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THE SOUTHERN INDIA ENGINEERING MANUFACTURERS' ASSOCIATION

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73rd AGM was held on 25th August 2026 -
attended by MC Members, Special Invitees, Past Presidents & Presidents of various Associations

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From the President's Desk

Dear Members,

We are truly blessed to be part of the prestigious Pump and Allied Engineering Industry, which plays an integral role in the growth of the domestic, agricultural and industrial sectors.

There is hardly any activity in our daily lives that does not, directly or indirectly, depend on a pump — be it in our homes, agriculture or industries. In many ways, our heart and a pump share the same purpose — both keep life moving.

It is therefore no surprise that the global pump market, across various sectors, is valued at nearly USD 95 Billion.

Coimbatore, being one of the earliest and most prominent clusters to establish pump manufacturing in India, continues to hold a significant position, particularly in terms of technology, engineering capabilities and ethical business practices.

Considering the immense potential in both domestic and global markets, our vision of achieving USD 5 Billion (approximately ₹ 50,000 Crores) for our industry is certainly within our reach. With a collaborative approach and collective effort, we can aspire to go even beyond this target.

Our immediate priority is to strengthen our members from within, particularly by addressing the challenges faced by the Micro and Small Enterprises.

As Office Bearers, we have initiated plans in the following three areas:

1. Easy Banking – JAL SHAKTI Scheme:

Through an MOU with Union Bank of India, the JAL SHAKTI Scheme is intended to provide our members access to banking and financial support at affordable interest rates, with simplified processes and reduced procedural hurdles.

2. GST Help Desk:

With the support of an eminent GST Consultant, we will provide guidance to members on GST-related matters and assist in the redressal of grievances. Wherever required, we will also take up industry-related issues directly with the GST authorities to help reduce hardships faced by our members.

3. Employment Support System:

Through the Apprenticeship Training Programme, we will facilitate access to fresh talent with Government support. This will help our Micro and Small industries meet their manpower requirements, which can often be challenging when individual units attempt to manage the process on their own.

In addition, we will work towards reducing procurement costs through collective efforts and bargaining, improving quality through training and system implementation, and reducing production costs through modern manufacturing practices and technology adoption.

We will also actively seek Government support to strengthen our industries from within and create greater opportunities in domestic and international markets.

The journey towards our vision will require the participation and cooperation of every member.

Let us work together, support each other and grow together.

With Regards,



Ma. Sendilkumar
President

Mission & Vision

To enable our members to compete globally with their products and services

- ***To extend support to our member industries to prosper***
- ***To offer up-to-date technical support to members***
- ***To train and enable members to meet the global challenges in technology and competitiveness***
- ***To develop techno-commercial co-operation with international enterprises***
- ***To promote programmes for enhancing the quality of life of all stake-holders***
- ***To represent members on common issues with the policy makers.***

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Sri K. Mohan Senthil Kumar
Sri. R. Karthikeyan

Editor
Sri Ma. Sendilkumar

The opinions and views expressed in this magazine are those of the respective authors.

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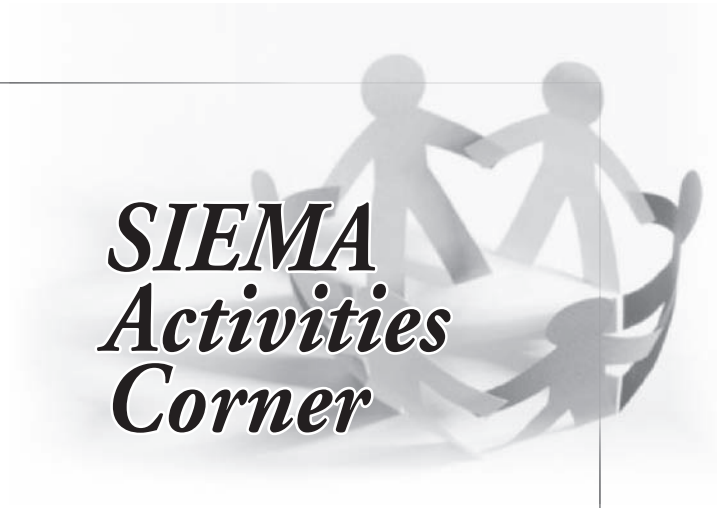
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SUB COMMITTEE REPORTS

Technical Committee Meeting

SIEMA Technical Committee Meeting Summary

Date: 18-07-2026 ***Time: 03:00 PM IST***
Mode: Online Meeting

1. Grouping Guidelines for IS 8472:2019

Mr. Sivakalaiselvan presented the proposed Grouping Guidelines for IS 8472:2019 – Centrifugal Regenerative Pumps for Clear, Cold Water. The proposal covered the criteria for defining a pump series and the selection of representative models for the purpose of Grant of Licence (GoL) and Continuation of Licence (CSoL).

Dr. Subramanian informed the committee about the recent amendments proposed in IS 8472 and advised that these revisions should be considered before finalizing the grouping guidelines. The committee agreed to revise the proposal based on the latest draft of the standard before submission to BIS/BEE.

2. Proposed Revisions to IS 7538, IS 14582 and IS 9079

Mr.Senthilkumar highlighted the concerns regarding the proposed increase in the operating voltage band under IS 7538 and IS 14582. The committee discussed the possible increase in active materials required to comply with the revised temperature rise requirements, the resulting increase in manufacturing cost, and the widening price gap between ISI-certified and non-ISI products.

It was agreed that detailed technical comments would be prepared after reviewing the official ETD 15 deliberations.

