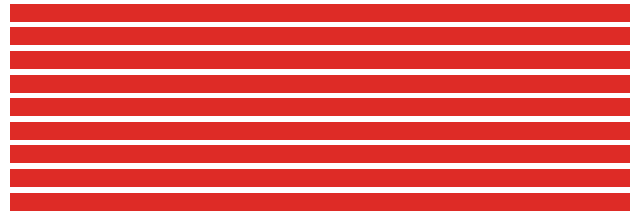


January 2023

# kma NEWS

Spearheading Management Movement



OFFICIAL MONTHLY MAGAZINE OF KERALA MANAGEMENT ASSOCIATION

VOLUME 19 | ISSUE 07

## 65th Foundation Day Celebration of KMA

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## President Speaks

Dear Member,

"New beginnings are in order and you are bound to feel some level of excitement as new chances come your way."

New initiatives were the hallmark of KMA year 2022! I would like to profusely thank each and every member for your unstinted support, valuable suggestions and co-operation to successfully complete 2022, though it was an unpredictable year.

New Year symbolizes hope, positivity and new beginnings. There is a festive spirit and cheerful mood in the air. This year, KMA begins with an incredible event, the Annual National Convention 2023.

Technology is progressing quicker than ever. This is especially true in the area of communication. The way in which we communicate, connect and collaborate is set to change, that we call 5G. You may have heard the term before and know to some degree that it is something that is meant to change our lives. But the potential impact of the technology and innovation behind 5G goes much further than boosting the bars. 5G encompasses the whole spectrum of new technology, infrastructure and mobile connectivity. It is

set to revolutionize the way and the speed at which we communicate. It will fundamentally change our ability to share information. It will touch every sector in every industry.

So very aptly we have chosen the theme of our 40th Annual National Management Convention as '**The Next Generation Communication – Its impact on Organizations**'. Our Convention Chairman, Mr. A Balakrishnan is taking extra effort to bring world class and most sought after speakers for the event. The entire team is working like a well-oiled machine to ensure that we have a memorable convention with a lot of takeaways. We are also giving special emphasis on Manufacturing Industry, Healthcare Sector and Financial Services Industry. I am sure you all will have an enriching two-day event and I look forward to meeting you at the convention.

Every year comes with its challenges and wins. You've been with us, at every step of the way. Thank you for keeping us in your corner! Whatever this year brings, we will face it together. May this New Year 2023 bless you and your loved ones with good health, wealth and happiness. Happy New Year!

**L Nirmala**  
President

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L Nirmala, President,

Kerala Management Association



# From the Editor's Desk

Dear Reader,

As we step into the New Year 2023, let's embrace this new beginning with a lot of hope, optimism, and positivity. At KMA, we are grateful for the year that was and the many milestones we achieved last year. We look forward to the New Year, bursting with plans and ideas to take KMA to greater heights, bringing even more value to our members and the management community at large.

In each edition of KMA News, we endeavour to bring you coverage of the various events organised by KMA in the previous months.

FACT Chairman and Managing Director Mr Kishor Rungta inaugurated the 65th Foundation Day of KMA. KMA also held an event to honour Cochin Shipyard CMD Mr Madhu S Nair with the 'Pride of KMA' Award. Cochin Port Trust Chairperson Dr M Beena IAS was the chief guest.

KMA organised a panel discussion on the 'New Global Economic order and its socio-economic impact' in India. Former Additional Chief Secretary James Varghese moderated the panel. KMA conducted an awareness seminar on 'Preventing harassment of women in the workplace'. Kerala High Court Judge Justice Bechu Kurian inaugurated the seminar. KMA also organised a discussion on the draft Digital Personal Data Protection bill. Risk Advisory Director K. Deepak moderated the discussion.

KMA organised a discussion and book review session with the author of the book "AFTERNESS", by Dr Ashok S Ganguly, the former director of Reserve Bank, former chairman of Hindustan Unilever and a Padma Vibhushan and Padma Bhushan awardee. KMA conducted an Industry Visit for KMA's student members to FACT premises in Kalamassery.

KMA News brings you the details of all the above events organised by KMA. We trust you will enjoy reading about them. As always, we look forward to hearing from you and keeping the conversation going.

