



Empowering
Kerala's Startup
Ecosystem

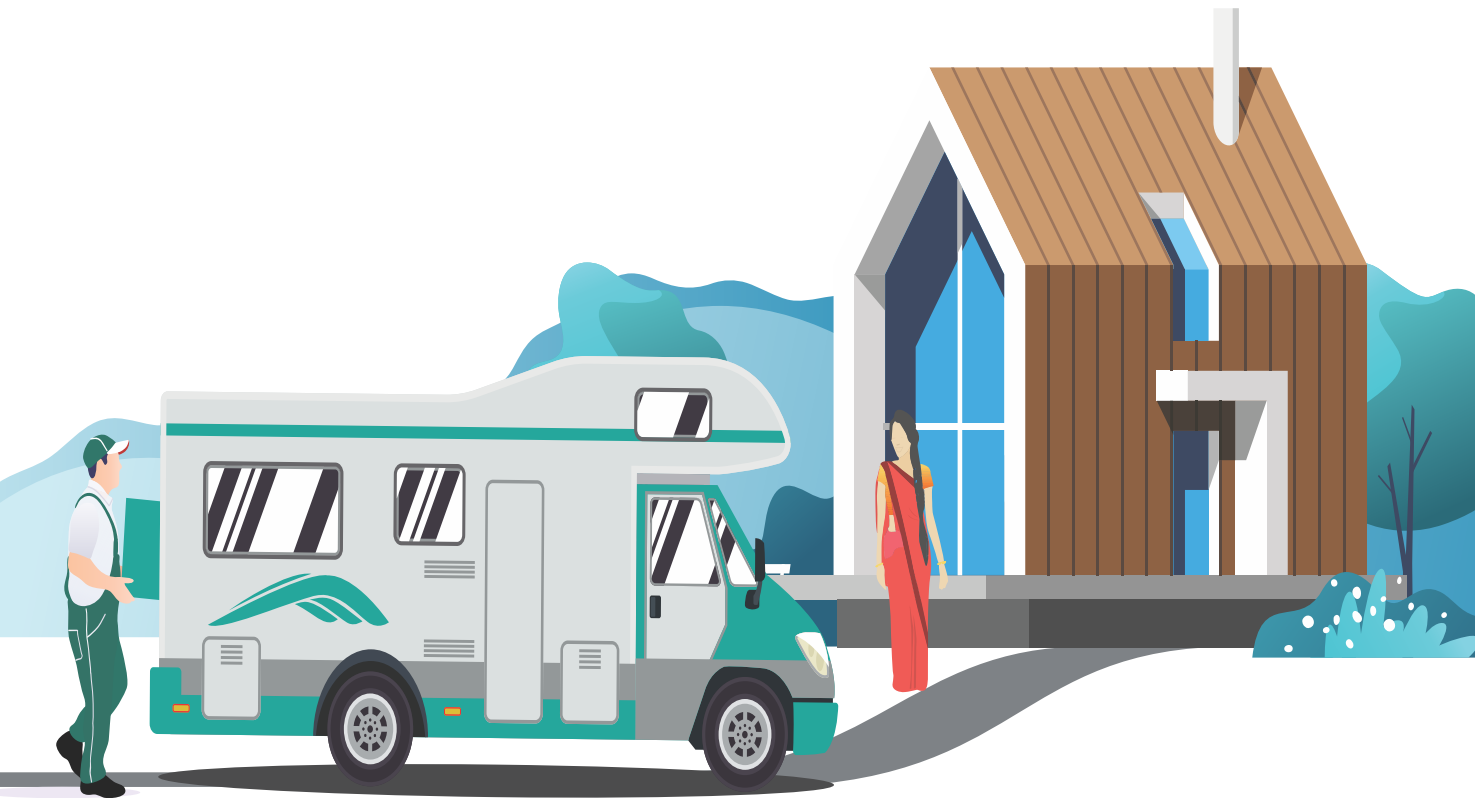
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President Speaks

Dear Member,

You are the backbone of KMA! It's significant to evolve, grow and improve. By creating a membership development plan, associations will understand their growth potential and how we can achieve it. For recruitment and retention, it must understand the rate at which it wants to grow.

The key to retaining members is to ensure that they are receiving value from their membership and that they're aware of it. Engaging with members regularly to communicate this value helps keep it fresh in their minds and reminds them of why they became members in the first place.

Focusing on membership growth is critical to maximising the impact of our organisation. More members mean more membership dues paid, which means more help to the people and causes that need it. Additionally, new members bring in fresh ideas, high energy, and an untapped set of leaders.