3. ETD 15 Sectional Committee Meeting

Dr. C. Murugesan (Technical Committee Chairman) and Mr. G. Prasath (Technical Committee Member) attended the ETD 15 Sectional Committee Meeting held on 08 July 2026.

The members briefed the committee on the key discussions related to the proposed revisions of IS 7538, IS 14582, IS 9079, and the amendments under IS 8472. It was decided to await the official ETD 15 meeting minutes before finalizing SIEMA's technical comments and recommendations. Upon receipt of the minutes, the committee will review the proceedings and submit consolidated comments to BIS through SIEMA.

Sri. Ma. Sendilkumar

Subjects relating to Central & State Governments

Meeting with Ms. S. Keerthana, the Honourable Minister for Industries of Tamilnadu: On 3rd July 2026

An interactive meeting with Ms. S. Keerthana, Hon'ble Minister for Industries, Government of Tamil Nadu, was organised by the Confederation of Indian Industry (CII) on 3rd July 2026. The meeting was attended by Sri Pavankumar G. Giriyappanavar, IAS, District Collector, along with representatives of various industrial associations and leading industries across the region.

On behalf of the Southern India Engineering Manufacturers' Association (SIEMA), President Sri Mithun Ramdas participated in the interaction. During the meeting, he highlighted key issues and concerns relating to the pump manufacturing industry, including the need for continued policy support, infrastructure development, and measures to strengthen the competitiveness of Tamil Nadu's engineering and pump manufacturing sector.

The interactive session provided an excellent platform for industry representatives to engage directly with the Hon'ble Minister and the District Administration, enabling a constructive exchange of ideas aimed at promoting industrial growth, encouraging investment, and enhancing the ease of doing business in the State.

Exclusive Interactive session with the Honourable Minister for Energy Resources & Law Sri. CTR Nirmal Kumar: On 7th July 2026

An exclusive interactive session with Sri C.T.R. Nirmal Kumar, Hon'ble Minister for Energy Resources & Law, Government of Tamil Nadu, was jointly organised by the Confederation of Indian Industry (CII), The Southern India Engineering Manufacturers' Association (SIEMA) and the Indian Foundry Federation (IIF) on 7th July 2026.

The session provided a valuable platform for members of the engineering and manufacturing fraternity to engage directly with the Hon'ble Minister on matters relating to the energy sector, industrial development, and policy initiatives impacting the manufacturing ecosystem. Representatives from various industries and industrial associations participated in the interaction, sharing their perspectives and discussing key issues affecting the sector.

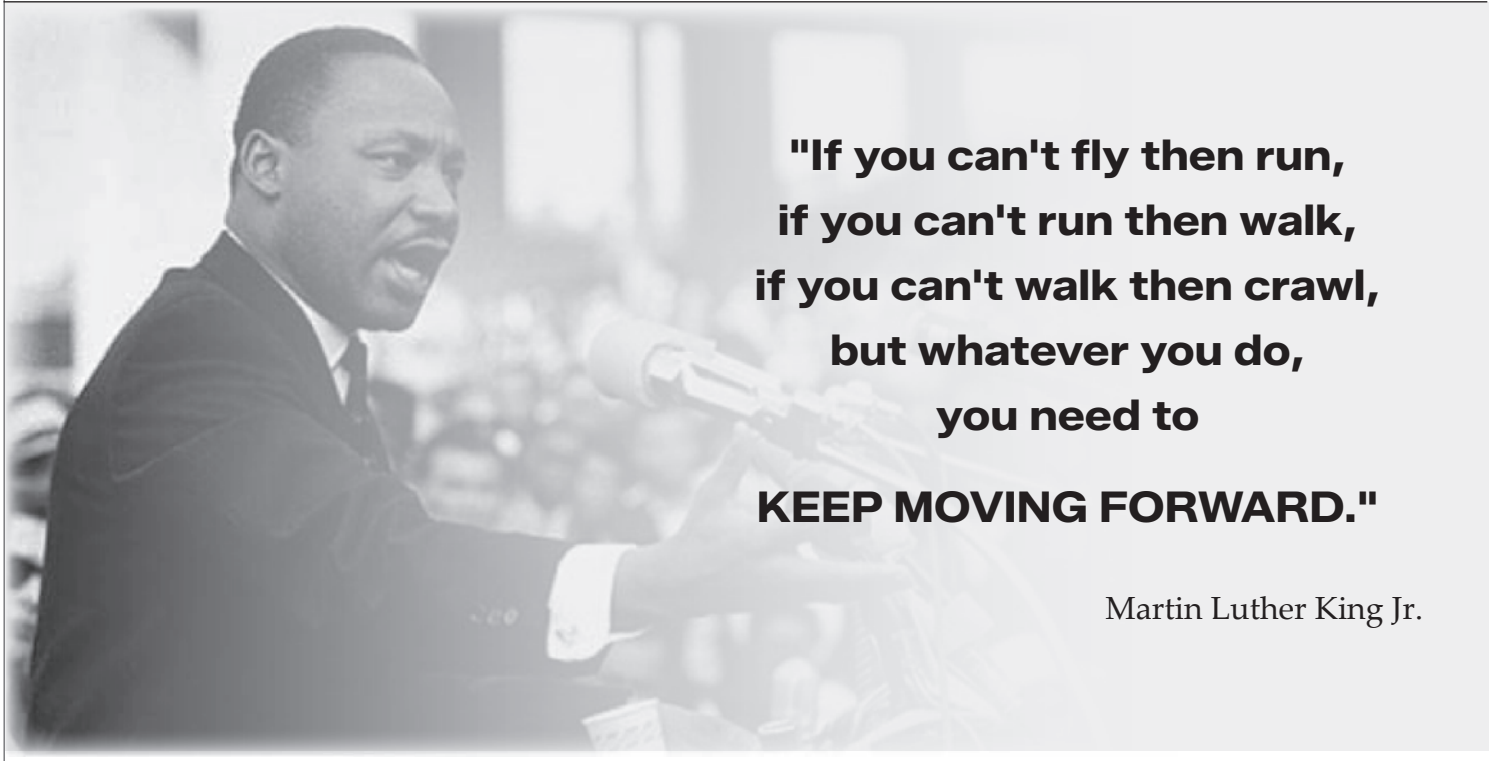
The programme facilitated a constructive exchange of ideas between industry and Government, reinforcing the importance of collaborative efforts in promoting sustainable industrial growth, improving energy infrastructure, and enhancing the competitiveness of Tamil Nadu's manufacturing sector.