**Dileep Narayanan**  
dileep@organicbps.com



# 65<sup>th</sup> Foundation Day Celebration of KMA



**Algiers Khalid**  
Honorary Secretary

The 65th foundation day of Kerala Management Association to celebrate the past, present and future was held on 18th November 2022 in 3 unique and distinctive sessions.

The celebrations started at 3 pm with the first program to distribute the certificates to students who successfully participated in the new CSR initiative of KMA. This 10-week programme was to prepare meritorious students from economically challenged backgrounds to be ready for a career in the corporate world, christened as Campus 2 Corporate programme. Chairman of C2C programme Mr. Anil Varma welcomed all those who were present. It was followed by a motivational presidential address by President Nirmala Lilly who was showered with love and affection and presented a special portrait.



Felicitations were given by Professor Dr. P.A. Habeeb, Director of Ilahiah college of Engineering & Technology and managing committee member Mr. Vivek Krishna Govind, Chartered accountant Varma & Varma. Management Book, "Soft skill for today, How to attain success in career and life" authored by KMA's former Executive Director Mr. P Jayaraman were also distributed to students. Mr. P. Jayaraman also briefly addressed the students. This session ended with the vote of thanks proposed by KMA Vice

President Bibu Punnooran.

The second session was organised mainly to hand over the cash prize to the winners of the first ever KMA corporate cricket league. This was yet another new initiative this year to encourage young management professionals to become part of KMA and its activities. The chief guest for the session was renowned sports management coach Sujin BT who delivered a very passionate address. It was followed by an address by Guest of honour Advocate SAS Navas, Honorary Secretary of RSC who distributed the cash award to winners of KCCL. The first prize of Rs. 1 lakh was collected by South Indian Bank, Second prize of Rs. 50,000 by APTIV. Cash prizes were also given to several other winners in each categories. Our member Mr. Aravind PS proposed a vote of thanks to end the second session of



Kerala Table Tennis Association President and Kochi Rajiv Gandhi Sports Center Honorary Secretary Adv. SAS Nawaz distributed the prizes.



Certificates of KMA's CSR initiative Campus to Corporate were distributed.



the celebration.

The third and the most important session to celebrate the foundation day started at 6:30 pm with the lighting of the auspicious lamp by the Chief Guest of the function Mr. Kishore Rungta, Chairman & Managing Director, FACT Ltd. All the three halls were filled and packed to capacity with an audience which included Galaxy of Past Presidents, Major vendors of the renovated Iconic building, members of KMA, invited guest and management students. Senior Vice President A. Balakrishnan welcomed all

present which was followed by the Presidential address by President Nirmala Lilly who explained all about celebrating the past present and the future. She also handed over specially curated mementos and shawl to Past Presidents present in recognition of their yeomen service to management movement in Kerala and for building the stature of KMA brick by brick. In her presentation she also specially mentioned the past presidents who received the coveted best LMA award from AIMA. She highlighted the need to recognise the vendors who did a fantastic job in completing the renovation of the

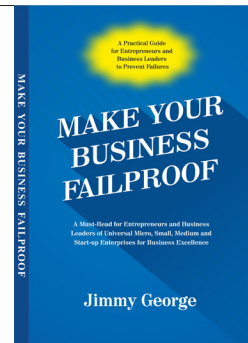
KMA house to make it a modern state of art building commensurate with the stature of KMA and handed over mementos to them.

Mr. Kishore Rungta as Chief guest in his address profusely complimented KMA for its role in spearheading management movement in Kerala and the long and cherished association of KMA and FACT. He also reiterated that FACT would like to continue this memorable association in years to come.

Honorary Secretary Algiers Khalid in his usual unique style proposed the vote of thanks to each and everyone present to end the function to make the 65th Foundation day a red-letter day in the glorious history of KMA. The celebration culminated with a sumptuous networking dinner hosted by FACT Ltd.



## MAKE YOUR BUSINESS FAILPROOF



**"MAKE YOUR BUSINESS FAILPROOF"** (Available on [www.amazon.in](http://www.amazon.in)) is his first book targeted at existing and emerging entrepreneurs and business leaders of the universal Micro, Small, Medium, and Start-up Enterprises for achieving business excellence.