By adding more people, we are adding to our group's diversity, which leads to an improved member experience! Investing in our membership growth also allows us to grow steadily.

Another membership growth strategy is word of mouth. It is the oldest form of promotion and communication. But very relevant. Promoting KMA through word of mouth involves our members and allows them to elaborate on what they love about the organisation. There are many techniques to get our members to promote cheerful chatter on digital and non-digital platforms.

Membership growth is not just about adding new members. It's about engaging our members and focusing on retention. It takes time and trial, and errors to get it right.

Although it can feel overwhelming, you will have the happiest, lifelong members once you complete this process. We certainly value your membership and presence!

Thank you, and looking forward to a great July.

L Nirmala
President

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Please send stories, projects, queries, feedback and photographs (high resolution digital images only).

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L Nirmala, President,
Kerala Management Association



From the Editor's Desk

Dear Reader

Welcome to the July edition of KMA News, an important connect between KMA and its members. We aim to keep you informed on all that is happening at KMA every month so that you are not only aware and abreast of KMA activities and initiatives. But more importantly, you become a knowledgeable and passionate spokesperson for KMA in society.

This KMA News edition focuses on 'Startups' and the startup ecosystem in Kerala. As members of KMA, this is a pertinent topic. Several amongst us are already associated with startups in various capacities – as founders, mentors, investors, service providers, etc. India has a whopping 66000 registered startups in the last six years, of which more than 100 are valued upwards of USD 1 Billion. This edition of KMA News brings you an excellent article on startups written by our Past President, Mr S R Nair, a subject matter expert in the field.

We also cover the panel discussion conducted by KMA, 'Startups Traversing the Funding Winter'. Several eminent personalities were part of the panel, and the consensus was that while there were several issues to be ironed out, the start-up environment was more robust than before.

This issue also covers the inauguration of the KMA Startup Forum by Abhilash Krishna, Founder and CEO of Carestock, and the Phoenixpreneur series, wherein Mr T R Shamsuddin, Founder and CEO of Blockbuster Technologies, inspired the audience by sharing his startup journey. We also bring you an excellent article on 'Networking in the Digital Age' by Rajesh Nair.

Do read up about the upcoming events and news about KMA. As always, your valuable feedback ensures that KMA News isn't just restricted to unidirectional communication but becomes a platform for dialogue between KMA and its members. We look forward to hearing from you.

Happy Reading,

Dileep Narayanan

dileep@organicbps.com



SR Nair

Author, Adjunct faculty,
Startup Mentor & Past President KMA

STARTUP IN KERALA

Startups are defined as newly formed enterprises without any previous history of operation, predominantly technology - based, knowledge - intensive, helping wealth and employment creation, necessarily an economic growth engine for the society, but with a limited survival rate. All those multi-billion dollar global behemoths, be it Google (now Alphabet), eBay, Amazon or Facebook (now Meta); began as pure start-ups, with an innovative idea disrupting the way in which business was done or creating a brand new product or solution, the type of which never existed before.

India, too, got caught up in the whirlwind of the global startup revolution, having close to 66000 registered startups in the last six years. Of these, more than 100 have now attained Unicorn status (valuation of USD 1 Billion), some of them being M/s. Inmobi, Paytm, Flipkart, Oyorooms, Zomato, Byju's, Ola, Swiggy, Freshworks & Quicker. There are many more Indian startups poised to become unicorns, and it is predicted that India will have more than 250 Unicorns by 2025 (As per the prediction from the proprietary data analysis of venture growth investor Iron Pillar). Their combined market value could come



// In a Mohanlal movie, he delivers a dialogue, "every dog has his day". But, for a state as industrially backward as Kerala, the startup is an idea whose time has come. **//**

anywhere between USD 750 to 1000 billion!

As quoted by Union Commerce Minister Piyush Goyal, the Indian startups have generated more than 7 lakh jobs so far. You must also take into account that each direct job will create a minimum of two additional indirect jobs. Thus, it is time to look up at the startup sector with respect!

The country has over 400 active incubators and accelerators with a capacity to enable over 5,000 startups every year. 57 per cent of these

are active outside Tier-1 cities which means there is entrepreneurship happening in all categories of cities within India.

Kerala today boasts of being one of the top startup ecosystems in India, corroborated by the 3rd consecutive top performer award that Kerala Startup Mission (KSUM) received from the Union Commerce Minister this week. Kerala based start-ups had gained considerable traction in technologies such as Robotics, AI, Computer Vision, Blockchain and Aggregated Market Places. As per KSUM statistics, from 2015, the Kerala startups could get venture capital exceeding INR 3200 crores.