Meeting with Honourable Minister for backward Classes Welfare Sri. Sampath Kumar & Honourable Minister for Prohibition & Excise Sri. K. Vignesh : On 18th July 2026 @ Taj Vivanta

An interactive meeting with Sri Sampath Kumar, Hon'ble Minister for Backward Classes Welfare, and Sri K. Vignesh, Hon'ble Minister for Prohibition & Excise, Government of Tamil Nadu, was jointly organised by Coimbatore Next in association with various industrial associations, including SIEMA, which participated as a Partner Association.

Representing SIEMA, President Sri Mithun Ramdas participated in the meeting and submitted a representation addressed to Hon'ble Chief Minister of Tamil Nadu, Sri C. Joseph Vijay, highlighting the key requirements and policy measures necessary for the growth and development of the pump manufacturing industry. The representation emphasized enhancing the competitiveness of the sector, encouraging investments, promoting technological advancement, strengthening industrial infrastructure, and creating a conducive ecosystem for the sustained growth of the pump manufacturing industry in Tamil Nadu.

The meeting provided an effective platform for constructive interaction between the Government and industry representatives, enabling discussions on measures to further accelerate industrial development and reinforce Tamil Nadu's position as a leading manufacturing hub.





The Next Decade of Indian Manufacturing

A Strategic Roadmap for the Pumps, Motors & Engineering Industry

"The next decade will not merely reward companies that manufacture efficiently; it will favour those that innovate continuously, embrace sustainability, adopt digital technologies, and compete confidently on the global stage."

Introduction

India stands at a defining moment in its industrial journey. Over the past few years, the country's manufacturing sector has transformed from being primarily a domestic supplier into an increasingly important participant in global value chains. Government initiatives such as Make in India, Production Linked Incentive (PLI) Schemes, Atmanirbhar Bharat, National Logistics Policy, PM Gati Shakti, and various MSME support programmes have created unprecedented opportunities for Indian manufacturers.

For industries represented by SIEMA, particularly manufacturers of pumps, electric motors, valves, castings, precision components and allied engineering products, the coming decade offers enormous possibilities. Global customers are actively seeking reliable alternatives to traditional sourcing destinations, while domestic demand for quality engineering products continues to grow across agriculture, infrastructure, water management, renewable energy, power generation and industrial automation.

However, these opportunities also come with significant challenges. Rapid technological advancement, stricter quality standards, environmental regulations, increasing customer expectations, skilled workforce shortages, and intense global competition require manufacturers to rethink conventional business models.

The future will belong to organisations that move beyond cost-based competition and create value through innovation, quality, sustainability and operational excellence.

A New Manufacturing Era

- Manufacturing worldwide is entering a completely new phase.
- Factories are becoming intelligent.
- Machines communicate with each other.
- Production systems analyse data in real time.
- Customers expect customised products delivered faster than ever before.
- Quality expectations have become uncompromising.
- Environmental sustainability is no longer optional—it has become a competitive necessity.
- Countries capable of combining technology with manufacturing excellence will dominate global markets during the coming decade.

India possesses many natural advantages:

- One of the world's youngest workforces
- Strong engineering talent
- Growing domestic market
- Competitive manufacturing costs
- Expanding infrastructure
- Increasing global confidence in Indian suppliers

These strengths create a unique opportunity for Indian engineering companies to emerge as trusted global manufacturing partners.

Why This Decade Belongs to India

- Many global companies are now diversifying their supply chains to reduce dependence on a single manufacturing destination.
- This shift has created significant opportunities for Indian manufacturers.
- Several factors are accelerating India's manufacturing growth:

1. Supply Chain Diversification

International companies now prefer sourcing components from multiple countries instead of depending entirely on one region.

Indian manufacturers capable of maintaining consistent quality, timely delivery and competitive pricing are increasingly becoming preferred suppliers.

For pump and motor manufacturers, this opens opportunities in sectors such as:

- Water infrastructure
- Oil & Gas
- Chemical Processing
- HVAC
- Renewable Energy
- Agriculture
- Mining
- Building Services

2. Massive Infrastructure Development

India's investment in roads, ports, airports, railways, smart cities, industrial corridors and urban infrastructure is driving unprecedented demand for engineering products.

Every infrastructure project requires:

- Pumps
- Motors
- Control systems
- Industrial valves
- Electrical equipment
- Water treatment solutions

For SIEMA members, infrastructure growth represents sustained long-term demand.

3. Renewable Energy Revolution

India's commitment towards renewable energy is creating entirely new manufacturing opportunities.

