



Thrissur
Management
Association

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

MANAGEMENT VOICE

Volume 9, Issue 2/ 2022

TMA INTERVIEWS

Shri M.P. Jackson,
Managing Director, KSE Ltd.

POLICY

Budget: Unleash the gold
ecosystem to generate
employment and exports

BANKING & FINANCE

India's "Bad bank" takes
off in the public sector

ORGANISATIONAL BEHAVIOUR

A model of
'Happiness at Work'

UNEXPECTED TURNS

Difficult paths to
beautiful destinations.



Shri M.P. Jackson,
Managing Director, KSE Ltd.



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(Opinions expressed in this journal are those of the authors and need not be endorsed by TMA.)

From the Chief Editor : The new look Management Voice.....4

"I am delighted to report that the last issue of Management Voice was greatly appreciated by our readers. All the effort that went into our cover-to-cover revamp of the magazine turned out well in the end."

President's Message: 6

"As we enter into 2022 and look ahead into the future, it will be good to rewind and look into the year that went by. As a president, it has been a gratifying year, for my team, with the support of all, has done an exemplary job."

Secretary's Report:8

Policy: Budget: Unleash the gold ecosystem to generate employment and exports..... 13

"The strongest argument for reducing customs duty is related to what it can do for the economy, chiefly through employment generation and export promotion. However, for this to come about, we must turn away from the bean counting around forex outflows to the positive externalities that would likely present itself over time."

Banking & Finance: India's "Bad bank" takes off in the public sector.....17

"Bad bank concept has succeeded in several countries and there is no reason why it will not succeed in India. Bad bank can help free capital of over Rs. 5 lakh crore that is locked in by banks as provision against bad loans [...] With the establishment of Bad Banks, banks can focus on credit growth."

Jest Saying: How to spend an action-packed day19

"As you probably know, I have always been writing in a self-deprecating manner, showing myself in a rather poor light. That's because I know that's the surest way to ensure acceptance."

TMA Interviews: 33

Shri M.P. Jackson, Managing Director, KSE Ltd. (Irinjalakuda), one of the handful of companies from Thrissur District listed on the BSE with a track record of success and wealth creation.

Unexpected turns: Difficult paths to beautiful destinations..... 39

"Presenting two stories on seemingly unusual behaviour but which proved valuable in the long term."

Organisational Behaviour: A model of 'Happiness at Work' 42

"When an individual is happy within, the emotion flows outwardly to others. On the contrary, when employees are sad, depressed, stressful, fearful and anxious, again such emotions are contagious and are expressed outwardly to deliver mediocre experiences and performances."

The new normal: The world of work 2.0..... 46

"Times have changed, and as we step forth into 2022, Gen Zers step forth as well —onto the world stage. Generation Z will soon surpass Millennials as the most populous generation on earth, with more than one-third of the world's population counting themselves as Gen Zers."

Note: Management Voice solicits original articles (published/ unpublished) from its members. Kindly email your contributions to The Honorary Secretary at tma.tcr@gmail.com with "Article for TMA Voice" in the subject line.



FROM THE CHIEF EDITOR



The New Look Management Voice

I am delighted to report that the last issue of Management Voice was greatly appreciated by our readers. All the effort that went into our cover-to-cover revamp of the magazine turned out well in the end. It may be mentioned that the initiative for the redesign came from our President, Er. Vinod Manjila, who had engaged an external agency to get the work done with a real professional touch. And now, we will stick to this template for the rest of the year.

Inside the issue

In our regular "Policy" column, Mr. V.P. Nandakumar, TMA's Past President and the MD & CEO of Manappuram Finance Ltd., makes a powerful case for cutting the customs duty on import of gold along with other policy action to support India's gold ecosystem that generates employment and exports.

"India's Bad bank takes off in the public sector" is the title of the article contributed by TMA's former President, CA. V. Venugopal. In the words of the author, "The action taken by the Central Government to set up a bad bank is a good move. It will improve the capital base of banks and help banks gain the confidence to increase lending. This move will also increase profitability of banks [...] but only time will tell how it works out."