Kerala, as a socialist ideology-based state, had its challenges in industrialising it. Firstly, it did not encourage risk-taking, an essential ingredient for thriving entrepreneurship. Leave alone calculated risks, society dreaded 'uncertainty' & 'unknowns'. Secondly, society viewed every entrepreneur/businessman as a tax evader, labour exploiter and obscene profit maker. That totally took away the respect of an entrepreneur.

The state is slowly evolving toward entrepreneurship, and the enthusiasm shown by youth and

students toward startups is an encouraging sign. However, as an entrepreneurial society, we are still far behind. We also do not have an innovation encouraging education. In fact, our education kills all our innovations.

It is a global truth that Societies without entrepreneurship are dead places. A strong economy is the best politics, and entrepreneurship is the cornerstone of economic growth.

Startups occupy a significant role in it.

The time for drastic improvement in our startup endeavours is now. Whereas the ecosystem is developing here, it needs to attain a higher speed. This cannot be brought out by the government alone. All stakeholders, industry bodies, financial institutions, research & academia, and NGOs need to chip in their might for this to happen.

With this in mind, KMA inaugurated its Startup Forum in June 2022 and did two other programs, a panel discussion on startup funding and 'Phoneixpreneur', a talk show based on entrepreneurial learning.

What a confidence that all of it came together at a time when the Kerala startup ecosystem was chosen for the top performer award, again for a 3rd consecutive time!

Startups are moving beyond the funding winter.

A panel discussion on Startups Traversing the Funding Winter opined that startups are moving beyond the economic winter to the hope of spring. Participants commented that it is time to think and act. KMA President Nirmala Lilly presided over the function. Former President SR Nair was the moderator.

Rajeev Prakash of Deshpande Startups commented that big changes were happening in the startup sector after the Covid crisis. Not only the activities of startups but also the customers' perceptions changed drastically during this period. He pointed out that many consumer purchases have gone digital in two or three years, and the potential for doing business, including overseas, has become apparent. He said it was only cold at times and should not be called winter.

PK Gopalakrishnan, Co-Founder, Malabar Angel Network, said. There needs to be a lot of study on the valuation or evaluation of companies, but for startups, finances are often not a big issue.

Riyas PM, Project Director, Kerala Startup Mission, said that the last couple of years had seen a winter of crisis and is looking forward to the coming spring. He said that



while there is no single solution to the problems of startups, those who maintain financial discipline can hold on. Since the government understood what was to come, it anticipated and allocated the budget to help startups. He also explained that there is no dark future waiting for startups in Kerala.

Aaronin P, Co-founder and CEO of Sasthra Robotics, said that the current situation needs to be assessed and the realities identified. He said he did not expect significant changes for the next two months but hoped that something would change by September.

Corner Co-founder and CEO Arun Augustine said he felt things were

worsening but was convinced the crisis was seasonal. The global financial crisis and the plight of consumers who cannot afford to spend more money are expected to change. He explained that many people have enough money to invest in startups. He said he expects the next two years to differ from the last two. Arun Augustine also said that the company should realise that if the funding is stopped, it will also stop.

The newsletter of the Kerala Management Association was virtually released at the function. Vice President Bipu Punnooran welcomed the gathering, and Joint Secretary Dileep Narayanan thanked them.

KMA Startup Forum inaugurated

Abhilash Krishna, Founder and CEO of Carestock, inaugurated Kerala Management Association's Startup Forum. KMA President Nirmala Lilly presided over the function. Former President SR Nair, KMA Startup Forum Chair Sandith Thandassery and Honorary Secretary Algiers Khalid addressed the gathering.

Abhilash Krishna said that there is uncertain competition in the startup arena. The adventure in this arena is to stand for the goal beyond just starting something. The journey to the goal of pursuing any possibility



and realising it begins when many crises and dilemmas.

He said that even small things could require big thoughts, and success comes when one can make decisions

from time to time and move forward. Abhilash Krishna said that success comes when we prove that we have the strength to survive and compete in the market.

'Phoenixpreneur' series started.

Mr. T R Shamsuddin, Founder and CEO, Blockbuster Technologies Pvt Ltd participated in the Phoenixpreneur session of Kerala Management Association, where the experiences of those who have shown great entrepreneurship are shared in a way that inspires new entrepreneurs and students who intend to enter the field of entrepreneurship. KMA president Nirmala Lilly presided. SR Nair was the moderator. KMA Vice President and Program Committee Chairman Bibu Punnooran welcomed the gathering and Joint Secretary Dileep Narayanan thanked.