- Solar farms.
- Wind energy.
- Green hydrogen.
- Battery manufacturing.
- Electric mobility.

Each of these sectors requires highly efficient electric motors, pumping systems, cooling solutions and specialised engineering equipment.

Manufacturers who invest early in energy-efficient technologies will gain significant competitive advantages.

The Customer Has Changed

Today's industrial customer is very different from the customer of ten years ago.

Customers now evaluate suppliers based on several parameters:

- Product Quality
- Delivery Reliability
- Technical Support
- Digital Communication
- Sustainability Practices
- Certifications
- Innovation Capability
- Lifecycle Cost

Instead of purchasing only a product, customers increasingly seek complete solutions.

For example, instead of simply buying a pump, customers may expect:

- Energy consumption analysis
- Predictive maintenance support

- Remote monitoring
- Performance guarantees
- Digital documentation
- Faster after-sales service

This evolution requires manufacturers to become solution providers rather than product suppliers.

Quality is No Longer a Differentiator

A decade ago, quality distinguished excellent manufacturers.

Today...

Quality is simply the minimum requirement.

Global buyers expect:

- Zero-defect manufacturing
- Complete traceability
- International certifications
- Process consistency
- Reliable documentation

Quality has evolved from inspection to prevention.

Companies adopting Lean Manufacturing, Six Sigma, Statistical Process Control and Total Productive Maintenance consistently achieve higher productivity and stronger customer confidence.

For Indian engineering MSMEs, investing in quality systems is no longer an expense—it is a strategic investment.

Innovation: The New Competitive Advantage

Innovation is often misunderstood.

Many MSMEs assume innovation requires massive research laboratories and substantial investments.

In reality, innovation begins with solving everyday problems.

Examples include:

- Redesigning impellers for higher efficiency
- Improving motor cooling systems
- Reducing manufacturing cycle time
- Lowering energy consumption
- Simplifying installation procedures
- Enhancing product reliability

Small improvements implemented consistently often create significant competitive advantages over time.

Organisations that encourage employees to suggest improvements build strong cultures of continuous innovation.

The Growing Importance of Energy Efficiency

Energy costs continue to rise worldwide.

Governments are introducing stricter efficiency standards.

Customers increasingly evaluate products based on lifecycle operating costs rather than purchase price alone.

This creates tremendous opportunities for manufacturers of:

- IE3 & IE4 Energy Efficient Motors
- Variable Speed Drive compatible systems
- Smart pumping solutions
- Intelligent control systems
- High-efficiency hydraulic designs

Indian manufacturers capable of delivering energy-efficient products will enjoy growing demand both domestically and internationally.

Conclusion

The next decade presents a rare opportunity for Indian manufacturers to establish themselves as global leaders. For SIEMA members, success will depend not only on expanding production capacity but also on embracing quality, innovation, energy efficiency, and customer-centric thinking.

The manufacturing landscape is changing rapidly, and those who adapt early will be best positioned to capture emerging opportunities in both domestic and international markets.

Learning from Legends - Volume 1



Ratan Tata *- The Leader Who Redefined Indian Industry*

"I don't believe in taking right decisions. I take decisions and then make them right."

- Ratan Tata

Every generation witnesses a few extraordinary leaders who transform not only businesses but also the society around them. Among them, Ratan Naval Tata occupies a unique place in India's industrial history. Revered for his humility, integrity, and visionary leadership, he demonstrated that profitability and compassion can coexist.

For engineering entrepreneurs and manufacturers, Ratan Tata's journey offers invaluable lessons in innovation, quality, ethics, and long-term thinking.

Early Life - Built on Values

Born on 28 December 1937, Ratan Tata belonged to India's most respected industrial family. Yet, his upbringing emphasized humility rather than privilege.

After studying architecture and structural engineering at Cornell University, followed by management education at Harvard Business School, he chose not to enter the Tata Group through the boardroom.

Instead, he began his career on the factory floor.

He worked alongside employees handling limestone, shovelling materials, and understanding manufacturing operations firsthand. This practical exposure shaped his leadership philosophy—leaders should understand every level of an organisation.

For manufacturing industries, this lesson remains timeless:

Great leaders are created in factories before they sit in boardrooms.

Taking Charge During Uncertain Times

When Ratan Tata became Chairman of Tata Sons in 1991, India itself was undergoing economic liberalisation.

The Tata Group consisted of many independent companies operating with little coordination. Competition from global corporations was increasing rapidly.

Many questioned whether the Tata Group could survive this new era.

Ratan Tata saw the challenge differently.

He unified the Group under one common identity, strengthened corporate governance, encouraged innovation, and invested heavily in technology.

Instead of protecting the past, he prepared the organisation for the future.

Thinking Globally

Perhaps one of Ratan Tata's greatest achievements was transforming Tata from an Indian business house into a respected global enterprise.

Under his leadership, several landmark acquisitions took place:

- Tetley Tea (United Kingdom)
- Corus Steel (Europe)
- Jaguar Land Rover (United Kingdom)

These acquisitions demonstrated that Indian companies could successfully acquire and manage globally respected brands.

For Indian manufacturers, this changed mindsets forever.

No longer was "Made in India" seen as merely serving domestic markets.

It became capable of competing with the world's best.

Innovation with Purpose

Unlike many industrialists who focused only on premium markets, Ratan Tata constantly asked a simple question:

"How can technology improve ordinary people's lives?"

This philosophy inspired several breakthrough initiatives.

