouring Mr. Rumshad K.B.  
(477th Rank Holder Civil Service Exams 2023)**



**Honouring Mr. Rumshad K.B.  
(477th Rank Holder Civil Service Exams 2023)**





2nd STUDENTS' CONCLAVE  
June 30th 2023, St Thomas College, Thrissur





Best Student Chapter First Runner Up - Holy Grace, Mala

Best Student Chapter - Christ College, Irinjalakuda



Overall Winner of Students' Conclave competitions - Jyothy Eng. College

CA M Manoj Kumar



Marketing Strategy competition

Debate Competition

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<https://online.fliphtml5.com/sytqa/pmwb/#p=1>

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**Future-Proofing Thrissur: Regional Plan for Thrissur District : One Day Conference**  
**KILA Auditorium, Mulamkunnathukavu, Thrissur, 24th June 2023**



**Welcome Address by CA Manoj Kumar M., Secretary, TMA**



**Opening Remarks BY Shri. Paul Thomas, President, TMA and MD&CEO, ESAF Bank**



**. Inaugural Address BY Shri. K.Radhakrishnan,  
Hon'ble Minister for Minister for  
Welfare of Scheduled Castes, Scheduled  
Tribes and Backward Classes and Devaswoms**



**Handing over of report of Regional Plan for Thrissur District**



**Address on the topic Vision for Future of Thrissur by  
Shri. Xavier Chittilappilly, Hon'ble MLA, Wadakkanchery**



**Shri. M. G. Rajamanickam, IAS, Principal Director,  
LSGD, Government of Kerala**



**Dr. Joy Elamon, Director General, KILA**



**Prof. Dr. Ajith Kaliyath, Urban Chair Professor, KILA**



**Future-Proofing Thrissur: Regional Plan for Thrissur District : One Day Conference  
KILA Auditorium, Mulamkunnathukavu, Thrissur, 24th June 2023**



**SPA Bhopal Team led by Dr. Ashfaque Alam and Shri. Paulose.N.K and M.Plan Students**



**SPA Bhopal Team led by Dr. Ashfaque Alam and Shri. Paulose.N.K and M.Plan Students**



**. Er N. I. Verghese, Past President, TMA**



**Shri. George.M.P, Manager, ESAF Foundation**



**Shri. Paulose. N.K, Assistant Professor,  
School of Planning and Architecture, Bhopal**



**Valedictory Address BY Adv. K. Rajan,  
Hon'ble Minister for Revenue and Housing,  
Government of Kerala.**



**Handing over of report of Regional Plan for Thrissur District**



**Group Photo with Guest Speakers**



**TMA Guest Lecture & Presentation of TMA Aquastar Green Project Awards & Florence Nightingale award for Nursing Excellence, 13th June 2023**



**CA. Geo Job, Sr. Vice President, TMA**



**Mr. K. Paul Thomas (President, TMA)**



**CA. T. R. Anantharaman (Vice President, TMA)**



**Chief Guest Prof. (Dr.) Mohanan Kunnummal  
(Vice-chancellor, KUHC)**



**TMA-Florence Nightingale Award for Nursing Excellence award presented to Smt. Leena P. V. Head Nurse Govt. Medical College, Thrissur**



**TMA Aquastar Green Project Award 2023 - Green Professional Award to Ar. Guruprasad Rane & Manasi, Bhoomija Creations.**



**TMA Aquastar Green Project Award 2023 - Green Collective Award to 'Kattuthee Janakeeya Pradhirotha Sena', accepted by Shri. Unni Vardan.**



**TMA Aquastar Green Project Award 2023 - Green Warrior Award to Mr. K V Dayal, The forest man of Kerala.**







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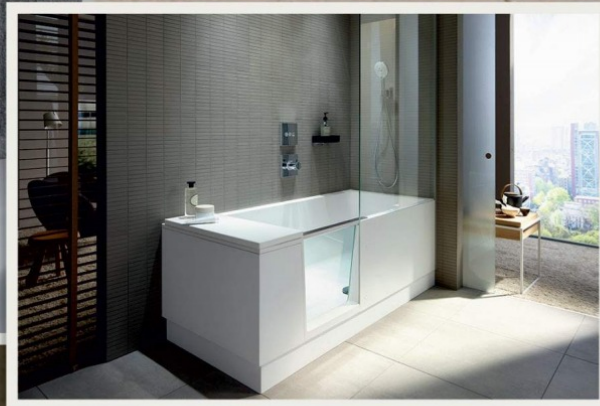
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### VALEDICTORY SESSION

Mr. Paul Thomas K., President of TMA and MD & CEO of ESAF Bank presided over the function. Fr. (Dr.) Martin K.A., Principal of St. Thomas College delivered a special address. Mr. Rumshad K.B. highest rank holder for civil service exams was another speaker and he was also honoured during the function. The honest talk by Mr. Paul Thomas describing his entrepreneurial journey and his call to the students to dream big and run after it tirelessly was well received by the audience.

