

TRAMA (TRAVANCORE MANAGEMENT ASSOCIATION, KOTTAYAM, KERALA)

ACTIVITIES / EVENTS HELD DURING THE MONTH OF JUNE'2013

Change of Guard



In the investiture ceremony Mr. Saji Varghese, took the Oath of office administered by the outgoing president Mr. M.T. Sam who later handed over the insignia of the President

The new office bearers of TRAMA took up their new posts in a very simple but solemn affair. The new members who would be at helm of affairs for the next one year have all worked tirelessly behind the scenes for the various TRAMA activities over the years and the organization will surely continue to achieve greater heights.

The outgoing secretary Mr Cherry P Kurien welcomed the gathering and introduced the new team and the chief guest to the function. The outgoing president Mr. MT Sam looked back at his tenure with pride and outlined in brief the achievements of the year. The affiliation to AIMA this year was major achievement which is a recognition of our activities and goals. The various events including the Analysis of the budget, the successful Intercollegiate quiz and the major dignitaries that graced our monthly sessions were some of the achievements of the past.

In the investiture ceremony Mr. Saji Varghese, took the Oath of office administered by the outgoing president who later handed over the insignia of the President. In his inaugural speech, Mr.Saji Varghese said that TRAMA has added immense value to him as person and thanked the members for giving him the opportunity to head the group. Trama has set high standard during the past five years of formation. He sought the cooperation of all the members to make our activities more successful. He said that the new posts are just a formality and its a matter of taking new roles in the whole collective effort to make TRAMA more successful in its activities

Inauguration of TRAMA Activities for the year 2013 –'14



Former Presidents of TRAMA, M/s Mathew Jacob, M.T. Sam, current President Mr. Saji Varghese, Secretary General Dr. Roji George, Executive Committee member Mr. Cherry P Kurian along with Chief Guest Mr. Rajesh V Nair formally inaugurated the TRAMA activities.

[Talk by Mr. Rajesh R Nair](#)



Rajesh R Nair, Head Markets and Pursuits, Ernst and Young delivered a talk on “ Changing business landscape in Kerala” - Opportunities and Challenges.

The guest speaker for the evening was Rajesh R Nair, Head Markets and Pursuits, Ernst and Young who engaged the audience in a lively lecture marked with anecdotes, data and a vision of a brighter tomorrow. At the outset he said that would not like to look at the negatives and hurdles in

the Kerala growth story but at the strengths that makes Kerala attractive for industry. He rued the fact that we don't celebrate the good aspects in the manner we should. The perception of Kerala is Rajesh's very own. Having spent most of his early days of education and career outside the state, his perception of Kerala is what he has seen over the short time and the hard crunching data on the economy of the state.

He set about clearing the wrong perceptions and myths we carry about the state. Labour unrest, strikes, hartals and Trade unionism is always touted as the main reason for lack of industrial growth, but reliable labour data shows that we are actually 15th in the list of states of the man days lost due to hartals and Bandhs. Trade unionism, he said has many benefits as workers associations in industries often do lot of good in terms of activities and advice to the management. The process of collective bargaining also helps in smoother interaction of labour with the management.

The myth that "Talent never stays in the state" is something with we should not be concerned about as people who work outside the state and the country bring in close to Rs. 50,000 crore every year through remittances. He completely brushed aside the fact that Malayalis are satisfied with less and the goals we set are lower.

Another myth that we carry around is that the political climate is not conducive due to frequent changes. Rajesh looked at the positive aspect as the incumbent government gets into graft charges as soon as they assume the office and hence Kerala ranks the lowest in terms of corruption. Malayalis are the epitome of what Amartya Sen talked about in his book Argumentative Indian and we tend to discuss local and international affairs a lot more than others do and thus constanly looking for solutions.

