

# THE MANAGEMENT REVIEW



HYDERABAD MANAGEMENT ASSOCIATION

***HMA Vision: Achieving Progress Enriching Society Through Professional Management***  
***HMA Theme of the Year: 2020-The Beginning of a New Management Era***



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**Feedback:** There is nothing like honest feedback. We request you to go through this issue of HMA Management Review and give us your suggestions on how to improve the design and content of the same. You can email us on: editor@hmaindia.net

## PRESIDENT'S MESSAGE

Greetings to every member and prospective members of Hyderabad Management Association. Thank you for reading this newsletter.

This year started in a very unprecedented, challenging and disturbing way, but I believe it also brought some blessings in disguise. It re-ignited the very sense of HUMANITY among COMMUNITY to a larger extent and brought us together as a human race ACROSS THE GLOBE. It also made us more disciplined and hygienic.

We take on the challenge, keeping in view the situation of the year 2020 and thereafter. Our endeavour is to take the cue and implement the long pending insights of our esteemed members to initiate changes; into the conduct of the activities of HMA.

As of 1st July 2020, the new Managing Committee started with innovative ideas, novel thoughts and plan of action to take Hyderabad Management Association to greater heights of glory. The team takes inspiration from its past presidents.

When I got elected a year back as Vice President, I took the pledge to bring Transparency, Diversity and Gender Equality with Regular Communication. This has been initiated in the very first month of the MC taking charge this year. The diverse Elected members, Co-opted members, the new concept of bringing known society contributors from Government, Industry, Academia, Media etc. as Advisors and Counsellors was the first step. Change is constant and as I walk in the footsteps of my predecessors, taking giant's strides to bring glory and unparalleled recognition; this MC will strive hard for the betterment of HMA.

Rome was not built in a day and the Hyderabad Management Association stands on the edifice of a 56-year-old foundation. Its stature is none less than Rome, since it is the most looked-up to Association in the Management circles, be it corporates, institutions, academia or individuals. This association was conceived by a few individuals whose only aim was to improve and bring professionalism into the management arena and we ensure to keep their vision alive.

These testing times have given us an opportunity to have a unique and magnanimous approach when we examine every aspect of our life management. Today businesses and corporates have altered the way problems are approached and this has brought-in Management solutions with New Techniques. The theme of the year, hence aptly chosen is **2020: The Beginning of a New Management Era.**

I look forward to your continued support and sincere involvement. I assure to uphold the values of this great association and keep providing our members what is required, with the "Mantra of Involve, Induct and Improve."

If you want to build a boat, do not instruct the men to saw wood, stitch the sails, prepare the tools and organize the work, but make them long for setting sail and travel to distant lands. - **Antoine De**

*The 5Cs of culture creation - Communication, Coherence, Consistency, Commitment and Creativity - are often associated not just with organisational well-being but also personal wellness*



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# THE EDITOR'S DESK



The word pandemic has not only created pandemonium across the world it has also brought in a sea change in the way the individuals and organisations operate and move on with the tasks on hand at all fronts, domestic, work, social etc.

The New Normal is the factual situation for all to accept, denoting also that it is time now that we think and act accordingly.

We have made few changes for our newsletter including the title, there is a new team of HMA in the saddle for the year 2020-21 with a new theme viz 2020- The Beginning of a New Management Era , Association's new plans to enliven the managerial theory and practice, hence choosing the title for the Newsletter as HMA Management Review.

Keeping in the diversity of the managerial issues that crop up in the current times, HMA has made efforts to reach out to the industry in various segments and thus reflecting their respective points of view

Apart from the regular Interactive Management Lecture programs, Student Development Programs, Management Development Programs, Faculty Development Programmes, this year, HMA took new initiatives by forming individual committees for

- **e-Initiatives** including Social media and Website refurbishing for better visibility of HMA and its members spread across multiple media modes. Plans are on the anvil to make the HMA links more dynamic and for the members to look for latest updates in the field of management.
- **Woman Development** – to conduct Webinars, Skill Development, MSME opportunities, young woman manager from corporates by competition, a platform to be created, inspirational lectures by corporate woman, hands on training programs for struggling entrepreneurs.
- **Young Leaders** – To identify and nurture leaders for management, would be working closely with the Student Development Programs as well as the Woman Development initiatives .
- **A Chief Operating Officer** for supervising the entire operations of HMA

An SOP is what one looks for in an organisation with multiple activities such as HMA. We place on record the excellent review that has been brought in by our Hon. Secretary Shri V. Ramchander for the ISO process, especially the Standard Operating Procedures for their updations with references to distinctly focussed areas such as Interactive Management Lectures, Student Development Programs, Faculty Development Programs, Management Development Programs, Annual Awards,(including refinement of the criteria) Functions of Purchase, Office Procedures, thus, keeping the HMA operations monitored on regular basis.