The author drawing from his three decades plus experience at leadership level and advisory-consulting roles with a number of small, medium and large enterprises from diverse industries offers fresh ideas and practical solutions to a

serious entrepreneur / business leader to change the existing ways of leading and managing one's business. His central message is about acquiring clarity in every aspect of managing a business to success.

As a compendium of clarities to build successful ventures and particularly to prevent failures, the book can benefit anyone associated with business management. The concept of the "Three Engines of Business Excellence" can be a path-breaking idea for those thinking of a change in the existing ways of structuring

and leading enterprises. Additionally, the book gives invaluable insights on product excellence, operational excellence, marketing excellence, finance management excellence and people management excellence including talent acquisition and selection strategies. There are special chapters on selecting the right name for a business or a product, nuances of managing family enterprises, and creating a healthy and happy work culture. In short, "Make Your Business Failproof" can be a good addition to the list of must-reads for anyone in business.





## Pride of KMA Award presented to **Mr. Madhu S Nair**

**T**he Kerala Management Association (KMA) honored Cochin Shipyard CMD Madhu S Nair with the Pride of KMA Award for the prestigious achievement of bringing Cochin Shipyard and Kerala to world attention through INS Vikrant. Cochin Port Trust Chairperson Dr. M. Beena was the chief guest. Cochin Shipyard has the best problem solving system, she said. Madhu S Nair is playing a leading role in running such a large public sector institution without any strike or complaint in a state like Kerala which is politically charged. Management skills of Madhu Nair

are a model for management students, she added. Cochin Shipyard is an example of how to carry forward a position in the best possible way. She also said that Madhu S Nair's spirit of dedication is the main reason behind the success of Cochin Shipyard.

Madhu S Nair said in his reply speech that it is the circumstances that make any man active. Collective effort is behind the success of Shipyard. The general attitude and outlook of workers towards public sector institutions must change. Any movement can progress only if there is collective effort. There is a need

to change the generalization that corruption is normal in a government institution and somehow the company needs to move ahead. The strength of Cochin Shipyard is togetherness. He said that Cochin shipyard has a vital role in his official life.

KMA President L. Nirmala presided. She mentioned that Madhu S Nair is the epitome of efficiency and simplicity. KMA Senior Vice President A. Balakrishnan, Honorary Secretary Algiers Khalid and Program Committee Chairman Bibu Punnooran spoke.



*Cochin Port Trust Chairperson Dr. M. Beena presents Pride of KMA Award to Cochin Shipyard CMD Madhu S. Nair; Bibu Punnooran, L. Nirmala, A. Balakrishnan and Algiers Khalid are also seen.*

# New Global Economic order and its socio-economic impact in India



Experts say that the time is not too far when India becomes a world economic power if it moves forward through creative and agile measures and discovering new sectors. The panel discussion organized by the Kerala Management Association (KMA) on the New Global Economic order and its socio-economic impact in India, put forward suggestions and expectations by industry experts and finalists.

Aju Jacob, Joint Managing Director, Synthite Industries, said that after the Covid pandemic, new challenges have to be faced. The food and cargo movement sector has not recovered post-Covid. In India, where agriculture has a lot of potential, agriculture is not even recognized as an industry. He pointed out that the increasing number of unemployed, rising fuel prices and the war in Ukraine are all crises. He added that more focus on the manufacturing

sector would help India advance.

Gulf News Kerala Correspondent Joe A Scaria said that Covid has taught new lessons and all the understandings that existed till then have been rewritten. If there are people, there will be development. The country's population is decreasing. Population is increasing only in 8 states of the country. Rising unemployment will set the country back. People are still not ready to move forward with the possibilities. Even in Kerala no one wants rice, everyone is after rice packets. Educated people do not go into agriculture. Only 20 percent of women are employed in India. India has the least gender equality in the workplace in the world. All the talented people are leaving India and going to other countries. He said that if they are able to get better employment opportunities in the country, the country will leap forward.

SBI former Chief General Manager S. Adikesavan said that India has surpassed the UK in terms of economic growth. He said that the transfer of economic power from the West to the rest will create a positive wave in Asia, China and India. The credibility of the financial organisations and structures is also decreasing. He also pointed out that if the per capita income can be increased, India will be able to make great strides. He also suggested that efforts should be made to uplift those below the poverty line as much as possible. He also pointed out that after demonetization, real estate price has not sky rocketed.