TR Shamsuddin said that while studying engineering, he entered the business field by canvassing students to his college to find money to pay the examination fees. He said



that after studying engineering, he started his own engineering college and took students to about 10 engineering colleges including his own.

He also entered the field of film production by making his first film in 1983 as the director of a photographer who came to prepare an excellent brochure for an engineering college. After Nivin

Pauly's 1983, TR Shamsuddin also produced films like Queen and Kanekkane. But he said that he is better known as an entrepreneur than as a film producer.

He also said that the lockdown during the covid era made him realize what freedom is when he lived in a busy world for the past several years. He did not forget to say that hard work is behind any success.

India has made great strides in the digitisation of the economy.

According to Bharat Panchal, Chief Industry Relations and Regulatory Officer, Discover Financial Services, telecommunications technology has laid a crucial foundation for India's growth. The advent of the mobile phone has led to significant changes in India over the last two decades. Bharat Panchal said that India had made great strides in digitising banks. He was speaking at a leadership insight session organised by KMA on India's Road to Become a Cashless Economy.

The computerisation of banking was a stepping stone to a cashless economy. The advent of ATMs has been equally convenient for banks and consumers. The increased use of smartphones has made banking transactions more transparent and convenient. It is a matter of pride that digital technologies like Rupee,



PayTM, ePos and Fastag have all been developed within the country. The potential and reliability of Make in India products are evidenced by the fact that other countries do not have to rely on the technologies used for digital payments today.

Schemes like Pradhan Mantri Jan Dhan Yojana have given millions of people a pleasant banking experience. However, he pointed out that there is still room for improvement in using new technologies, including ATMs. Banking systems need to be further popularised and simplified. Connectivity is still a problem in many parts of the country. Banking literacy should also be increased.

An utterly cashless economy is not something possible right away. Technology and digital literacy have a long way to go. The general public has not yet become entirely confident in digital banking. In addition, the security challenge remains strong today. He said switching to fully digital money was impossible without finding solutions.

KMA President L. Nirmala presided over the function. Bibu Punnooran, Chairman, Program Committee, Senior Vice President Balakrishnan and Honorary Secretary Algiers Khalid spoke.



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Rajesh Nair

Associate Partner, Ernst & Young LLP

Networking in the digital age

Corporate executives often say that 'it is not what you know, it is about who you know!'. Business networking has become important and is being perceived as a discipline that needs to be taught and not just left to chance, as a skill one develops through experience. But things have changed in the last year. The pandemic has ensured that we cannot have the luxury of pumping hands and physically exchanging cards. The warm firm handshake must be often replaced by clicks. There is a 'click' to follow someone and perhaps 'two clicks' to befriend someone. This also means that the shyness and the physical unpleasant aura of meeting strangers has been replaced with the ability of accosting someone with an email, visit to a webpage and use of networking sites like LinkedIn.

The essence of relationships are also about looking into mutual successes beyond the spirit of just connectivity or to always not look at success and profit as the pure outcome. It is about your ability to give more than the opportunity to receive and a reminder that your interest in someone else's success will often be reciprocated. So, all the digital technology changes are about reminding yourself

that these are new avenues to express generosity and that success is not a zero-sum game.

This brings in the modified managerial mind. Today, you need to focus on multiple things at the same time. A deep thought is often fighting for mind space with a phone call, an email, a social media notification and the like. This is not just a 'youth' phenomenon. The middle aged and the senior citizen also has all these multiple distractions and a retired employee grapples with the same sort of challenges. The time and intent to focus on a task is becoming more and more ephemeral and this leads to what the management guru's call – the light touch! This is not the subtle management scholarship of deftly manoeuvring but the complete inability to 'think through'. The less we do this, we also mentally teach ourselves to focus less

A lot of our development professionally happens with the multifarious interactions we have at the workplace. This is not just through the valuable confines of work but also comes from the what cooler discussions and the pebbles of organisational culture you unconsciously pick up in your time with organisations. While

culture itself is like the vitals of an organisation, professionals gain a lot from it and embrace maturity through it. You will need to foster avenues for these conversations and fellow experts.

The charters of all the societies / clubs / forums are with the best intentions and with the verve to provide a platform for all likeminded people who can contribute to a large common good. What eventually happens, at times, is that these groups become more an extended business or career networking platform and the basic ethos of the very idea of formation dissipates with time. Another cardinal mistake some of them make is to seek new members 'who are like them' – similar profiles, similar younger people – brining in a diversity gap, which becomes a deficient component to generate the best of good ideas.