## Editorial Committee

**Mr. Sankara Venkata Krishna Prasad,**  
*Life Member, Joint Secretary & Editor*

**Prof.A.R.Aryasri,** *Life Member*

**Mr. Suresh Kochattil,** *Co-opted Member*

**Mr. Narayan Rao,** *Member*

**Mr. P. Rajendra Krishna Prasad,** *Life Member*

**Mr. K. Chandrasekhar,** *Member & Treasurer*

**Mrs. Geeta Mallikarjunan,** *COO*

Post Covid scenario, it is imperative that we examine some important topics impacting both the individual in particular and society in general. Inline with that this newsletter features certain topics such as Education at the Cross roads, indicating the challenges the pandemic brought more to a virtual classroom than the physical one. Manufacturing During and After Covid 19 reflecting the challenges in talent retention, cutting the flab and so on., Employee and Client Engagement, the crucial sales and marketing link, Electric Vehicle Adoption in India considering the taxis are less preferred to ones own vehicle. Role of Information Technology and Digital Space are featured as the new normal, gets more and more virtual modes, needing the bandwidth, avoiding shadow signal region, the cyber safety and few more challenges in the digital space.

As part of the first interactive management lecture of the month, a current and critical topic viz. Covid 19 and Common Flu, measures to distinguish and guard against it as part of fighting the virus by a reputed diabetologist of a prominent hospital was successfully conducted in virtual mode.

The pandemic times call for strategies and thus an interactive management lecture virtually conducted was aptly titled Leapfrog Strategies to overcome the crisis by a reputed industrialist as well as a veteran bureaucrat.

Any manager needs to assess the situations for planning, coordination and ultimately proactions. This would be possible when there is a sound self assessment to ensure a successful outcome. An eminent personality developer accordingly dwelled on a topic self realisation.

At a time when the pharma and healthcare sectors become crucial, what is in store for India? The COVID-19 pandemic is a strong catalyst to reinforce the Make in India initiative to facilitate investment, promote innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure in the life sciences sector. For fostering an innovation ecosystem or hub within India, interventions across three dimensions will be required which includes encouraging industry academia collaboration; increasing R&D investment; and reinvigorating government support. Please look for this space in the coming times on this sunrise industry and more developments in the field of management.

The editorial committee appreciates the outstanding efforts by COO Mrs. Geeta Mallikarjunan towards various co-ordinations for HMA in general and newsletter in particular.

**Sankara Venkata Krishna Prasad,**  
Editor

*The cover page of this issue signifies the importance of events of the month July such as \* National Doctors Day \* National Postal Workers Day \* International Justice Day \* National Chartered Accountants Day \* International Day of Co-operatives \* International Buddhist Confederation Day \* National Broadcasting Day \* World Chess Day \* Rotarians & Lions New Team startup Day \* Kargil Diwas \* August representing Indian Independence Day*

*We thank M/s. HYBIZ TV for their Design and Technical Support*



**Mrs. Geeta Mallikarjunan,**  
*Chief Operating Officer,*  
HMA

# EDUCATION AT THE CROSSROADS

The conventional educators have been often criticised due to rising tuition fees; inability to educate students beyond their years of enrolment, and the technology revolution is radically changing the way individuals learn.

Will online learning replace or disrupt the conventional mode of education? This question became the talk among the education fraternity as online learning became imperative during COVID-19.

This debate has started way back when Massive Open Online Courses (MOOCs) were introduced in 2011. The New York Times reported that year 2012 as "the year of MOOC" as new tech led educators such as Coursera, Udacity, and edX[1] started offering online courses in collaboration with top universities. MOOCs are free online courses accessible for anybody to register. MOOCs offer a low cost and flexible avenue to learn. This has pulled in millions of individuals around the globe to register for MOOCs. By 2019, worldwide enrolments has reached 110 million and MOOC providers launched over 2,500 courses, 11 online degrees, and 170 micro-credentials[2].

To establish the fact that whether online learning can be disruptive or not, let's apply Clay Christensen's disruption theory[3]: -

1. Is there a huge number of individuals who do not have resources to avail education and accordingly have abandoned it or have to pay somebody with more resources to do it for them?
2. To consume educational services, do learners need to go to a disadvantageous, central place?
3. Are there learners at the low end of the market eager to avail online learning options at lower cost (even knowing its disadvantages)?
4. Can online educator earn decent profits?
5. Is the online teaching disruptive (surprise) to all of the significant firms within the industry?

The answers to first two questions are 'YES'. The non-consumption in higher education is alarmingly high across the world. For many people the education centres are inaccessible.

The answers to third & fourth questions are murky. On various measures, numerous learners who have taken both classroom as well as online courses currently rate their online encounters equivalent to or better than their conventional courses. However, there is flip side too. According to an investigation by Massachusetts Institute of Technology, the completion rates for Learning Management Systems (LMS)- based courses isn't more than 4 percent[4].

On a business model front, online educators are able to garner decent revenues from corporates, though of late, revenues from online degree programs has slightly increased. But these are early days to make judgement. Online education as a low end disruptor seems to be a weak possibility in near future but has a potential in the long run.