Former Additional Chief Secretary James Varghese was the moderator. KMA President L. Nirmala presided. Senior Vice President A. Balakrishnan, Honorary Secretary Algiers Khalid and Program Committee Chairman Bibu Punnooran spoke.



President L.Nirmala handing over mementos to the panelists, James Varghese, Aju Jacob, S. Adikesavan, and Joe Scaria. Algiers Khalid, A. Balakrishnan and Bibu Punnooran are also seen.



## KMA organized an awareness seminar on preventing harassment of women in the workplace



High Court judge Justice Bechu Kurian Thomas said that women between the ages of two years to 79 years are being harassed and the number of predators looking around finding out momentary opportunities is not decreasing. He said 95 percent of violence against women goes unreported. He was speaking at the inauguration of a seminar organized by KMA on prevention of harassment faced by women at workplaces. Many are unaware that there are opportunities within organizations to report workplace harassment. The fact is that they themselves do not realize the power of women. There are mechanisms in place to nip and redress violence against women in the workplace. An important aspect of the POSH act is

that there is an option for settlement also. Importance of the settlement is that he is bound to the settlement. POSH act is well drafted but most of the institutions have no internal complaint cell, he said.

Ernakulam District Development Commissioner Chetan Kumar Meena said that it is mandatory to have an internal complaint cell in the institutions and if a fake complaint arises, such cells also have the authority to take action against it. The POSH Act provides the procedure and freedom to redress complaints without going to the police. The Act gives freedom to settle workplace grievances at their respective places. He said that if there is any harassment in the workplace, one should not hesitate

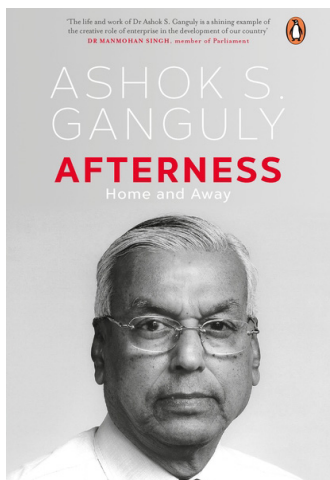
to complain.

CCRRRA Director Adv. Sandhya Raju said that speaking openly about sexual harassment is not so easy. Prevention of violence against women, whether in the workplace or elsewhere, is a priority. Society must first be made aware of what sexual assault is. Sandhya Raju said that it is important to provide natural justice to women.

KMA president L. Nirmala said in her presidential address that harassment against women is increasing in workplaces and there are effective laws to prevent this but many women are not aware of it. KMA Joint Secretary Dilip Narayanan and Treasurer Johnson Mathew spoke.



Justice Bechu Kurian Thomas speaks at an awareness seminar organized by KMA on the POSH Act. Dileep Narayanan, Sandhya Raju, L. Nirmala, Chetan Kumar Meena and Johnson Mathew are also seen.



## KMA book review session with Dr.Ashok Ganguly

**K**erala Management Association (KMA) organized a discussion and book review session with the author, on the book "AFTERNESS", by Dr. Ashok S Ganguly, the former director of Reserve Bank, former chairman of Hindustan Unilever and a Padma Vibhushan and Padma Bhushan awardee.

Ashok Ganguly said that research and development are not given due importance in the country. There should be creative competitiveness in utilizing knowledge. Knowledge and competitiveness bring wealth. Compete with other countries and foreign companies to acquire knowledge. A calm family environment is essential for a professional. He said in a debate organized by KMA that the pressures and conflicts of work should be looked at in the family environment.

He said that a deep connection with the family has a decisive influence on decision-making. Don't think that the accolades and achievements we get are the last. Ashok Ganguly also said that unnecessary worry about the future will make life stressful. It is up to an individual to decide whether or not to accept any advice given by those he/she likes. It is unfair to force anyone to take a decision. He said that the success of any professional is sincerity and dedication and there is no shortcut. India is a country with a majority of poor people. People should be



*KMA President L. Nirmala presided. BVB Kochi Chairman Venugopal C Govind, Federal Bank Ex-CMD K.P Padmakumar, Senior Journalist M.K Das and Hindustan Unilever Ex-Factory Manager V.R Nair led the discussion.*

attracted and motivated at a very early age for entrepreneurship.