The Tata Nano, despite its commercial challenges, was conceived to provide safer mobility for millions of Indian families.

Similarly, Tata Motors invested significantly in electric mobility long before it became mainstream.

Innovation, according to Ratan Tata, was never about creating expensive products.

It was about solving real problems.

Leadership During Crisis

True leadership becomes visible during difficult times.

The 2008 Mumbai terrorist attacks tested the Tata Group in unimaginable ways.

Instead of focusing solely on rebuilding the Taj Mahal Palace Hotel, Ratan Tata personally visited injured employees, met affected families, and ensured support reached every individual—including street vendors, taxi drivers, and nearby workers impacted by the tragedy.

His actions earned admiration worldwide.

Employees realised they were not merely working for a company.

They belonged to a family that genuinely cared.

The Power of Ethical Leadership

Throughout his career, Ratan Tata remained uncompromising on ethics.

He believed reputation is built over decades but can be destroyed within minutes.

Even while competing globally, the Tata Group became synonymous with:

- Trust
- Transparency
- Fairness
- Responsibility
- Social commitment

In today's competitive environment, this lesson is especially relevant for MSMEs.

Shortcuts may produce temporary gains.
Integrity builds businesses that endure for generations.

Lessons for SIEMA Members

Engineering industries today face rising raw material costs, global competition, digital transformation, sustainability requirements, and changing customer expectations.

Ratan Tata's leadership offers several practical lessons:

- Build products that solve genuine customer problems.
- Invest continuously in quality.
- Think beyond immediate profits.
- Encourage innovation across every department.
- Empower employees through trust.
- Expand globally while remaining rooted in Indian values.
- Never compromise on ethics.

Whether a company employs twenty people or twenty thousand, these principles remain equally powerful.

A Message to the Next Generation

Ratan Tata measured success by the positive impact an organisation creates.

His legacy reminds every entrepreneur that industries do more than manufacture products.

They generate employment.

They strengthen communities.

They develop technology.

They contribute to national progress.

For India's engineering sector, and particularly for the pump and motor manufacturing industry represented by SIEMA, this philosophy remains deeply relevant.

The future belongs not merely to companies that manufacture efficiently, but to organisations that innovate responsibly, compete globally, and lead with integrity.



The Art of Effective Communication

The way we communicate often matters as much as what we communicate.

Communication is one of the most fundamental aspects of human life. Every day, we communicate with colleagues, employees, customers, suppliers, family members, friends and people we may meet only once. We communicate through words, expressions, gestures, emails, telephone calls, meetings and even through silence.

Yet communication is often taken for granted.

We assume that if we have said something clearly, the other person must have understood it in exactly the way we intended. In reality, communication is much more complex. The words we choose, the tone in which we speak, the timing of our message and even our body language can influence how our message is received.

This is why effective communication is not merely the ability to speak well. It is the ability to make ourselves understood while also understanding others.

In personal life, good communication builds trust and strengthens relationships. In professional life, it improves teamwork, productivity, customer relationships and leadership. In an organisation, effective communication can prevent misunderstandings, reduce errors and create a culture of cooperation.

Communication Is More Than Words

When we think about communication, we often think about speaking or writing. But communication has several dimensions.

Our tone of voice can convey confidence, irritation, concern or warmth. Facial expressions can reinforce or contradict our words. Body language can communicate openness or discomfort. The timing of a message can influence how it is received.

For example, saying "That is fine" can have very different meanings depending on whether it is said with genuine acceptance, disappointment or irritation.

Similarly, an email containing only a few words may appear perfectly normal to the person writing it but may be interpreted differently by the person receiving it.

Therefore, effective communication requires awareness not only of what we say, but also of how, when and why we say it.

The First Skill: Listening

One of the most important and often neglected aspects of communication is listening.

Many people listen while preparing their response. They are waiting for the other person to finish speaking so that they can express their own opinion. This is not really listening; it is simply waiting for our turn to speak.

True listening requires attention.

When someone is speaking, we should try to understand the complete message before forming our response. Sometimes the speaker's actual concern may be different from the words being used.

A colleague may say, "This project is difficult."

Instead of immediately responding, "We have done similar projects before," it may be more useful to ask:

"Which part of the project is causing the difficulty?"

That simple question can open the door to a meaningful conversation.

Listening does not necessarily mean agreeing with everything we hear. It means giving the other person an opportunity to be heard and understood.

Good communication begins with good listening.

Think Before You Speak

Words cannot be taken back once they have been spoken.

A moment of anger can lead to words that damage a relationship that took years to build. A careless remark can discourage an employee. An impatient response to a customer can affect a business relationship.

This does not mean that we should avoid difficult conversations. Difficult issues must often be discussed. But they should be discussed with clarity and respect.

Before responding, especially in an emotionally charged situation, it is useful to pause and ask:

- Is what I am about to say necessary?
- Is it accurate?
- Is this the right time to say it?
- Can I express it in a more constructive way?
- Am I trying to solve the problem or simply express my frustration?

A few seconds of thought can prevent hours or even years of regret.

Clarity Is the Key

Effective communication does not require complicated language.

In fact, the best communication is often simple, direct and easy to understand.

Whether we are speaking to an employee, writing to a customer or giving instructions to a team, the message should be clear about:

What needs to be done?

Who needs to do it?

When does it need to be completed?

What outcome is expected?

Unclear communication creates unnecessary questions and delays.

For example, instead of saying:

"Please take care of this matter at the earliest,"

it is much clearer to say:

"Please complete the report and send it to me by 4.00 p.m. tomorrow."