The answer to the last question is 'No'. Few traditional universities were deploying technologies in their classroom learning. Rather, Bersin (2004)[5] coined the term 'blended learning' where instructor led classroom education is supplemented by

technology.

Conventional higher education organizations in the short-to medium-term don't have to pick between the online and conventional learning. They should blend both. Objective for conventional educator now should be to seek the proper balance between the two forms of instruction and to demonstrate that they can deliver an outstanding digital experience on par with learner's online lives. It will be important for conventional educators to ensure that whatever they do, their online learning components must be designed around the requirements of the learners. The key is not get disillusioned by Coursera's of the

## Featured Article



**The answer to question I posed at the start seems to be 'No'. However, the answer will change to 'Yes' if the conventional educators failed to remodel themselves to move from factory model to a new model which is modular, affordable and committed for lifelong learning.**



world; rather partner them in disrupting new markets and target non consumers. Conventional educator should learn from online educators to remain at the forefront.

The technology led changes forced conventional educators an opportunity to revisit how we cultivate learning and learner's future and hopefully allow them to do it in a way that is even better than what they do currently. It's now the responsibility of all the stakeholders in conventional education to shape it appropriately.

[1] [https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?pagewanted=all&\\_r=0](https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?pagewanted=all&_r=0)

[2] <https://www.classcentral.com/report/mooc-stats-2019/>

[3] Christensen, C. M. (2013). The innovator's dilemma: when new technologies cause great firms to fail. Harvard Business Review Press.

[4] <https://indianexpress.com/article/education/why-drop-out-rates-are-high-for-online-courses-and-what-is-the-solution-6376045/>

[5] Bersin, J. (2004). The blended learning book: Best practices, proven methodologies, and lessons learned. John Wiley & Sons.

**By Dr. Ramkrishna Dikkarwar,  
Associate Prof., Faculty – Symbiosis Institute of  
Business Management, Hyderabad**

# MANUFACTURING DURING AND AFTER COVID 19

Whole world is going through a very tough phase due to Covid 19. There is a very HIGH level of uncertainty all around and EVERYONE is scared. Total business activity all over the world has come to almost stand still by Covid19. Demand for various items specially Automobiles, Machines as well as all other Engineering products has nosedived and hit ground level. Markets have crashed & manufacturing activity has come to almost stand still. All this is going to pose a real challenge to the top leaders & managements of Engineering Industry.

Similarly White Goods Industry covering Refrigerators, Washing Machines, TVs, Furniture etc. have been hit hard. TRAVEL, TOURISM & HOSPITALITY industry has been probably the worst hit during this pandemic. Airlines world over were grounded completely. Finally many have declared bankruptcy and have shut shop. Recent decision of Air India to give furlough leave (without pay) to pilots for 4-5 years is a case in point.

Coming to Engineering Industry, specifically Automobile sector



has been hit very hard in last 4-5 months as the sales have hit rock bottom. Automobile manufacturers have now started offering big discounts and easy finance terms and EMIs etc to attract customers.

Major challenges for Engineering Industry can be summed up in the following major categories:

## 1.0 INNOVATION & TECHNOLOGY

This is the most critical and important area for Engineering Industry management today, and also to sustain a high level of production in the current scenario...

Existing machinery & facilities have to be used very effectively for production. Priority is now to be given to maintain all the production machinery, and the facilities and services like Compressors, Air Conditioning Equipment, Gen. Sets, Power Supply Equipment., Water Supply systems etc. have to be kept in top working condition. All this can be achieved by following strict maintenance schedules rigorously.

All above actions will control manufacturing costs, quality and quantity of production with no or minimal rejections.

- Managements must also plan and think of diversification in the current line of business for improving profitability and continuity in the long run. This has to be planned with all existing machinery and facilities with minimal capital investment.

Technology Upgradation and Automation is the next critical area. This will ensure high Quality and Lower Cost of production through high volumes. Existing machinery can be upgraded by using new technology. Automation is another area to be looked into on a regular basis. Small activities can be gradually automated to reduce dependence on man power and to improve productivity as well as quality. Technological Innovation and Automation has to be adopted as a never ending activity in the Engineering Industry.

## 2.0 MEETING CUSTOMER EXPECTATIONS

### Featured Article

Customer will continue to be king even more so now than earlier times.

He will be very demanding for obvious reasons common to all business entities in current situation. We have to try and support the customers in best possible ways to help them to make their businesses continue



and be more viable. This will also bring in better understanding for lasting future business relationships.

- Quick turn-around must be achieved
- There will be strong and constant price reduction demand from customers.
- Have to guard against discounts and special pricing from competition
- Value addition to customer's products / services

## 3.0 CHALLENGES WITH THE SUPPLY CHAIN

There will be increased uncertainty about production planning figures in terms of numbers in view of uncertain customer orders and availability of various inputs like raw materials, consumables etc.