Just as we settled into a schedule of networking, comes the pandemic. Suddenly we had a lot less opportunities to meet, introduce, find common interests, topics to chat about and also lesser avenues to match skills and needs in relationships. This also ushered accelerating adoptions of digital tools for various business activities.

With the changing realities, it is of high imperative that the professionals and students of today understand the 'digital' perspective of things. This is not just changing ways in which business is done but also about the large shift in the way we work, communicate and think. It is a no-brainer than some of the routine work with have 'Bots' and robotic process automation

bringing in efficiencies. So skilling oneself and thinking meticulously is the need of the hour and is the moot question to ask yourself is – how will you differentiate your digital quotient to manage your businesses and your career?

While travelling and physical meetings have severely got restricted networking sites which

facilitate online connections and networking opportunities have increased by quantum. Popular sites like LinkedIn have increased engagement time, new members and also adoption of allied paid services. Even industry bodies have seen more programs albeit online. What we see now can also be broadly pitted into four themes.

Leveraging existing **social networking sites**

Besides a business networking site like LinkedIn, even the traditional social networking sites like a Facebook and Instagram have upped the ante in providing networking platforms. The new formats of Live events and 'mashups' brings together like-minded professionals or professional with common interests and quests.

Finding the **right routine**

Workplace discipline like punching or clocking time or the biometric sensors which unobtrusively take timings and instil discipline are all directive mechanisms. But they have their benefits when it comes to time management and the ability to budget and allocate time to various priorities at work and in the personal domain. Regular routines are also catalysts to efficiency and productivity. It also calls for tremendous drive and motivation to make it work. Lot of structures and support functions are always taken for granted. So when you become your own boss, there is also the need to make sure that you are a great 'employee' to yourself too.

The freedom of working from home also comes with tremendous

difficulties of coordinating work. Little supports which enhances your productive time are mostly absent when you are freelancing. Then there is a mountain of little issues which were solved in a jiffy with a team but seems unsurmountable when you tackle it alone. The sense of power you derive in organisations is also positional and this will disappear in a freelancing. But if you can straddle this obstacle, you are in for a very interesting time.

Collective **networking**

From time immemorial, leadership has always been treated as a singular attribute. The word 'leader' always prods us to think of great men and women. We look hard and pry into their life and actions, on the adversities they faced, and how they always came out successful and with flying colors. We are fascinated by these stories. Whether in a board room, a class room or even during the bantering in clusters near the common eating spaces and the coffee dispensers, we are completely in awe of these stories. Networking unlike leadership has always encouraged a collective approach. It is not when we direct but we collaborate and think together that we build relationships. Collective networking is much like distributed leadership where we leverage multiple skills and competencies across and strive to move to a common goal to achieve.

Emotional security of a **physical workspace**

Most of us need the structures of a physical place to direct our efficiencies and thoughts. We also need the learning environment that a work place provides and the emotional security of being part of a larger team / group. Loyalty to an organisation and a sense of belonging is often needed to for us to work with mental pressures. But if you have the drive to learn and initiative to embark on tasks on your own and have a keen focus on your learning and development, work from home is for you. Much like consultants, you can accelerate your learning trajectory through not just interactions but budgeting adequate time each day for personal development. This is not easy and also requires tremendous discipline and relentless focus on the work tasks at hand. You also need to be driven by actively engaging in work and have to develop the ability to certify the completion of your work. For the casual chats, it is necessary you build platforms for informal chats – whether it be a group chat, a group mail or a group video conference. The benefit which we do not fathom is also the fact that most others are also looking to opportunities to network in the virtual world.

Upcoming events **Secreatry**



Algiers Khalid
Honorary Secretary

14 July : Women Managers forum

Nuthan Manohar, Founder of Me Met Me and Ease Bioessence.

21 July : CEO Talks by Dr. Bibhuti Bhusan Pattanaik

28 July : Leader Insights


Dr. Shanila Lajju, Group Chief Executive Officer
Medcare Hospitals & Medical Centre

Topic : "Customer experience transformation in health care Industry"



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Secretariat **NEWS**

Dear Members

Greetings from the secretariat!

We are gearing up for the inauguration of our new building. Only few finishing works are there to be completed.

Mean while our President was felicitated by the ISTD Cochin Chapter

on assuming the President of KMA. Cochin Port Trust Chairperson Dr. Beena was the Chief Guest for the function. On 23rd June she was invited for a talk on "Women in Business: Trends and Opportunity" at MES College Marampally. She also inaugurated a Wellness centre

"Inner Delight" on 9th June.