In his memoir, former Hindustan Unilever chairman Ashok Ganguly invites readers to journey with him as he looks back fondly on his extraordinary life - from his childhood to his upbringing in the metropolitan Bombay of the 1930s, to his PhD in Illinois and his eventual return to India. After joining Hindustan Unilever's R&D department, Ganguly quickly rose up the ranks as a talented young professional, eager to discover and learn new things. The story spans across eighty years of his life, its edges tinged by the tumultuous events in India in the twentieth century,

and interspersed with fascinating people, from the mysterious Kishen Khanna, who accurately predicted events in Ganguly's life, to encounters and friendships with well-known historical figures such as Mother Teresa and Rajiv Gandhi.

Ashok Ganguly's journey was interspersed with failures, but he doesn't shy away from talking about these and the sacrifices that went on to define his life. Honest, reflective, personal and revelatory, Afterness provides valuable insight into his thinking process and decision-making skills that enabled Ganguly's meteoric rise and sustained his legendary career.





*L. Nirmala, K. Deepak, Anirban Mohapatra, A. Soni and Rajesh Ramachandran at the discussion organised by KMA on the Data Protection Bill.*

## Digital personal data protection bill: KMA discussion sharing concerns and expectations

While the Digital Personal Data Protection Bill may appear to protect citizen's rights and privacy, experts have pointed out that on the other hand, there are possibilities of legal use of the collected data. Experts shared their opinions during the discussion on the draft data protection bill organized by KMA. The participants in the discussion pointed out that a major feature of the bill is that failure to take necessary precautionary measures to prevent the leakage of personal information will result in huge fines.

But it has been argued that the new bill is an alternative to the Telecom Bill released last month and the current IT Act. Digital experts point out that the widespread exemptions to the Center and central agencies are a cause for concern.

The Central Government may issue notifications exempting its agencies from complying with the provisions

of the draft Act. The government may also claim that the national and public interest is at times greater than an individual's interest. The new draft law also leaves the appointment of the chairperson and members of the Data Protection Board entirely to the discretion of the central government.

It was also argued that the bill would ensure that personal data is used only for the purposes for which it was collected and stored only for a specified period. A notable underlying principle of the Bill is that the collection of information will be limited to the people who need it for the specified purpose. The main feature of the bill is that it can provide more protection to the privacy of individuals. Compared to the European Union's landmark General Data Protection Regulation, or GDPR, which has significantly influenced legislation in nearly 160 countries, the Data Protection

Bill is more relevant to the digital economy. The landmark GDPR, which came into effect in May 2018, mainly focuses on privacy. This has often been criticized. But this is how most data law constructions around the world work. Panelists said the EU is clear about individuals' right to privacy and their right to data. The participants in the discussion unanimously commented that interpreting the legal language is very difficult.

In the KMA discussion, Risk Advisory Director K. Deepak was the moderator. KMA President L. Nirmala presided. Cyril, Amarchand and Mangaldas Partner Anirban Mohapatra, South Indian Bank General Manager and CIO A. Soni, Rajesh Ramachandran, Head of Operations, BFS - APACTCS attended the event. KMA Senior Vice President A. Balakrishnan welcomed and Vice President Bibu Punnooran proposed vote of thanks.

# 40<sup>th</sup> KMA National Management Convention

## A Balakrishnan

Sr. Vice President and Chair -  
Management Convention



The 40<sup>th</sup> Annual National Management Convention, hosted by Kerala Management Association (KMA), will be held on 12th and 13th January, 2023 at the Grand Hyatt Convention Centre, Kochi.