The second statement leaves little room for confusion.

Clarity saves time.

The Importance of Empathy

Communication becomes more effective when we learn to see situations from another person's point of view.

This is called empathy.

An employee may be struggling with a task. A customer may be upset because of a delay. A colleague may appear quiet during a meeting. A family member may be unusually impatient.

Our first reaction may be to judge the behaviour.

But before judging, we can ask:

"Is there something I do not know?"

Empathy does not mean accepting every behaviour or avoiding accountability. It means understanding the situation before responding to it.

A leader who understands the pressures faced by employees can communicate expectations more effectively. A customer-service professional who understands the customer's concern can respond more appropriately. A parent who listens patiently can build greater trust with a child.

Sometimes, people do not need an immediate solution. They first need to know that someone has understood them.

Communication in the Workplace

In an organisation, communication flows in many directions — from management to employees, between departments, from employees to management, and between the organisation and its customers, suppliers and other stakeholders.

When communication is weak, even a good organisation can face difficulties.

A production team may not receive an important change in specifications. The purchase department may not know about a revised delivery schedule. A customer may not receive an update on an order. A management decision may not reach the employees who need to implement it.

The result can be delays, confusion, duplication of work and frustration.

Good organisations therefore create systems that support communication.

Regular meetings, clear emails, documented procedures, notice boards, digital communication platforms and feedback mechanisms can all contribute to better information flow.

But systems alone are not enough.

There must also be a culture where people feel comfortable asking questions, raising concerns and sharing ideas.

Communication and Leadership

A leader's effectiveness is closely connected with communication.

Leadership is not simply about giving instructions. It is about creating understanding and inspiring people to work towards a common objective.

A good leader should be able to explain:

Where are we going?

Why are we going there?

What is expected from each person?

How will we measure progress?

Employees are more likely to support a decision when they understand its purpose.

At the same time, leadership communication should not be one-way. A leader who speaks but does not listen may miss valuable information from the people closest to the work.

Some of the best ideas in an organisation may come from the shop floor, the service team, the sales department or the person interacting directly with customers.

A leader's responsibility is not merely to communicate the vision, but also to create channels through which the organisation can listen.

The Art of Giving Feedback

Feedback is an important part of professional communication.

However, feedback should be given with the intention of improving performance, not simply pointing out mistakes.

Compare these two statements:

"You never do this correctly."

and

"There is an issue in this part of the report. Let us look at it together and see how we can improve it."

The second approach addresses the problem without attacking the individual.

Effective feedback should ideally be:

- Specific
- Timely
- Respectful
- Focused on behaviour or results
- Accompanied, where possible, by a suggestion for improvement

Similarly, employees should be encouraged

to give constructive feedback to management.

A healthy organisation is one where communication can move in both directions.

Written Communication in the Digital Age

Technology has made communication faster than ever before.

An email can reach someone on the other side of the world within seconds. Messages can be sent instantly. Virtual meetings allow teams to work across geographical boundaries.

But speed does not always mean effectiveness.

The ease of sending a message sometimes encourages us to send messages without thinking carefully.

Before sending an important email, it is worth checking:

Is the purpose clear?

Is the information accurate?

Is the tone appropriate?

Have I included the necessary details?

Does the recipient know what action is expected?

A well-written email can save several rounds of clarification.

In professional communication, brevity is valuable — but only when it does not sacrifice clarity.

The Role of Technology

Artificial intelligence, instant messaging, video conferencing and digital collaboration tools are transforming the way we communicate.

These technologies offer enormous advantages. They allow information to be shared quickly and make collaboration easier.

But technology cannot replace human understanding.

A message generated or delivered digitally may communicate information, but trust, empathy, judgement and human connection still require people.

The more technology becomes part of our lives, the more important human communication skills may become.

We must learn not only to communicate faster, but also to communicate better.

Communication During Difficult Situations

The true test of communication often comes during difficult situations.

When there is a problem, people naturally look for information.

Silence can create uncertainty. Unclear information can create rumours. Delayed communication can increase anxiety.

During challenging situations, communication should therefore be:

Timely, factual, clear and responsible.

It is better to say, "We are reviewing the situation and will provide an update by 3.00 p.m." than to leave people guessing.

Even when all the answers are not available, honest communication can maintain trust.

The Importance of Respect

Respect is the foundation of effective communication.

We may disagree with another person's opinion, but disagreement does not require disrespect.

In meetings and discussions, we should allow others to complete their thoughts. We should avoid interrupting unnecessarily. We should criticise ideas rather than personalities.

A respectful workplace does not mean that everyone agrees with everyone else.

It means that people can disagree without damaging relationships.

Sometimes the most productive sentence in a discussion is:

"I understand your point. May I offer a different perspective?"

Such language keeps the conversation open.

Communication Begins with Self-Awareness

Before we try to improve our communication with others, we need to understand ourselves.

Do we speak too quickly?

Do we interrupt?

Do we become defensive when someone disagrees?

Do we avoid difficult conversations?

Do we assume that people understand what we mean?

Do we listen only to respond?

Self-awareness helps us identify our communication habits.

Improvement begins when we recognise them.

Five Simple Principles for Better Communication

We do not need complicated techniques to become better communicators. A few simple principles can make a significant difference:

1. Listen to Understand

Give people your attention before preparing your response.

2. Speak with Clarity

Use simple language and communicate the essential message.

3. Choose the Right Time

Even a correct message can fail if communicated at the wrong moment.

4. Show Respect

Disagreement is natural; disrespect is unnecessary.