- Vendor management has to be very precise keeping in mind their profitability as well as smooth working.
- Prediction of customer demands has to be done very scientifically through constant dialogue and taking calculated risks
- Fiscal management has to be sound
- Supply Chain has to be fine-tuned in order to ensure customized knitting of all stakeholders

## 4.0 CHALLENGES IN THE HUMAN RESOURCES AREA

- A large number of workmen have moved to their native places.
- Therefore availability of manpower will be very scarce specially the skilled labor
- Recruitment, Retraining and Skilling of existing as well as new employees
- Safety and managing the fear perception amongst all workforces through basics like usage of Mask, Sanitizing, Physical Distancing and other measures are well known and understood by now.
- Healthcare norms by, corrective and preventive measures on regular basis

The role of HR Team continues to be critical during these difficult times. It will be imperative to provide strong support to them to instil confidence among all stake holders

Now with the present volatility and uncertainties around us we the managers as part of the Management Teams are confronted with tremendous challenges and responsibilities. We have to use all our education and experience at our command to come out successfully from the adversity.

*Vinod B Chadha,  
Founder, Amis Engineers, HMA Life Member.*

# EMPLOYEE AND CLIENT ENGAGEMENT

## Featured Article

As the COVID19 pandemic is shaking the global economy and disrupting the way we live, work, and conduct business, leaders are scrambling to manage the immediate fallout.

But, as history proves, it's also necessary to prepare for what's next. Even world-famous leaders like Abraham Lincoln, Mahatma Gandhi, FDR, Winston Churchill, and Nelson Mandela were guided — and guided their people in turn — by their vision for a better future, after those challenges had been overcome.

During these tough times, engaging current clients and employees becomes a bigger challenge to the leadership. People are not strengths, they can be liabilities.

Using people strengths for innovation during these trying times is the need of the hour. We have employees and clients as people and we need to listen to them right now, keenly and with clear intent. There are proven frameworks as ideas to conduct survey, right away which you can use and benefit in the current context.

### Employee engagement:

The 12 questions from the Gallup Q12 Employee Engagement Survey are a quick and easy way to find out how engaged your employees are at work.

Created at the end of the 90s after thousands of interviews with employees, it's a very useful feedback system for management which lets them measure the satisfaction and engagement of their employees.

There are 12 questions that measure the most important elements of employee engagement. It's a very quick test, because employees don't have to write anything or spend a lot of time on it. They just indicate their opinions on a scale from 1 to 5.

After the measurement, there is an analysis to find what changes can be made in the company so that the employees are motivated, always keeping the business performance outcomes and employee well-being in mind.

Additionally, it shows your employees that you care about their well-being and are willing to make an effort and take action to improve it. This active listening is one of the keys to engaging a leadership philosophy that is based on empowering and involving all the employees.

Here are the 12 Questions Gallup® asks to gauge the employee engagement.

1. Do you know what is expected of you at work?
2. Do you have the materials and equipment to do your work right?
3. At work, do you have the opportunity to do what you do best every day?
4. In the last seven days, have you received recognition or praise for doing good work?
5. Does your supervisor, or someone at work, seem to care about you as a person?
6. Is there someone at work who encourages your development?
7. At work, do your opinions seem to count?

8. Does the mission/purpose of your company make you feel your job is important?

9. Are your associates (fellow employees) committed to doing quality work?

10. Do you have a best friend at work?

11. In the last six months, has someone at work talked to you about your progress?

12. In the last year, have you had opportunities to learn and grow?

In the International Scenario, as a comparison, these are the percentages of employee engagement in 2017, based on data from the companies that participated in the Gallup survey:

Western Europe – 10%

Eastern Europe – 15%

Post-Soviet states – 18%

Middle East / North Africa – 58%

Sub-Saharan Africa – 14%

East Asia – 57%

Southeast Asia – 22%

South Asia – 28%

Australia and New Zealand – 14%

Latin America – 32%

United States / Canada – 31%

Best companies in the world – 70%



In the end, investing in the happiness of your employees is very profitable. (Source: Gallup®)

### Customer engagement:

Here is a simple framework for customer engagement

1. Identifying the employees who could best act as sensors for customer insights beyond the usual front line employees.
2. Designing methods, tools, and training for those employees to engage with customers and generate insights for your existing and new products as well as new business models.
3. Developing a “customer insight generation process” for capturing, socializing, and reviewing these new customer insights, making customer engagement a company priority, by creating reasonable time and space in the job descriptions of the employees who will act as sensors.

Let's get creative, and manage the situation with confidence for RESULTS.

- Sridhar Rayasam,  
CEO, Mind Channel, Life Member, HMA .  
rayasamsridhar@gmail.com

# RE-BOOTING OF THE INDUSTRY - NEW NORMAL

The manufacturing industries have a crucial role to play in the economic development of a country especially because of its capacity to provide enumerable jobs for every stratum of the society. But the current COVID-19 pandemic has swayed this industry. The abruptness and the pervasiveness of the pandemic is a storm for the manufacturing sector that might leave its effects longer than anticipated. The first and foremost human disaster in 2020 turned out to be so wrathful that the virus outbreak shuttered factories and showrooms across the globe. India was bound to be affected not only because of our domestic slowdown but also because of the international recession. A slowdown of this magnitude will not just leave enormous human consequences but perhaps an unprecedented, economic pain ahead of us.