In our "TMA Interviews" section, we have interviewed Mr. M.P. Jackson, Managing Director, KSE Ltd., Irinjalakuda. Incidentally, KSE Ltd. is one of the handful of companies from Thrissur district that are listed on the BSE. In the interview, Mr. Jackson touches upon several issues, notably the 'threats' and 'challenges' faced by his company, which has an enviable record of continuously paying dividends to its shareholders since 1976.

In the article "Difficult paths to beautiful destinations", Mr. Jacob Raphael dwells on the idea that no job is good or bad in itself, but that the exposure, the learning (some bit of earning as well) and the overall satisfaction can vary depending on who holds the position.

Dr. Assissi Menachery (Vice President at QMPG Industrial & Certifications Services) and Dr. Giselle George (Director - Indian Operations, Fyouture Technologies Ltd.) have contributed an article titled, "A model of Happiness at Work." It discusses an organisational intervention model following the humanist principle of human psychology which integrates ancient Eastern literature and modern Western literature associated with happiness while performing a job or at work. After all, happy employees deliver the best experiences to their customers, their peers, and their superiors.

Ms. Christie Rose Francis has contributed an article titled "The World of Work 2.0". In the words of the author, "Work towards diversity, aim to make the world a better place, take a genuine effort to care about mental health and your employees' general well-being. Generation Z is made up of incredibly hard workers that will stop at nothing to deliver on your agreed-upon plans."

In his regular column "Jest Saying", Mr. Arvind Nair describes how to spend an action-packed day. An old classic to start a Saturday was not a bad idea after all. As he says, moringa can wait for the next weekend. To find out what he means by that, do read the article.

Finally, we have our usual complement of our President's message (very succinct), and the Secretary's report with its comprehensive record of all activities of TMA during the last couple of months, not to mention all the advertisements by our sponsors which keeps this magazine going. Happy reading!

Ranjan Sreedharan,
Chief Editor

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MESSAGE FROM THE PRESIDENT



Er. Vinod Manjila

Let's embrace change and trust the journey....

Dear TMAians,

As we enter into 2022 and look ahead into the future, it will be good to rewind and look into the year that went by. As a president, it has been a gratifying year, for my team, with the support of all, has done an exemplary job.

The team started with the theme TMA@50 (TMA in 2040); they began by repositioning TMA and scripting a new journey.

With the wisdom of the past and vision of the future, they started on a transformational journey. Though the pandemic restricted the various activities, it didn't dampen the spirit. Though our resources were modest, the will was boundless. We could see a new set of leaders emerge in TMA through its various activities - youth empowerment, YLT, let's chat series, industrial mentoring, waste management, Tourism and Infrastructure.

These leaders are creating ripples, ripples of positivity in the community. As they take you through this transformational journey, we need your active participation. We need you to embrace the change and trust the journey.

Thank you.

Vinod Manjila
President, TMA

Signing of TMA Student Chapter MOUs
 Date & Time: 18th November, 2021 (Thursday) Forenoon
 Venue: (1) Vimala College, Thrissur (2) Future Educity, Poomala



MoU Signing of TMA-Students Chapter
at Vimala College, Thrissur



MoU Signing of TMA Students Chapter
at Future Educity Poomala

STUDENT CHAPTER MOU SIGNING
 Signing of TMA (Agribusiness Management) College of Cooperation, Banking and Management, Kerala Agricultural University (KAU), Vellanikkara.



Signing of TMA - (Agribusiness Management)
College of Cooperation, Banking and
Management, Kerala Agricultural University, Vellanikkara.