As is customary, KMA has been privileged to host this every year with the most relevant themes that resonate with the business concepts of the time, be it on management, disruptive innovations or technology. With 5G having been rolled out in India, the focus is now shifting to the way in which technology can influence and change the communication landscape. And aptly, the current year's theme is "The Next Generation of Communication: Impact on Organisations". There is going to be a paradigm shift in terms of management and investments and the very perception about business. The joint Venture between Satellite Communication Services provider One Web and NSIL (New Space India Limited), the commercial arm of ISRO is expected to revolutionize the Global Broadband Programme. Low latency, wider coverage, better quality, excellent connectivity,

enhanced throughput, better devices and superior technology are bound to transform operations, customer engagement, user experience and products and service frameworks. The Metaverse and AI are expected to make path breaking contributions from a technology point of view. Managers dealing with the new norm will be exposed to bots, gigs and remote work and they will have the challenge of getting the best out of them. The door to new opportunities would open with a focus on Customer Experience. With over 1000 delegates cutting across industries expected to attend the convention, the National Management Convention would be one of the biggest events in the country.

The convention will be inaugurated on 12th January, 2023 at 5.45pm by Dr. V P Joy, Chief Secretary, Government of Kerala, at the Grand Hyatt Convention Centre, Kochi.

Mr. Adeb Ahammed (Managing Director, Lulu Financial Group), Mr. Beji George (CMD, HLL Life care), Mr. Suman Billa IAS (Principal Secretary, Industries), Mr. Mukund Rajan (Chairman, ECube Investment Services and Former CMD of Tata

Tele Services) and Mr. V.K Mathews (Chairman IBS) will be delivering Keynotes.

On 13th January 2023, there will be special tracks on Manufacturing, Healthcare and Financial Services. Mr. Sanakaran Venkitaremani (Partner KPMG), Mr. Ajith Kumar (ED, BPCL – Kochi Refinery, Mr. Venkitaraman Anand (CEO, HML), Mr. Aju Jacob (Jt. MD, Synthite) will lead deliberations on Manufacturing. Dr. Avinash Nanivadekar (KIMSHEALTH), Dr. Maria Lall (Honeywell), Mr. Arvind Raman (Microsoft) and Mr. Biju Mathew (Agappe Diagnostics) will hold a panel discussion on the developments in the Healthcare sector. The BFSI sector, characteristic of some of the fastest and eye opening innovative technological changes will witness Dr. Bharat Panchal (UPI Architect), Mr. Jones George (ED, Geojit Financial Services), Mr. Thomas Muthoot John (Director, Muthoot Pappachan Group) in an engaging chat.

The Convention-KMA hopes- will add value to the roles, responsibilities and their outcomes for emerging managers, start-ups and CXOs of the Organisations across industries.



# 40<sup>th</sup> KMA National Management Convention

Join India's Largest Professional Managers Meet

**12 & 13 JAN 2023**  
**Grand Hyatt, Kochi**

Theme: The next generation of communication -  
Impact on organisations

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MANAGEMENT  
ASSOCIATION  
FOUNDED IN 1957 SPEARHEADING MANAGEMENT MOVEMENT

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# The Fertilizers and Chemicals Travancore Limited (FACT)

**F**ACT is a premier fertilizer manufacturing Central Public Sector Undertaking (CPSE), under the administrative control of the Department of Fertilizers, Ministry of Chemicals and Fertilizers, located in Kerala. FACT was incorporated in 1943, as one of the first large scale fertilizer companies in India and started fertilizer production in 1947. The company has two production units, both located in Kochi, Kerala.

The major products of FACT include complex fertilizer NP 20:20:0:13 under the brand name 'Factamfos' and 'Ammonium sulphate'. FACT has a total installed fertilizer production capacity of 8.6 Lakh MT. By implementing renovation & modernisation schemes, company is able to produce and market about 1 million MT of fertilizers annually. FACT is one of the two Caprolactam manufacturers in the country, with an installed production capacity of 50,000 MT per annum.

FACT markets its fertilizer products predominantly in South Indian states and has a market share of about 30% in NP 20:20:0:13 and 70% in Ammonium Sulphate sectors respectively, in the South Indian market. FACT has started expanding its market presence on a pan India basis.

The company has planned and implemented various steps to enhance its overall performance during the last 3-4 years, improving Top & Bottom line. With the tying up of major raw materials and the whole hearted support of employees, fertilizer production was improved to 1 Million MT level from 2019-20. Along with this, the company also focused in re-capturing its fertilizer market in Andhra and Telangana states,

ensuring market for its products. Even during Covid-19 times, the company could perform remarkably well, meeting all covid protocols. During 2020-21, the company further improved the performance by enhancing fertilizer trading operations. During 2021-22, the company restarted its Caprolactam operations after a gap of 9 years adding further value to Turnover. The restart of the plant has substantially reduced the Caprolactam import to the country.