A new Management Trainee Ms Devika and a receptionist Mr. Benson was recruited.

Wishing you all an eventful month ahead

Lt. Jojob Jacob

Executive Director

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MALAYALA MANORAMMA

കെഎംഎ സ്റ്റാർട്ടപ്പ് ഫോറത്തിന് തുടക്കമായി

കൊച്ചി • കേരള മാനേജ്മെന്റ് അസോസിയേഷന്റെ സ്റ്റാർട്ടപ്പ് ഫോറം കെയർസ്റ്റാക്ക് സ്മാപകനും സിഇഒയുമായ അഭിലാഷ് കുഷ്ണൻ ഉദ്ഘാടനം ചെയ്തു. കെഎംഎ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷത വഹിച്ചു. മുൻ പ്രസിഡന്റ് എസ്.ആർ.നായർ, സ്റ്റാർട്ടപ്പ് ഫോറം ചെയർ സന്തി തണ്ടാശേരി, ഓണാറി സെക്രട്ടറി അരുൺജിത്ത് ഖാലിദ് എന്നിവർ പ്രസംഗിച്ചു.

DEEPIKA

'സ്റ്റാർട്ടപ്പുകൾ വലിയ പ്രതീക്ഷയിൽ'

കൊച്ചി: സാമ്പത്തിക ശൈത്യത്തിനപ്പുറത്ത് വസന്തകാലത്തിന്റെ പ്രതീക്ഷയിലേക്കാണ് സ്റ്റാർട്ടപ്പുകൾ മുന്നോട്ടു പോകുന്നതെന്ന് കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ (കെഎംഎ) സംഘടിപ്പിച്ച പാനൽ ചർച്ച (ട്രാവേഴ്സിംഗ് ദി ഫണ്ടിംഗ് വിന്റർ) അഭിപ്രായപ്പെട്ടു. ചിന്തിക്കാനും പ്രവർത്തിക്കാനുമുള്ളതാണ് ഇപ്പോഴത്തെ സമയമെന്നും പാനൽ ചർച്ചയിൽ പങ്കെടുത്തവർ പറഞ്ഞു.

കഴിഞ്ഞ രണ്ടു വർഷത്തിനകം സ്റ്റാർട്ടപ്പുകൾ ആരാജികയോ അമ്പയിൽ നിക്ഷേപിക്കുകയോ ചെയ്യുന്നവരിൽ വലിയ വളർച്ചയാണ് രേഖപ്പെടുത്തുന്നതെന്ന് മലബാർ ഏയ്ഞ്ചൽ നെറ്റ്വർക്ക് സഹസ്ഥാപകൻ പി.കെ. ഗോപാലകൃഷ്ണൻ പറഞ്ഞു. പി.എം. റിയാസ്, പി. അരോണിൻ, അരുൺ അഗസ്റ്റിൻ, രാജീവ് പ്രകാശ്, നിർമ്മല ലില്ലി, എസ്.ആർ. നായർ, ബിപു പുന്നൂരൻ, ദിലീപ് നാരായണൻ തുടങ്ങിയവർ പ്രസംഗിച്ചു. കെഎംഎയുടെ ന്യൂസ്പേറ്റർ ചടങ്ങിൽ വെർച്വലായി പ്രകാശനം ചെയ്തു.

CHANDRIKA

കെ.എം.എ സ്റ്റാർട്ടപ്പ് ഫോറത്തിന് തുടക്കമായി

കൊച്ചി: കേരള മാനേജ്മെന്റ് അസോസിയേഷന്റെ (കെഎംഎ) സ്റ്റാർട്ടപ്പ് ഫോറം കെയർസ്റ്റാക്ക് സ്മാപകനും സിഇഒയുമായ അഭിലാഷ് കുഷ്ണൻ ഉദ്ഘാടനം ചെയ്തു. കെഎംഎ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷത വഹിച്ചു.

MALAYALA MANORAMMA

പാനൽ ചർച്ച നടത്തി

കൊച്ചി • കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ 'ട്രാവേഴ്സിംഗ് ദി ഫണ്ടിംഗ് വിന്റർ' പാനൽ ചർച്ച നടത്തി. മാനേജ്മെന്റ് അസോസിയേഷൻ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷതയായിരുന്നു. മുൻ പ്രസിഡന്റ് എസ്.ആർ.നായർ മോഡറേറ്ററായി. വൈസ് പ്രസിഡന്റ് ബിപു പുന്നൂരൻ, ജോയിന്റ് സെക്രട്ടറി ദിലീപ് നാരായണൻ എന്നിവർ പ്രസംഗിച്ചു.