### AWARDS AND PRIZES

Thereafter winners of the different competitions were announced and prizes distributed. Some special awards for the best student chapter colleges were also distributed during the event. The following were the winners of these.

- Best Student Chapter – Christ College, Irinjalakuda
- Best Student Chapter : First Runner Up - Holy Grace, Mala

- Best Student Chapter: Second Runner Up - SIMS, Kodakara
- Overall Winner of Students' Conclave competitions - Jyothy Eng. College

### GRATITUDE

The stellar success of the event would not have been possible without the untiring efforts and assistance from the President and other office bearers, organising team members, judging panel members and office personnel of TMA. I am deeply grateful for of all their contributions. I am also thankful to the excellent support from the management and team members of St. Thomas college.

With the enthusiasm and energy that the Conclave generated, there is no doubt that the TMA Student Chapter is poised to achieve even greater heights in the years to come. ■

***Mr. Joy Joseph is the Student Chapter Coordinator of TMA for the year 2022-23.***



## SOCIETY

# SPARE THE DRUG AND SAVE THE TEEN



Dr. Rati Santhakumar



"Bro can I join your gang " asked 14 year old Rithik to 16 year old Jayesh. "Sure, but you have to follow the rules of our group" answered Jayesh. One of the rules was puffing away on Marijuana. And that is how 14 year old Rithik got his first experience of drug sniffing. There are many teenagers like Rithik who get caught into the drug trap as they wish companionship with bigger, stronger groups and look smart. Unfortunately, the move is not smart, as drug dependence and substance abuse made its home in Rithik's body.

Other causes for drug abuse may be to relieve stress or' just for the heck of it'. Risk taking behaviour and experimentation is part of adolescence. Poor supervision, poor parental rules and

careless monitoring by parents, low self-esteem, boredom, broken families are all risk factors for drug abuse. A biopsychosocial model is postulated where a single factor cannot be pinned but a constellation of various factors like genetic, social and psychological. A holistic model is conceptualised, contributing to drug abuse, which is not due to a person's poor moral values or virtues.

The substance that is abused could be alcohol, marijuana (plant based derivatives), medications ,tobacco, opioids, cannabis, sedatives, hypnotics, anesthetics etc. Initially these gives a kick, but eventually the user gets a kick from the backside as he/she gets hooked for life. Drug abuse can have far-reaching

consequences, not only immediate side effects. Immediate effects may be violent behaviour, getting involved in vehicle accidents etc.

Other symptoms parents can watch out are sudden loss of interest in day to day activities, mood changes, stealing, change of friends, isolating oneself in his/her room physical changes like frequent running nose, loss of weight, glazed, blood shot eyes etc. Long term effect like tobacco smoke can cause lung cancers, methamphetamine dental issues, cocaine induced chronic lung issues, and hypertension. Many drugs can cause shrinkage in brain volume causing cognitive decline.

When the child starts getting low grades in studies, that is when parents may sometimes first notice that something is amiss. Diagnosis can then be confirmed by thorough evaluation by a psychiatrist, psychologist or a licensed drug counsellor.

Diagnosis is made as per the guidelines for drug abuse as outlined in the Diagnostic and Statistical Manual (DSM-5) of the American Psychiatric Association (1987). Drug and mental health disorders can coexist. Individuals with

depression may take drugs to alleviate their health condition. What is too much? In general, for alcohol, it is said more than 4 drinks (as per US standards) a day and 14 a week for men and 3 drinks a day and more than 7 drinks a week for ladies (as defined by NIAA-National Institute of Alcohol Abuse). For each substance that is abused, there will be similar criteria. What is Drug Abuse? The use of illegal drugs or the use of prescription or over-the-counter drugs for purposes other than those for which they are meant to be used, or in excessive amounts is drug abuse. This is detrimental to self, society or both.