5. Confirm Understanding

For important matters, do not simply ask, "Did you understand?"

Instead, clarify the next step:

"Shall we confirm what needs to be done and by when?"

This simple practice can prevent many misunderstandings.

Communication Is a Two-Way Bridge

Good communication is not about having the last word.

It is about creating understanding.

A successful conversation should ideally leave both people with greater clarity than they had before the conversation began.

This applies everywhere — in the boardroom, on the shop floor, in a customer meeting, at home and among friends.

We may have the best ideas in the world, but if we cannot communicate them clearly, they may never achieve their intended impact.

Similarly, another person's valuable idea may remain unheard if we are not willing to listen.

Conclusion

Communication is both a skill and an art.

It requires clarity, patience, empathy, confidence, humility and continuous practice. It is not something that can be mastered in a single day.

Every conversation gives us an opportunity to improve.

We can listen a little more carefully.

We can speak a little more thoughtfully.

We can write a little more clearly.

We can disagree a little more respectfully.

We can understand before we judge.

In a rapidly changing world, technology may continue to transform the way we communicate. But the fundamental principles will remain the same.

People want to be heard.

People want to be understood.

People want to be respected.

When we learn to communicate with clarity and listen with empathy, we do more than exchange information — we build trust, strengthen relationships and create understanding.

And that is the true art of effective communication.

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Small Habits, Big Changes

We often believe that success requires big decisions, extraordinary talent or dramatic changes in life. But in reality, many of the most meaningful changes begin with something much simpler — a small habit repeated consistently.

A habit may appear insignificant when we do it for one day. But when the same action is repeated every day, it gradually becomes part of our character, our thinking and ultimately our way of life.

Small Steps Create Lasting Change

Reading a few pages every day may not seem like a major achievement. Saving a small amount regularly may appear insignificant. Spending ten minutes planning the day may seem unnecessary when we are already busy. Yet these small actions, when practised consistently, can produce remarkable results over time.

The principle is simple: small actions, repeated consistently, create big results.

A person does not become knowledgeable by reading one book in a day. Knowledge grows through regular reading. A person does not become physically healthy through one day of exercise. Health develops through consistent habits. Similarly, professional excellence is built through continuous learning, discipline and attention to detail.

The Power of Consistency

Consistency is often more powerful than intensity.

We may start a new year with ambitious goals — learning a new skill, becoming healthier, managing time better or improving our finances. The challenge is not starting; it is continuing.

Instead of trying to change everything at once, it is often better to begin with one small improvement.

Read for 15 minutes.

Plan tomorrow before leaving work today.

Arrive a few minutes early.

Learn one new thing every day.

Listen carefully before responding.

Keep a simple record of expenses.

Spend a few minutes with family without distractions.

These actions may look ordinary, but their cumulative effect can be extraordinary.

Habits Shape Our Professional Life

Small habits are equally important in the workplace.

Returning a phone call promptly, responding to an email clearly, keeping commitments,

maintaining records properly, listening to colleagues, appreciating good work and following safety procedures are all simple habits.

Professional reputation is rarely built through one major event. It is built through hundreds of small actions that demonstrate reliability and responsibility.

For an organisation too, small improvements can create significant results. Reducing unnecessary delays, improving housekeeping, avoiding wastage, documenting processes and encouraging employees to share ideas can gradually improve productivity and quality.

This is the essence of continuous improvement — not necessarily making one huge change, but making many meaningful improvements over time.

Replace, Don't Simply Remove

When trying to change a habit, it is often easier to replace an undesirable habit with a positive one.

Instead of spending unnecessary time scrolling on a phone, use part of that time for reading. Instead of postponing an important task, spend five minutes getting started. Instead of reacting immediately when something goes wrong, pause and think before responding.

The objective is not perfection. The objective is progress.

There will be days when we miss our routine. That is normal. What matters is returning to it rather than giving up completely.

Small Habits and Relationships

Our personal relationships also benefit from simple habits.

A genuine "thank you", a few words of encouragement, listening without interrupting, checking on someone, spending quality time with family or simply being present when someone needs us can make a meaningful difference.

Often, people remember not the expensive gifts we gave them, but the kindness, respect and attention we showed them.

Start Small. Start Today.

One of the biggest mistakes we make is waiting for the perfect time to begin.

We tell ourselves, "I will start next week," "I will do it from next month," or "I will begin when I have more time."

But change does not require a perfect day. It requires a decision to take the first small step.

Choose one habit.

Make it simple.

Practise it consistently.

Review your progress.

Then build upon it.

Over time, that small habit can influence other areas of life and create a positive chain of change.

A Thought to Remember

Great achievements are often the result of ordinary actions performed consistently.

We may not be able to change everything overnight. But each of us can improve something today.

A few minutes of learning, a little more discipline, a little more kindness and one small positive action each day can gradually transform our work, our relationships and our lives.

Big changes do not always begin with big decisions.

Sometimes, they begin with one small habit.



முன்னேற்றம் தரும் பழக்கங்கள்

பழக்கங்களே வாழ்க்கையை வழி நடத்துகிறது வாழ்க்கையை மாற்ற நினைப்பவர்கள் முதலில் பழக்கங்களை மாற்றியமைக்க வேண்டும்.