കേരള സ്റ്റാർട്ടപ്പ് മിഷൻ പ്രോജക്ട് ഡയറക്ടർ പി.എം. റിയാസ്, ദേശപാണ്ഡെ സ്റ്റാർട്ടപ്പ്സിന്റെ രാജീവ് പ്രകാശ്, മലബാർ ഏയ്ഞ്ചൽ നെറ്റ്വർക്ക് സഹസ്ഥാപകൻ പി.കെ. ഗോപാലകൃഷ്ണൻ, ശാസ്ത്ര റോബട്ടിക്സ് സഹസ്ഥാപകനും സിഇഒയുമായ പി.അരോണിൻ, കോർണർ സഹസ്ഥാപകനും സിഇഒയുമായ അരുൺ അഗസ്റ്റിൻ എന്നിവർ ചർച്ചയിൽ പങ്കെടുത്തു.

കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ ന്യൂസ് ലെറ്റർ വെർച്വലായി പ്രകാശനം ചെയ്തു.

INDIAN EXPRESS

Panel discussion

The Kerala Management Association has organised a panel discussion on the topic 'Startups Traversing the Funding Winter'. Participants in the panel discussion said startups are moving beyond the economic winter to the hope of spring. Association president Nirmala Lilly presided over the function. Former president S R Nair was the moderator. The newsletter of the association was virtually released. Vice-president Bipu Punnooran welcomed the gathering and joint secretary Dileep Narayanan proposed a vote of thanks.

MADHYAMAM

കെ.എം.എ പാനൽ ചർച്ച

കൊച്ചി: സാമ്പത്തിക ശൈത്യത്തിനപ്പുറത്ത് വസന്തകാലത്തിന്റെ പ്രതീക്ഷയിലേക്കാണ് സ്റ്റാർട്ടപ്പുകൾ മുന്നോട്ടു പോകുന്നതെന്ന് കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ സംഘടിപ്പിച്ച പാനൽ ചർച്ച ട്രാവേഴ്സിംഗ് ദി ഫണ്ടിംഗ് വിന്റർ അഭിപ്രായപ്പെട്ടു. കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷത വഹിച്ചു. മുൻ പ്രസിഡന്റ് എസ്.ആർ. നായർ മോഡറേറ്ററായി.

ദേശപാണ്ഡെ സ്റ്റാർട്ടപ്പ്സിന് പ്രതിനിധി രാജീവ് പ്രകാശ്, മലബാർ ഏയ്ഞ്ചൽ നെറ്റ്വർക്ക് സഹസ്ഥാപകൻ പി.കെ. ഗോപാലകൃഷ്ണൻ, കേരള സ്റ്റാർട്ടപ്പ് മിഷൻ പ്രോജക്ട് ഡയറക്ടർ പി.എം. റിയാസ്, കോർണർ സഹസ്ഥാപകനും സി.ഇ.ഒയുമായ അരുൺ അഗസ്റ്റിൻ എന്നിവർ സംസാരിച്ചു. വൈസ് പ്രസിഡന്റ് ബിപു പുന്നൂരൻ സ്വാഗതവും ജോയിന്റ് സെക്രട്ടറി ദിലീപ് നാരായണൻ നന്ദിയും പറഞ്ഞു.

SUPRABADHAM

കെഎംഎ സ്റ്റാർട്ടപ്പ് ഫോറം

കൊച്ചി: കേരള മാനേജ്മെന്റ് അസോസിയേഷന്റെ സ്റ്റാർട്ടപ്പ് ഫോറം കെയർസ്റ്റാക്ക് സ്മാപകനും സിഇഒയുമായ അഭിലാഷ് കുഷ്ണൻ ഉദ്ഘാടനം ചെയ്തു. കെഎംഎ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷത വഹിച്ചു. മുൻ പ്രസിഡന്റ് എസ്.ആർ. നായർ, കെഎംഎ സ്റ്റാർട്ടപ്പ് ഫോറം ചെയർ സന്തി തണ്ടാശേരി, ഓണാറി സെക്രട്ടറി അരുൺജിത്ത് ഖാലിദ് എന്നിവർ പ്രസംഗിച്ചു.