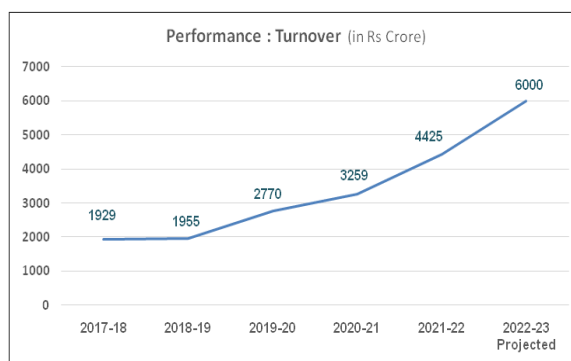
The company has been improving its turnover and profit for the last three consecutive years. During the year 2021-22, the company could achieve a turnover of Rs.4425 Cr and a profit of Rs353 Cr. The company is maintaining its excellent performance in 2022-23 as well with a steady growth. During the first half of 2022-23, the company could achieve a turnover of over 3200 Cr and a profit of about 280 Cr. At present,

FACT has the highest market capitalisation amongst fertilizer PSUs.

As a next step towards improving the over all performance, FACT is enhancing its fertilizer production by setting up an additional complex fertilizer (NP & DAP) plant with an

annual capacity of 5.45 Lakh MT at Cochin Division. The work order for the project has been placed and construction works for plant along with allied raw

materials/ intermediates handling and storage facilities are in progress. The new plant is expected to be completed during 2024-25. With this, the annual fertilizer production of the company will Cross 1.5 million MT and the turnover is expected to reach Rs 8000 Crore level.







## THE WAY TO CHANGE IS TO CHANGE THE WAY YOU LEAD!

**W**hile inaugurating KMA's 65th anniversary celebrations, Mr. Kishor Rungta, CMD, FACT highlighted the need to make students familiar with the industry ecosystem and invited students present there to visit FACT at the earliest opportunity. Our President Dr. Nirmala Lilly, readily responded and agreed for an immediate visit. She also volunteered to accompany, reassuring the students community that KMA is always in the forefront to make our budding managers industry ready.

45 students and 2 faculty members (Ms. Beena V S and Mr. Ramesh Krishnan) visited the facility on

December 7, 2022, after acquiring a letter of authorization from FACT - The Fertilizers and Chemicals Travancore Limited, Kalamassery. The Visit started at 10:00 am, the officer in charge of safety gave instructions on how to conduct oneself inside the FACT building to ensure safety. Along with that, students were given medical masks and plastic helmets to wear. After receiving instructions, students were split up into three groups, to facilitate visit to Factomfos production unit. The guides explained manufacturing procedure and the equipments utilised, such as input pits, bungers, dryers, and final sewers. They demonstrated

the separation of the large, small, and product-sized particles as well as the mixing of ammonia. Finally, they got an opportunity to see the process of packing the bags. After the visit, lunch was arranged at FACT cafeteria and the team left the company at 1:30 pm.

FACT visit gave students an opportunity to learn how a massive organisation functions through interaction, working methods and employment practice and also in understanding the industry environment.

This is yet another example from KMA transforming aspirations into action and intention into reality.

## Secretariat NEWS

Greetings from the Secretariat!

Hope you and you families had great Christmas celebration. As usual last two months were hectic with lots of activities. On 25th November our President inaugurated the KMA Student chapter at FISAT. On 1st December President inaugurated the student chapter at SMS, CUSAT. She was the Chief Guest at the inauguration of 'Marketing Grid' at SCMS College on 14th December. She attended the Christmas fiesta at St Joseph's School Kadavanthara on 23rd December.

Our flagship program 40th KMA Annual National Management Convention is fast approaching. Senior Vice President and his team is leaving no stones unturned to ensure a fabulous convention. Looking forward for your support, guidance and participation in all the programs.

Always at your service.



**Lt. Jojob Jacob**  
Executive Director



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