Handing Over of TMA –KAU Agri MBA Student Chapter

Student Chapter MOU signed and exchanged with IES College of Engineering Chittilappilly, Thrissur
 Session Speakers: Mr. Joy Joseph, TMA CEO
 CMA. Madhu A P, TMA Student Chapter Coordinator
 Date & Time: 6th January 2022 10:30 am
 Venue: IES College Campus, Thrissur



ഓൾ ഇന്ത്യ ബിസിനസ് പ്ലാൻ കോണ്ടസ്

തൃശ്ശൂർ > തൃശ്ശൂർ മാനേജ്മെന്റ് അസോസിയേഷൻ വിദ്യാർത്ഥികൾക്കായി പന്ത്രണ്ടാമത് ഓൾ ഇന്ത്യ ബിസിനസ് പ്ലാൻ കോണ്ടസ് നടത്തുന്നു. പങ്കെടുക്കാൻ താല്പരരായവർക്ക്...

സ്, ബിസിനസ് പ്ലാൻ എന്നിവയും ഇ മെയിൽ ചെയ്യണം. വിജയികൾക്ക് ഒരു ലക്ഷം രൂപയുടെ അവാർഡ് നൽകും. തിരഞ്ഞെടുക്കപ്പെടുന്ന പത്ത് ടീമുകൾക്ക് അവസാന...

Media Coverage of TMA Hykon BPC by Mathrubhumi Daily

SECRETARY'S REPORT



Er. Francis George

Dear TMAins,

In the previous issue of Management Voice, I reported the new three-pronged approach that our dynamic president, Er. Vinod Manjila has envisaged in order to expand the TMA horizons over and above our regular activities - (1) Re-visioning TMA for the future, (2) Let's chat sessions, and (3) Giving back to the society. I will stick to the same reporting format in this issue also.

A. THE NEW THREE-PRONGED APPROACH

A1) Re-positioning TMA

In continuance of the re-positioning initiative, we standardized the design of TMA Management Voice cover, the brochures publicizing guest lectures, and the YouTube thumbnails on TMA YouTube channel. Moreover, we started publishing the TMA Management Voice, and quarterly reports in online flipbook format for easy perusal.

With the objective of bringing youngsters below the age of 40 into the TMA fold, we launched the Young Leaders of Thrissur (YLT) initiative in December under the convenorship of Mr. Seejo Ponnore. YLT will be a part of TMA with separate youth-oriented activities and programs of its own. YLT members will have the option of upgrading their membership to TMA life membership upon expiry of YLT membership, or any time before that.

A2) Let's Chat

Under the convenorship of the TMA vice president, CA. Geo Job, we had a second informal get together (Let's Chat) on the topic of tourism; the session was at Sakthan Palace, Thrissur on the 14th of November, 2021. Suggestions from the participants were collated, documented, and sent to the curator of the palace for further consideration.

In addition, the TMA team headed by the president met with the District Collector of Thrissur on the 7th of December, 2021 and mooted the idea of developing a master plan for Vilangan hills involving the architects of Thrissur. The purpose would be to vet all further developments at the site against the master plan. The collector was very receptive to the idea and promised to take it up her chain of command further for approval of the idea.

A3) Giving back to society

Industrial Mentoring

In conjunction with District Industries Centre (DIC), Thrissur, TMA conducted mentoring sessions with three different small scale industries in the food sector on the 3rd of November. A TMA expert team

under the convenorship of Dr. Assissi Menachery further studied the financial statements, cost structure, and operational aspects - Foster Foods Pvt. Ltd., Varadiam, Thrissur – and recommended an action plan to turn around the company and run it in a profitable mode.

Furthermore, TMA organized a training session for MSME business owners and executives on digital marketing by an expert in this field, Mr. Bhanu Kumar S (Founder Director, ARRA Associates). The training was conducted on the 25th of January in association with DIC and was supported by Madras Management Association (MMA).