As a consequence of the pandemic, we are witnessing a deep decline in demand across various sectors. A slow economic growth coupled with dull consumer sentiment can prove to be extremely challenging for different sectors of our industry in the coming quarters. The workforce is unwilling to resume work for the fear of unanticipated lockdown imposition by the government. Hence labor is hard to come by as they want to stay back at their places and not get stranded by the lockdown. We are living in an era of uncertainty where what worked yesterday might not work today. The need of the hour is collaboration and cooperation between various stakeholders of vendors and the supply chain. We need to bring in a sense of urgency to identify the products and services that need to be focussed on and the ones that can be dropped or put on hold for a while.

As we get used to sailing the new journey of life alongside COVID-

19, additional pressures of Social distancing and employee safety measures are on the manufacturers, at least until the vaccine is developed. Most sites might see only 40%-50% of their workforce available to perform their functions on-site. While office employees and knowledge workers can shift to remote work as their default operating mode, most factories are neither designed to be managed remotely nor equipped with digital tools and infrastructure needed to support such activities.

History teaches us that a global crisis creates fundamental shifts that can affect government policies, consumer behavior, and industrial sectors for years to come. Manufacturers must understand which parts of our social, business, and political environment will change in the aftermath of the COVID-19 pandemic and invest accordingly to prepare for the new normal.

A break in the clouds rebooting of the industry would drive faster adoption of

digital solutions and platforms post lockdown. Today, the industry finds itself amid the Fourth Industrial Revolution, which is poised to transform work at an unprecedented pace through exponential technologies such as artificial intelligence, advanced robotics, cognitive automation, advanced analytics, and the Internet of Things (IoT). Nevertheless, some of the key enablers in driving Industry 4.0 would be the MSMEs who play a vital role in domestic & exports contributing to the larger industries. Contrary to some predictions, technology is likely to create more jobs than it destroys—as it has done historically. To become successful, skilling, up-skilling, and re-skilling of the country's workforce on digital technology and skills fitting for Industry 4.0, will play a crucial role.

Riding against the strong anti China sentiment prevailing across the globe, India now becomes an attractive hub for foreign investments in the manufacturing sector. Several mobile phones, luxury and automobile brands, among others, have already set up or are looking to establish their manufacturing bases in the country.

This Economy will lead us or revamp us to work in synergy rather than in silos. Forging ahead, we need to Renew and Reinvent the way we work, live, and coexist with each other in the new normal.

*Alwala Devender Reddy,  
CEO, Eride*

*As customers' requirements evolve rapidly at the moment, brands must take the route of innovation and use more such tools to serve the customer*

*We have to remember that once a new technology rolls over you, if you're not part of the steamroller, you are part of the flattened road.*



**Ctrl-Alt-Del:  
« REBOOTING LIFE »»**

Industries need to go the extra mile from their normal business activities to ensure social-distancing across production lines. Apart from wearing face masks and protective kits, undergoing thermal scanning is now mandatory. Most of the companies have also mandated the government's AarogyaSetu app for their staff. Factories need to maintain a proper sanitization routine every two-three hours especially in the common areas that include lunch rooms and common tables which need to be sanitized with disinfectants after every single use. Safety norms have been laid down from the point of entry to exit in each factory. Temperature checks of all employees to be done twice a day. Providing gloves, masks, and hand sanitizers are a must at all factories and manufacturing units.

# ROLE OF IT AND DIGITAL SPACE IN NEW NORMAL

## Featured Article

The Information Technology and Digital world has started seeing vast and diversified changes during this pandemic. Covid-19 has really brought about a lot of challenges to every single individual living in this society today. It can be an IT professional, a management expert, a businessman, a teacher, for that matter any living individual on this planet earth. 2020 really looked like a great fancy as well as life changing year for many. Everyone dreamt that it is going to be really memorable as a milestone year for a bigger future. Covid-19 has really made planet earth rethink about the existence of living beings.

The lay-offs that happened across various verticals in many industries and organizations really started building the pressure on the clients as well as the companies. In order to have the work force to continue without any breaks, the companies came up with the bold decision of operating remotely from home. Though this decision initially made many to feel happy, later parts of the days have started troubling them. To have an entire infrastructural support is not possible for everyone. so, few companies have started providing the infrastructural facilities like providing the right laptop, tables, chairs and few started even taking care of

The pandemic time also alarmed us on many things like being aware of doing digital transactions, services usage on digital mode etc. Many young minds who are into gaming have lost thousands of rupees during gaming online where they never bothered what sort of risks they are being exposed to. Ample cases were recorded about online



gaming, digital payments, opting digital services because the kind of gateways we are using and the network we are connected to are with less security. Another factor that has been impacting many families are the online classes for students or children. All the schools and colleges imposed this and students are not really focusing or not able to attend due to the digital challenges or broadband issues.