**"When the child starts getting low grades in studies, that is when parents may sometimes first notice that something is amiss."**

**"One main risk factor for drug abuse is lack of parental supervision and monitoring."**

The theme this year is action and cooperation to end drug abuse around the world. Authorities, doctors, teachers and parents should follow one golden rule when dealing with the drug offenders, which is 'connect before correcting'. Get into confidence, find out the root of the problem and then work with corrective measures. Remember drug abusers, "Alcohol may allay your aches. Marijuana may blow away your blues " But these are short cuts, not

remedies.

The permanent cure to any problem is having the will power to say no to drugs, believe in oneself. With strong family and medical support an individual can surmount any problem in life and come out a winner. Parental support plays a pivotal role. One main risk factor for drug abuse is lack of parental supervision and monitoring. Often in our busy lives we often don't notice warning signals in our children's lives. Try to keep channels open so that a child feels confident to talk to the parents. Parents should not feel 'If only we had chatted with our child'.

Management of drug abuse involves drugs which help in tackling drug withdrawal like buprenorphine for opioids, nicotine patches for tobacco users and disulfiram for alcohol withdrawal. Cognitive Behaviour

therapy, Family therapy session and 12-point facilitation programme can all help the child to recover. Drug rehabilitation centres are best for prolonged recovery as family therapy, yoga, meditation and other corrective therapies can be done. ■

**Dr. Rati Santhakumar**, is Associate Professor, Dept of Paediatrics at Jubilee Mission Medical College & Hospital. She is the wife of CA. Santhakumar K, past president of TMA.



## BOOK REVIEW

**INNOVISION: The Grand Challenges of 21st Century.**

Dr Chacko Jose P

The book draws inspiration from the future vision of our Prime Minister Shri. Narendra Modi that Start-up Innovations will drive India's GDP in the next two decades. To predict the realities of the future requires a very rare mental framework- a deep passion with a nerve combined with a stretched imagination. This book is perhaps one of the first ever authentic reference tool on Start-up Entrepreneurship targeting the future innovators from our technology campuses. If books are generally authored by experts, academics and scholars, this comes from an opposite thought stream.

Today technology dictates how we should live and every other aspect of our work, leisure, travel, shopping, mobility, eating, entertainment, healthcare, etc. It has become so essential like air, water, shelter,

food and clothes and we cannot imagine a future life without. With machine intelligence exceeding humanity, we become victims lost out on our own planet.

Dawn of 21st century, no one could imagine that five US start-ups could transform the future of humanity in the next two decades, becoming the most valuable firms on earth with a combined value of US\$.9 Tril, almost 10 percent of global GDP in 2022. The book draws attention to the impact of these emerging technologies not only in the global GDP, but how it results in the relocation of economic centres from Europe and US to Asia and Africa.

With ageing, we live a short future, where young people have to live there for the rest of their lives. We are comfortable with friends and memories because we know



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(Cond. from Page 39)

them, but not with our future because we do not know it. We see a problem in every opportunity, in contrast, youth see opportunities in problems.

A smart phone can raise the labour income by 20 percent, as it enables instant connectivity between user and provider which will raise the local GDP by 10 percent. It enables quality education online at no extra cost, liberating millions from poverty, illiteracy and ill-health. In the UN's seventeen SDGs for 2030 like poverty, hunger, healthcare, education, clean water and energy, carbon footprint, banking, transport, etc., South Asia and Africa region lag behind 100 ranks. As big problems are big opportunities, these goals open huge innovation and enterprise opportunities. The book is a trustworthy guide which can help bridge the gap between problems and opportunities.

Once a most undesirable element, failure is no more a sin but a goldmine for new experiments. Being average in a classroom was once considered to be a sin, but not today. The book explores how to monetise the backbenchers and drop-outs as national assets.

As there is nothing more precious than attaining an emotional maturity of forties at an early age of twenties, the book explores possibilities of achieving these leadership attributes of resilience, perseverance, collaboration and mentoring at a very young age. Nothing makes better than attaining an emotional maturity, perseverance and resilience at an early age of twenties which otherwise acquired through ten to fifteen years in future work experience. In other words, a biological advancement of fifteen years by age. World's most successful entrepreneurs and innovators were not the most brilliant students, but most of them experienced a classroom conflict with a tendency to break norms.