MDP & Keynote addresses by TMA Members

Sl. No.	Date and Venue	Speaker	Details
1	13 th November Sahitya Academy Hall, Thrissur	Er. Vinod Manjila Mr. Paul Thomas K	In this programme by Builders Association of India (Thrissur chapter), both speakers highlighted the need for developing a holistic masterplan for Thrissur, and undertaking its implementation in multiple projects over the years, all geared towards the masterplan.
2	14 th -15 th December Hotel Garuda International	Er. Vinod Manjila	MDP in association with DIC, Thrissur for the owners / executives of MSME units in the food processing industry.
3	8 th January KILA Campus, Mulanguthukavu, Thrissur	Er. George Paul	MDP in association with KILA for a team of Thiruvananthapuram Municipal Corporation (TMC) Councillors as a part of their leadership training program. The topic was Communication & Team Building.

Waste Management

TMA liaised with Green Worms (www.greenworms.org), a social impact-oriented sustainable waste management company, and three different panchayats in Thrissur district - Nattika, Thalikulam, and Valappad - to clear the backlog of non-organic waste from these panchayats for further processing. This helped win the trust of all stakeholders and people of these panchayats in the waste management capability. TMA further plans to effectively implement and institutionalize waste collection and processing in these panchayats with the help of Green Worms.

Vision 2040

Under the able leadership of its senior vice president, Mr. K Paul Thomas, TMA has undertaken the ambitious “Thrissur Vision 2040” initiative with the objective of creating a vision dossier. The initiative took shape on Kerala Day (1st November) in a meeting with Palakkad Management Association which has released a similar vision dossier for Palakkad. Informal meetings and conversations with key figures in Thrissur were held as a follow up.

B. TMA GARDEN VARIETY

B1) Membership and induction of new members

During the 3-month period ending 31st January, 2022 six new life members joined TMA, and five new YLT members joined following the launch

New TMA Life Members

Sl. No.	Member Name	Designation	Introduced By
1	Mr. Joy C L	Consultant - Accetech Management Consultants, Thrissur	CA. Jeen Paul
2	Mr. Sujai Raphel	Partner - Maharani Jewelers, M O Road, Thrissur	Mr. Seejo Ponnore
3	Er. Suresh P N	Director - FINS Engineers and Contractors, West Fort, Thrissur	Mr. K R Raju
4	Capt. S T Sreedharan	Director - College of Ship Technology, Mundupalam, Thrissur	Mr. Paul Joseph Kattokaran
5	Mr. Prem Sunny	Director, Operations - M/s. Sunny Diamonds Ltd	CA. Shaji P J
6	Mr. Nandakumar Alath	Sr. Manager - The South Indian Bank	Er. S N Prasad

New YLT Members

Sl. No.	Member Name	Designation	Introduced By
1	Er. Vivin Raju	Managing Director - Kalyan Electric Pvt Ltd, Thrissur	Mr. K R Raju
2	Dr. Pavan Madhusudan	Pediatrician - Govt General Hospital, Thrissur	Mr. K R Raju
3	Ms. Eleza Vinod Manjila	Strategy Analyst - Deloitte Consulting, Bangalore	Er. Vinod Manjila
4	Mr. Alok Paul Thomas	Managing Director- Cedar Retail Private	Mr. K Paul Thomas
5	Mr. Steve George Ayrukuzhi	Director - Lahanti Homes & Infra Pvt. Ltd	Mr. K Paul Thomas
6	Dr. Mithun Abe Mohan	Sr. Manager - ESAF Small Finance Bank	Mr. K Paul Thomas

B2) Contests and Awards

TMA instituted the TMA-Maker Village Award this year, and inaugurated it in October. The contest applications closed on 31st of December. We received 24 applications from startups and 36 applications from students. The award winners will be selected by an eminent jury in February.

The 12th TMA-Hykon All-India Business Plan Contest (BPC) was launched on the 15th of January, and is underway. TMA organized a special training session for the contestants on 20th of January by the renowned serial entrepreneur and mentor, Mr. S R Nair, on writing an effective business plan.

B3) Student Chapter Activities

This year, we have had an unprecedented growth on the student chapter front, thanks to the efforts of the coordinator, CMA. Madhu A P. Another person who deserves a special mention is our CEO, Mr. Joy Joseph. The duo together coordinated well with the colleges either directly, or through other

members who are connected, and got student chapter MOU signed with the following colleges. A couple of more colleges are in the pipeline.