When we a look at the digital online services, there is huge technology disruption in the fields of medical treatment, fiscal and academic activities. The technology support today brings a patient and his doctor over a video call for diagnosis and treatment, academics taking lessons from faculty online and various financial services being performed through various web portals or apps. However, we are left with the security challenges in each of these areas. The social platforms have started giving various options for all these services using several gateways. The question here is how far our data or information is secured.

The aspects one needs to observe during this pandemic are being highly secure over online and offline and ensuring that we don't meet or move out or do any online transaction unless its needed. Pandemic has taught us a new discipline of living and really awakens everyone to live a digital life. There are lot many challenges in terms of work from home planning, e-learning, e-wallets, careers and more, but as long as we know what we need and how to get them or balance them, everything would be good. This pandemic is an eye-opener for us and it has made all of us to live a neat, clean and disciplined life which was not earlier there with many and today it's the protocol for life. However lets be cautious in being netizens and adapt safe and secure digital modes.

**Karthikeya Kumar, CEO, K3 Consultants**  
karthiksarmak@gmail.com



internet services. All these changes made the WFH employees really happy. Balancing the family by working for the employer is still a challenge for many. The next challenge for many companies was the security of their data. During this pandemic, there were a lot of cyber security cases where there was huge loss of information for many startup firms specially, as well as usage of the conference apps has been a big challenge too. Lot of conference app service providers emerged and organizations / individuals started using them but with a mild hesitation. The concept of a ban on China applications or products left the conference app users in a confusion. Then after getting clearance in terms of security, people are using them. Many conference apps need a lot of bandwidth, due to this the users started looking at one such application which was user-friendly. But today we see that Jio has come up with a conference app and people started slowly shifting to the desi apps.

*The new framework in realty will be largely dependent on digital presence, ease of virtual interaction and proceedings, secure payment gateways, and offers like never before*

*As a direct result of more employees working from home, the demand for cloud-based services will increase*



# COVID 19 AND COMMON FLU: DISTINGUISH AND ARM YOURSELF AND YOUR FAMILY TO FIGHT THIS VIRUS

## Featured Article

Of the known viruses such as Spanish flu, SARS, H1N1 (swine flu with annual repeats), Bird Flu, Corona turns out to be a peculiar pandemic effecting mainly the respiratory system.

December 2019 and Wuhan are now known the world over as the virus origins. Either all or one of Fever, Body Pain, Throat congestion mostly effecting elders with co-morbidities is the feature the virus carries. Persistent, breathlessness and fever are two clear indicatives of Covid vis a vis other virus symptoms.

About 80% are either asymptomatic or mildly symptomatic. The point to note here is that the 6th day and the 14th day are crucial when the problems could develop unlike other fevers and we should monitor the status. The incidence depends on the age, metabolic disorders, cardiac related issues. The mortality of the world thus far is 2% to 5% while India has 2%-4%, Telangana record as on date is 3%.

Out of 15% who get into hospitals after waiting time of atleast a week, the hospitalisation rate is going up as we go to the press. Government Hospitals have issues in terms of insisting on covid report, skeletal staff, poor infrastructure.

The intensity in patients affected with the virus is moderately severe for 10% to 15% while 3% require ventilation or pushing oxygen without ventilation and 2 weeks is the deciding time to

public paying Rs.4000 for test are made to wait for hours), which is also a potential danger.

Preventing it is by taking it seriously and implementing it sincerely by each one would help reduce the community spread. The disease has been confusing the medical fraternity for long, once the opinion was

that it is aerosol, later it was denied and now due to mutations, it is attributed to be taking any route to infect one. Patients sharing experiences are also the learning points now for clinicians. This unseen enemy in conclusion effects those aged 60 -65 years of persons, those with co-morbidities such as Cardiac issues, Hypertension, Diabetes. Those with Kidney diseases have as high as 20-30% mortality rate while those with Diabetes that succumb



determine whether one is in danger or out of it.

Optimistically, 95% comeback to negative status, while about 15% of those found positive would undergo a terrible ordeal physically, mentally, socially as well. The family of the affected too would be devastated. The entire process is also traumatic to the health workers including doctors and paramedics in terms of scantily staffed and space constraints in the infrastructures.

We all need to distinguish and guard against those who are potential spreaders and who are not. Those without mask, with half mask, yet to be sanitised are potential spreaders. Vendors, service providers are other carriers. WHO guidelines too suggest a mask covering face completely (mucus membrane related parts) and maintain distance. India alone witnessed nearly one million positives in 2 months due to non-wearing of mask. Keeping away from sneezers, avoid going to testing unless advised are important to be noted and ensured. When detected positive, from day 1, one should isolate one self for atleast 2 weeks, not to go for test, (even

are about 10%.