JANAYUGAM

എം എ ലീഡർഷിപ്പ് ഇൻസൈറ്റ് പ്രഭാഷണം സംഘടിപ്പിച്ചു

കൊച്ചി: ടെലി കമ്മ്യൂണിക്കേഷൻ സാങ്കേതികവിദ്യ ഇന്ത്യയുടെ കതിപ്പിന് നിർണായക അടിത്തറയിട്ടതായി ഡിസ്കവർ ഫിനാൻഷ്യൽ സർവീസസ് ചീഫ് ഇൻഡസ്ട്രി റിലേഷൻസ് ആൻഡ് റെഗുലേറ്ററി ഓഫീസർ ഭരത് പഞ്ചാൽ. മൊബൈൽ ഫോണിന്റെ വരവ് കഴിഞ്ഞ രണ്ട് പതിറ്റാണ്ടിനിടയിൽ ഇന്ത്യയിൽ നിർണായകമായ മാറ്റങ്ങൾക്കാണ് കാരണമായത്. മൊബൈൽ സാങ്കേതികവിദ്യയുടെ ആവിർഭാവം സാമ്പത്തിക മേഖലയിൽ കതിച്ചുപാട്ടത്തിന് രാജ്യത്തെ സഹായിച്ചു. ബാങ്കുകളുടെ ഡിജിറ്റൽവൽക്കരണത്തിൽ അഭിമാനകരമായ നേട്ടമാണ് ഇന്ത്യ കൈവരിച്ചതെന്നും ഭരത് പഞ്ചാൽ പറഞ്ഞു. ഇൻഡ്യൻ റോഡ് ടു ഓഫ് എ ക്യാഷ്യസ് ഇക്കോണമി എന്ന വിഷയത്തിൽ കെ എം എ സംഘടിപ്പിച്ച ലീഡർഷിപ്പ് ഇൻസൈറ്റ് സെഷനിൽ സംസാരിക്കുകയായിരുന്നു അദ്ദേഹം.

MADHYAMAM

പ്രഭാഷണം

കൊച്ചി: 'ഇന്ത്യൻ റോഡ് ടു ഓഫ് എ ക്യാഷ്യസ് ഇക്കോണമി' എന്ന വിഷയത്തിൽ കെ.എം.എ സംഘടിപ്പിച്ച ലീഡർഷിപ്പ് ഇൻസൈറ്റ് സെഷനിൽ ഡിസ്കവർ ഫിനാൻഷ്യൽ സർവീസസ് ചീഫ് ഇൻഡസ്ട്രി റിലേഷൻസ് ആൻഡ് റെഗുലേറ്ററി ഓഫീസർ ഭരത് പഞ്ചാൽ പ്രഭാഷണം നടത്തി. കെ.എം.എ പ്രസിഡന്റ് എസ്.ആർ. നിർമ്മല അധ്യക്ഷത വഹിച്ചു.

KERALA KAUMADHI



സ്റ്റാർട്ടപ്പുകളുടെ മുന്നോട്ടു പ്രതീക്ഷ

കൊച്ചി: കൊവിഡ് കാലത്തെ സാമ്പത്തിക പ്രതിസന്ധിക്ക് ശേഷം പ്രതീക്ഷ പകരുന്നതാണ് സ്റ്റാർട്ടപ്പുകളുടെ മുന്നോട്ടുള്ളതെന്ന് കേരള മാനേജ്മെന്റ് അസോസിയേഷൻ (കെ.എം.എ) സംഘടിപ്പിച്ച പാനൽ ചർച്ച അഭിപ്രായപ്പെട്ടു. കെ.എം.എ പ്രസിഡന്റ് നിർമ്മല ലില്ലി അധ്യക്ഷത വഹിച്ചു. മുൻ പ്രസിഡന്റ് എസ്.ആർ. നായർ മോഡറേറ്ററായിരുന്നു. കൊവിഡിന് ശേഷം വലിയ മാറ്റങ്ങളാണ് സ്റ്റാർട്ടപ്പ് മേഖലയിൽ സംഭവിക്കുന്നതെന്ന് ദേശപാണ്ഡെ സ്റ്റാർട്ടപ്പ്സിന്റെ രാജീവ് പ്രകാശ് പറഞ്ഞു. ശാസ്ത്ര റോബട്ടിക്സ് സഹസ്ഥാപകനും സി.ഇ.ഒ.യുമായ അരോണിൻ പി.കോർണർ സഹസ്ഥാപകനും സി.ഇ.ഒ.യുമായ അരുൺ അഗസ്റ്റിൻ എന്നിവർ പ്രസംഗിച്ചു. ബിപു പുന്നൂരൻ സ്വാഗതവും ജോയിന്റ് സെക്രട്ടറി ദിലീപ് നാരായണൻ നന്ദിയും പറഞ്ഞു.

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