How to make them achieve these social skills during their early twenties? How to accelerate the absorption of these attributes at early age of twenties, which otherwise attained at the late thirties? This can result in a very positive impact on the national economy. If India has to conquer the world in the next two decades, the future workplace demands a high degree of Collaboration, Resilience, Leveraging and Reconciliation, but no more competition.

If countries made walls of separation, new entrepreneurs build bridges of relationship and trust. As these emerging technologies have a strong impact on spreading freedom, trust, equality and relationship, our world will become more democratic, by eliminating dictatorship, violence and corruption.

Never in the past, a rise in GDP had such a direct and immediate impact on the poor, but today with the acceleration of technologies it will be more sustainable in the future. As a result, our world will become less violent and corrupted; with our problems solved making our planet happier and more liveable.

As the academic world is changing its course towards moulding global citizens instead of just graduates, the path breaking concepts put forward by the book is surely going to assist in the restructuring of the entire academic environment. The inspirational and practical content of the book will impart an advantageous edge to knowledge seekers in the years to come. ■

*The book's author **Chelat Bhuvanachandran** is a TMA-Lifetime member, who lives in Sobha City and his contact is: 94003836348 Mail ID: chelatbchandran@hotmail.com*

*Review Compiled By : **Dr Chacko Jose P.** He is the Principal of St. Aloysius College and is a life member of TMA.*





# MEMBERSHIP APPLICATION FORM

45/52

**Past Experience**

Organization	Designation	From	To

*(You may annex additional sheets, if required)*

Are you a member of any other Local Management Association (LMA) under All India Management Association (AIMA)? If yes, name of LMA .....

**Membership of other Professional Bodies**

Organization Name	Roles Played	No. of years of membership

*(You may annex additional sheets, if required)***Declaration of the applicant**

I declare that the information furnished throughout this application are correct to the best of my knowledge and belief. I agree to be governed by the prevailing bye-laws of the Thrissur Management Association. I further undertake that I will promote the objects of the TMA and maintain high professional standards. I understand that if at any time, I fail to comply with the requirements of TMA with regard to the membership, my membership and associated privileges may be revoked.

Applicant's signature: .....

Place: .....

Date: .....

Introduced by: .....  
(Name of the TMA Member)

Name and Signature of Authorized signatory with Office Seal  
(For institutional membership only)



Notes



TMA MV VOL 5 RELEASE



TMA MV VOL 6 RELEASE



**TMA-Young Leaders of Thrissur : Foundation Day Programme**  
**| 9th May 2023 | Hotel Dass Continental, Thrissur**



**Inauguration of 1st Foundation Day Programme**



**Dr Pavan Madhusudan (President, TMA YLT 2022-23)**



**Chief Guest Mr. Rajesh Nair (Partner, E&Y  
 & Former president TIE Kerala)**



**Mr. Steve George (Hon. Secretary, TMA YLT 2022-23)**



**Mr. K Paul Thomas (President, TMA)**



**Er. Vinod Manjila Past President, TMA**



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മണപ്പുറം  
ഗോൾഡ് ലോൺ  
ഇപ്പോൾ  
നിങ്ങളുടെ  
വിട്ടുപടിക്കലും



- മണപ്പുറത്തിന്റെ സേവന മികവ് ആസ്വദിക്കൂ, വീട്ടിൽ സുരക്ഷിതമായി ഇരിക്കുമ്പോൾ പോലും!
- നിങ്ങൾക്ക് സമയവും പണവും ലാഭിച്ചു തരുന്നു, ഒപ്പം നിങ്ങളുടെ സ്വർണ്ണാഭരണങ്ങൾക്ക് മികച്ച സുരക്ഷിതത്വവും.
- ഞങ്ങളുടെ മൊബൈൽ ആപ്ലിക്കേഷൻ - ഡോർസ്റ്റെപ്പ് ഗോൾഡ് ലോൺ ഡൗൺലോഡ് ചെയ്യൂ, ഇൻസ്റ്റാൾ ചെയ്യൂ, നിങ്ങളുടെ ലോൺ ആവശ്യങ്ങളെ പറ്റി ഞങ്ങളോട് പറയൂ - ഇത് ഗൂഗിൾ പ്ലെയിൽ ലഭ്യമാണ്.  

നിങ്ങൾ അധിക വരുമാനം ആഗ്രഹിക്കുന്നുണ്ടോ ?

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\*ഡുവനമകളും നിബന്ധനകളും ബാധകം



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