Plasma therapy has mixed results till now. Wait and watch is the mode here. By August 2020 end, some studies which are in progress could yield the results hopefully towards a positive solution. It is a misnomer that blood group has something to do with the virus frequency. RTPCR and Antigen tests IGM, IGG are respectively done for the first and second week as part of the current diagnostic process.

Flattening of the curve is expected as of now from November 2020 onwards

*By Dr.Ch.Vasanth Kumar,  
Consultant Diabetologist, Apollo Hospitals.*

*Pandemic times reflect why the civil society organisations and the collective actions of citizens, is central to the smooth functioning of healthcare network of a nation.*

# LEAPFROG STRATEGIES TO OVERCOME CRISIS

Hyderabad Management organized a webinar on the most looked forward topic Leap Frog Strategies to Overcome Crisis with two eminent speakers Dr.B.V.R.Mohan Reddy, Executive Chairman, Cyient and a



Padmasree Awardee with Shri Jagadeeshwar Rao, IAS (Retired), Former Principal Secretary, Revenue and Disaster Management, Govt. of TS.

Dr. B V R Mohan Reddy, as the first speaker of the day, was very eloquent in his talk reeling out the facts and figures of how COVID 19 is

impacting individuals and organisations. He succinctly compared the 9/11 fall out, the 2008's Global Financial Crisis and Spanish Flu that killed millions of people. Covid 19, the current pandemic however as hit all in great measure.

When seen between Life and Livelihood, he supported the Prime Minister's call for a lockdown as giving more importance to life. Digitalisation, he observed is the new normal resulting in online shopping, e-learning, virtual happy hours, work from home et al. Time for e-commerce taking on the world. Businesses have now gone into various modes more than ever viz e-healthcare, e-consulting, e-education, e-agriculture, e-policing (he recalled his supporting the police with drones to monitor movements of individuals, vehicles etc.)

Covering the Government services especially in the medical side, Arogyasree app developed and in use by the GOI is to monitor an individual's health. He felt, even pre-Covid, there has been a revolution in digital disruption taking place in mobile, cloud, IOT as a technology movement. Under 5G, Real Time Remote Surgeries are made feasible.

Under IOT, everything and anything could be sensed by computer than human mind. He saw a huge recession to the automobile industry, as in last year 193 million cars were produced and that figure may never be reached leave alone surpassing it for a very very long time to come. Real time decision making is thus possible with the help of AI, Robotics, Drones, and Big Data duly analysed.

As per him the word recession of 1929, invigorated Industrialisation and thus the industries grew in various segments.

The Covid 19 pandemic in 2020 has thrown up Digitalisation across retail, manufacturing, healthcare, agriculture, education



with a focus on individual. Early in July 2020, the new educational policy brought out by the central government reflects this precisely.

Dr. B V R Mohan Reddy dwelling on the way forward indicated that

1) Ability to Innovate by newer products, newer services more as a group than as an individual

2) Entrepreneurship – India especially by 2035 would realise its demographic dividend with a sizable population of the age 50-59 years would be in its 1.45 billion population who would be educated, provided with jobs with empathy and dedication. The stakeholders of all sectors need to balance their outlooks between Optimism (Steadfast) and Realism.

Shri Jagadeeshwar Rao spoke on the Government sector's education, healthcare and the need for the industry to come to support the government in carrying out its plans where in both the individual and public health would be primordial.

The participants questions covered by Dr. B V R Mohan Reddy have compared the measures taken during the pandemic by Angela Merkel's regime in Germany where they conserved their resources to fight the demands vis-a-vis countries such as US, Singapore, Australia.

To a question when the remapping up would take place, Dr.Mohan Reddy suggested to utilise the lock down time for better eg..equip ourselves with better medical infrastructure, in any case he felt we as Indians are genetically better than others with pandemic's dent of 1.5% as against 3% to 4% of the world average.

He felt that Leapfrog strategy would be to make use of the time, accustom to life far different till vaccine arrives, acquiring different skill sets, re-skilling oneself. He also urged to ensure to bring a human face to every development activity.

Upon the retrenchments, he felt that though he would view everything from humanitarian point of view, the process is painful, but businesses under those circumstances would have to be leaner so that the loss of 10% is to actually save the 90%'s livelihood.

To a question what are the segments of industry which are expected to rise post pandemic, Dr. Mohan Reddy has pointed out that Telecom, (Broadband & Network), Telecom Devices, Semiconductors, Pharma, Biosciences, Healthcare (patient-doctor ratio would be positive with mechanisations), Healthcare devices.

While aerospace, travel and tourism, automobile, shipping and cruise have got severely hit.

Answering a question on the way the academics fare, Dr. B V R Mohan Reddy reminded that the new education policy has brought about multi-disciplinary learnings, more technology based future skills would be prioritised. Whatever reforms are initiated, they shall be to improve the governance.

*Padmasri Dr. BVRMohan Reddy, Executive Chairman, Cyient & Mr.Jagadeeshwar Rao, IAS (Rtd.)*

## Featured Article



# SELF ANALYSIS

Featured Article

## *The First MDP Programme of HMA on Managerial Effectiveness Series*

Success is a fight between you and yourself and hence the need for self analysis for any one, more so for a manager.