He said that Kerala may not be suitable for large industries which require huge tracts of land. Chemical companies with effluents may not be able to get the clearances. Industries that employ child labour will be driven away by a highly vigilant and informed citizens of kerala. What we have to look for is strengthening industries which we are good at like Tourism, Coir, owerlooms, Cashew, Seafood, Biotechnology, Spices and spice extract to name a few

He then referred to the Chinese word of Crisis which is actually a combination of the characters "Danger and Opportunity". He recalled his days working at Tata Motors when JRD Tata once said " Always respect challenges. When you negotiate challenges you find opportunities"

He then outlined the immense strengths of Kerala which was an eye opener for many in the audience. He talked of the Human development index. HDI we all know is a composite statistic of

Life expectancy, education and income indices used to rank regions into different tiers of development. Kerala has the highest HDI in the country and we are leaps ahead of the other states and Rajesh said that it was the Education, culture and the Civic consciousness that helps us to score so high on the HDI.

To illustrate the strengths of higher HDI he talked of C Balagopal an ex IAS officer who founded Terumo Penpol . Terumo penpol is Indias largest blood bag manufacturer based in Trivandrum who have revolutionised blood transfusion in the country. C Balagopal cites that the fact that he had to never ask his employees to enter the “absolute zero infection environment “ to wash their hands because culturally its been imbibed in us that the moment we enter our homes we clean our hands well. The high HDI does attract a lot of business promoters in the state.

The other strengths that the speaker talked of was the quality of education and the highly qualified Technical manpower in the state. The number of Malayali techies in Bangalore would outnumber the native bangaloreans.

The density of the population is also a great strength. We have 8 towns with a population of more than 15 lakhs which even bigger states like Uttar pradesh do not have which is a delight for FMCG players to operate. The business of the state is widespread and Ernst and young have client base stretching across the entire length of state.

He talked of “Third billion movement” .The first and second billion were populations of China and India who played a key role in the economy. The third billion would be woman who would take their place in the economic mainstream over the next decade as producers, consumers, employees and entrepreneurs and their impact on global economy will be very significant. Kerala is more inclusive as society and offer greater space for the Woman which is also a major strength for us to grow in the future.

Rajesh marvelled at the fact that we perhaps have the greatest number of research stations in a region which could be compared to a place like Minnesota in US with high end research ranging from Rubber research, spice, rice, biotechnology etc in small state like ours.

Kerala also has perhaps has one of the best infrastructure in the state with 3 airports, a large sea port and best road connectivity across the state .We have no typical rural village and the entire state is a URBAN continuum

He outlined his idea that to overcome the constraints of setting up large units, we could explore the possibilities of setting up smaller units who could become an outsource partner of

larger MNCs. Kudumbasree units which is more than 20000 in state could be technically equipped to perhaps diversify into manufacturing components for I phones and other big brands which is more income generating. We should also promote agriculture and make it more fashionable. We also should try and stop the stigma associated with failures in a venture and he quoted the entrepreneurial spirit of Gujratis who would rather start a retail outlet than work for an MNC. The first session of the new chapter would be remembered for Rajesh's portrayal of the state with all its " POWERPOINTS" and immense inbuilt strengths for businesses and Industries to thrive.

Rajesh's profile at Linked in

Rajesh in his short career has achieved several milestones. Currently the Vice President Head markets and pursuits at Ernst and young. He started of his career in Tata Motors as an Engineer after his engineering degree at RIT Jamshedpur. He did his MBA from SP Jain institute of Mangement and research, Mumbai and then joined ECS ltd (JV of Eicher Ltd) as principal consultant. He went on to work in Accenture as senior manager Business consulting and with various other consultancy firms before joining Ernst and young in 2009 with expertise in organization strategy, organization change management and post merger integration. He has been Key note speaker for 'Leadership Development' at IEEMA conference , 'Leadership and People Management Systems' at Global Seafarers conference 2007 and Presenter at World Total Quality Congress 1999..Industries with which he has worked with are Paper, Textile, Steel, Banking and Financial Services, Agrochemicals, Cement, CD/DVD manufacturing, White goods, Pharmaceutical, Metal Castings, Real Estate, Hospitality and Knowledge Services (Analytics).

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