- 1) The Institute Of Cost Accountants Of India, Thrissur Chapter
- 2) Profinz CMA Campus
- 3) St. Thomas College (Autonomous), Thrissur
- 4) Sahrdaya Institute of Management Studies (SIMS), Kodakara, Thrissur
- 5) Christ College (Autonomous), Irinjalakuda, Thrissur
- 6) Elijah Institute of Management Studies, Ponganamkad, Thrissur
- 7) St. Mary's College, Thrissur
- 8) Naipunnya Institute Of Management And Information Technology (NiMIT), Pongam, Thrissur
- 9) Vimala College (Autonomous), Thrissur
- 10) Future Educity, Thrissur
- 11) Holy Grace Academy of Management Studies, Mala, Thrissur
- 12) Jyothi Engineering College, Cheruthuruthy, Thrissur
- 13) Prajyoti Niketan College, Pudukad, Thrissur
- 14) Nirmala College of Management Studies, Chalakkudy, Thrissur
- 15) St. Aloysius College, Elthuruth, Thrissur
- 16) Chinmaya Mission College, Kolazhy, Thrissur
- 17) College of Cooperation Banking and Management (KAU) Agri Business Management, Vellanikkara, Thrissur
- 18) IES College of Engineering, Chittilappilly, Thrissur

We expect to achieve a strength of 1250 student chapter members, which will be the first in TMA history. The highest membership is from Christ College, Irinjalakuda with over 500 students as chapter members.

B4) Guest Lectures and Webinars

Sl. No.	Date and Venue	Speaker	Topic
1	12 th November (Virtual)	Mr. Jabir Karat (Founder, Green Worms)	Green Worms - The Inspiring Story of a Waste Management Startup
2	3 rd December (Hotel Joys Palace)	Mr. Satyanarayana Mundayoor (Padma Shri recipient)	Promoting school education through joyful reading in script-less language communities - A story from Arunachal Pradesh
3	3 rd December (Hotel Joys Palace)	Mr. Boby Mohan (CIO, TVS Supply Chain Solutions)	Supply Chain Management: A Renewed Perspective
5	18 th January (Virtual)	Mr. Arjun Ranga (CEO of N.Ranga Rao & Sons)	The Journey of Cycle Agarbathi

B5) Managing Committee Meetings

The TMA managing committee meetings during the period Nov 2021 - Jan 2022 were held on second Wednesdays of the respective months - 10-Nov (at TMA House), 08-Dec (Virtual), and 12-Jan (Virtual).

B6) Management Voice

The first issue of the TMA quarterly magazine was released on the 3rd of December, 2021 by Mr. Satyanarayana Mundayoor, a Padma Shri recipient.

C. INTERALIA

C1) Walkathon: TMA co-organized the 10th Thrissur Walkathon on 12th December with the Chamber of Commerce, Thrissur. After being flagged off by Mr. K Rajan, the Minister for Land Revenue, Survey and Land Records, Kerala Govt, the participants walked a 12 km trail starting from the Corporation ground in the town to Thanikudam, Thrissur. Over 500 people from various walks of life participated in the event in total.

C2) TMA Member's Achievements

- 1) ESAF Small Finance Bank obtained a honourable mention in the Global Finance SME Awards 2021 by US-based SME Finance Forum.
- 2) CA. Satheesan got elected as a member of the Southern India Regional Council of ICAI.
- 3) Er. M R Gopalakrishnan was nominated as Chairman of District Resource Centre, Tourism group.
- 4) Er. N I Verghese completed the design and construction of the Amar Jawan Smarak at Ayyanthole, Thrissur.
- 5) Prajyoti Niketan College, Pudukad, where we have a student chapter, won the first Prize in model Parliament Competition by Govt of Kerala.

With warm regards,
Er. Francis George
Hon. Secretary, TMA



**"My staff just left for a ten-day stress management retreat.
I'm feeling more relaxed already!"**