The existential questions that we need to know and answer are Who we are ? and what we need?

This involves external factors to internal including physical to internal, boss to self. There is a fundamental harm identified here viz. being ignorant of self. It is imperative that self should also be aware of family, association, community, organisation it works for.

However, self imaging should not be like a cat looking into a mirror sees itself but paints a tiger, amounts to misleading. A real reality is the requirement.

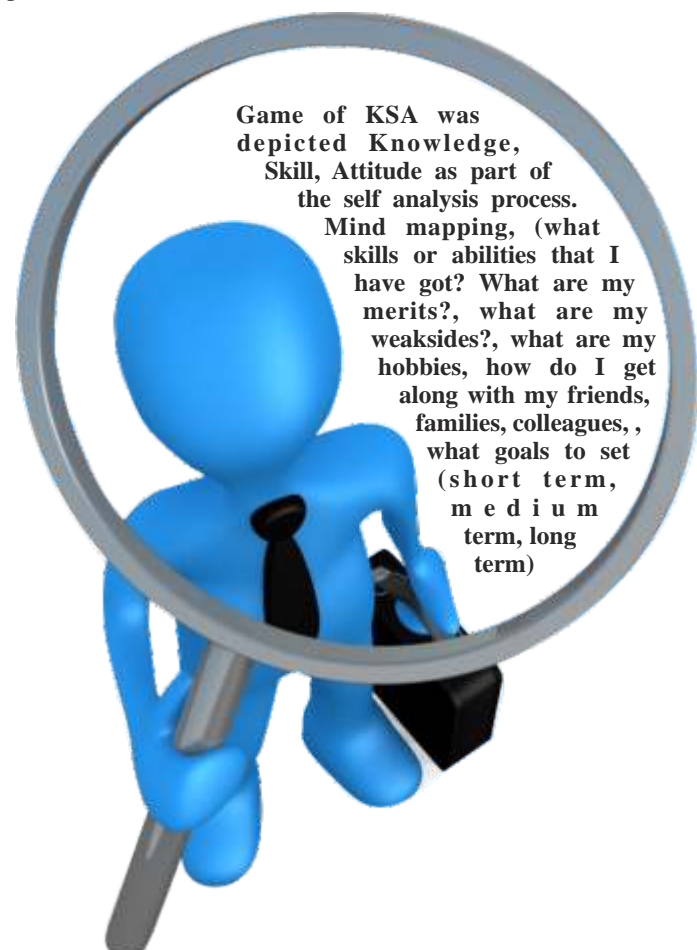
A constant effort needs to be made to be realistic by reality checks. Let someone else do it for us to eliminate a possible bias.

Self Analysis also means, self conceptualisation, self introspection, self contemplation, self examination.

The Zen master example of 2 disciples of 2 monasteries while one guides the other follows. Analysing more worldly way if not spiritually.

Game of KSA was depicted viz. Knowledge, Skill, Attitude as part of the self analysis process. Mind mapping, (what skills or abilities have I got? What are my merits?, What are my weaknesses, what are my hobbies, how do I get along with my friends, families, colleagues, what goals to set (short term, medium term, long term)

SWOT Analysis reflecting inherent strengths, weaknesses, opportunities and threats are the need towards this self analysis process.



SPARK Cycle & Personal Skills Set covering Communication Skills, Teamwork & Leadership, Self Awareness, Problem Solving, Organisational Skills, Basic and Extended Skills set are another measure to gauge.

SPARK unique record aims self evaluation, planning, action, recording and to keep on reviewing of Individual Traits.



Story of Heinz by Lawrence Kohlberg (1958) gives out few possibilities in self analysis and following questions get raised

1. Should Heinz have stolen the drug?
2. Would it change anything if Heinz did not love his wife?
3. What if the person dying was a stranger, would it make any difference?
4. Should the police arrest the chemist for murder if the woman died?

As part of the analytical process of self, stages of moral development include Preconventional Level, Conventional Level, Post Conventional or Principled Level.

An audit schedule is suggested here on employability skills which covers an extensive oversight on Self Reliance, Team Work, Business & Commercial Awareness, Complex Problem Solving, Communication & Literacy, Application of IT, Numeracy, Project Management, Inter-cultural Awareness, Social Responsibility, Emotional Intelligence, Critical Thinking, Negotiations and Influence. Goal setting the and systematic efforts to reach the goal would give a complete focus on self analysis.

*Mrs. Padmasree Radhaswamy  
Motivational Speaker*

*Schooling beyond school, learning beyond classroom and playing beyond playground should be our motive when we look forward to synchronising teaching learning experience. - Nandan Nilekani, Infosys*

*The thrill of social interaction was a large pull for audiences at art fairs and gallery openings, which cannot be replicated virtually, but at the same time, people have more time and wider access to events and institutions anywhere in the world*

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