சிந்தனைக் கவிஞர்
டாக்டர் கவிதாசன்
இயக்குனர் மற்றும் தலைவர், மனிதவள மேம்பாட்டுத் துறை
ரூட்ஸ் நிறுவனங்கள், கோவை

நல்ல பழக்க வழக்கங்கள் சாதாரண மனிதனையும் சாதனை மனிதனாக்கும். ஒவ்வொரு வெற்றிக்கும் ஒரு விலை உண்டு. அந்த விலைதான் திட்டமிட்ட உழைப்பும் அன்பான அணுகுமுறையும் என்றால் அது மிகையல்ல.

வெற்றியாளர்களின் உண்மையான முதலீடு உழைப்பு மட்டுமே என்பதைப் புரிந்து கொண்டு திட்டமிட்டு திறமையாக உழைப்பதைப் பழக்கமாக்கிக் கொள்ளுங்கள். மேலும் ஒருவருடைய சிந்தனைதான், செயலாகி, பிறகு செயல் பழக்கமாகி, பின்னர் பழக்கம் வழக்கமாகி, அவ்வழக்கமே வாழ்க்கையாகி விடுகிறது.

அதாவது ஒவ்வொருவருடைய பழக்கமே அவருடைய வளர்ச்சியையும் முன்னேற்றத்தையும் தீர்மானிக்கிறது என்பதால், வாழ்க்கையை மாற்றியமைக்க விரும்புகிறவர்கள் முதலில் தன்னுடைய அன்றாடப் பழக்கங்களைக் கண்காணித்து அவற்றை மாற்றியமைக்க வேண்டும். அவ்வாறு பழக்கங்களை மாற்றும் முயற்சியில் முதலாவதாக தனது சிந்தனையை மாற்றியமைக்க வேண்டும். சிந்தனையை மாற்றாமல் பழக்கத்தை மாற்றியமைக்க முடியாது.

சிந்தனையை எவ்வாறு மாற்ற முடியும்? என்ற கேள்வி, பலருக்கும் எழுவது இயற்கையே. முதலில், உங்களுடைய ஒவ்வொரு நாளின் அன்றாடச் செயல்களைக் கண்காணிக்கத் தொடங்குங்கள். அதாவது உங்களுடைய ஒவ்வொரு நாளும் எவ்வாறு கழிகிறது என்பதை கவனியுங்கள்.

மேலும் உங்களுடைய ஓய்வு நேரத்தில் என்ன செய்கிறீர்கள்? எத்தனை மணிக்கு படுக்கையில் இருந்து எழுகிறீர்கள். அதன் பிறகு நிகழும் ஒவ்வொரு அன்றாடச் செயலையும் கவனித்து அத்தகைய செயல்களின் விளைவுகள் உங்களுடைய முன்னேற்றத்திற்கு படிக்கட்டுகளாக உள்ளனவா? தடைக்கற்களை உருவாக்குகின்றனவா? எனச் சற்று ஆராய்ந்து பாருங்கள்!

அவ்வாறு செய்யும் போது, உங்களுடைய வாழ்க்கைப் பயணம் திசை மாறிப் போகிறதா? வெற்றியின் திசை நோக்கிச் செல்கிறதா? என்பது புரியத் தொடங்கும். பிறகு அன்றாடம் நிகழும், ஒவ்வொரு செயலையும் செம்மைப்படுத்தவும், உபரி நேரத்தை உழைப்பு நேரமாக மாற்றுவதற்கும் திட்டமிட்டு அதன்படி வாழ்வதற்கு முயற்சி செய்யுங்கள்!

நீங்கள் ஈடுபட்டுள்ள தொழில், குடும்பம், சமுதாயம் மற்றும் சுயம் (Self) சார்ந்த ஒவ்வொரு செயலையும் உற்று நோக்கி அவற்றை செம்மைப்படுத்த முயற்சி செய்யுங்கள்.

தொழிலில் அதிக ஈடுபாட்டுடனும், அர்ப்பணிப்பு உணர்வுடனும், செய்யத் தொடங்குங்கள். ஏனென்றால், உங்களுடைய தொழில்தான் உங்களுக்கென்று ஒரு அடையாளத்தை உருவாக்கிக் கொடுத்துள்ளது.

அதுபோல குடும்ப உறுப்பினர்களின் நலத்திலும் வளர்ச்சியிலும் நீங்கள் செலுத்தும் கவனம், அக்கறை, பரஸ்பர ஒத்துழைப்பு போன்றவற்றைக் கவனித்து அவற்றை மேம்படுத்துங்கள்.

அத்துடன் உங்களுடைய எண்ணங்களைக் கவனித்து நல்ல எண்ணங்களைச் செயலாக்கவும்,

தீய எண்ணங்களை முளையிலே தீர்த்துக் கட்டவும் செய்யுங்கள். அகத்தில் மாற்றத்தை ஏற்படுத்தாமல் புறத்தில் மாற்றத்தை ஏற்படுத்த முடியாது.

ஒவ்வொரு மனிதனும் தன்னுடைய பழக்கத்திற்கு அடிமையாகிவிடுகிறான் என உளவியல் ஆராய்ச்சிகள் உறுதிபடக் கூறியுள்ளன. ஆகவே நல்ல பழக்கங்களில் மனதைத் தீவிரமாகச் செலுத்தி, அவ்வாறான நல்ல பழக்கங்களுக்கு அடிமையாக மாறிவிடுங்கள். பிறகு வாழ்க்கையின் ஒவ்வொரு நகர்வும் இன்பமாக இருக்கும்.

மேலும் உங்களுடைய சிந்தனையையும் ஒவ்வொரு செயலையும் நீங்களே கவனித்துச் செம்மைப்படுத்திக் கொண்டே வாருங்கள். நமது பழக்கங்களைச் சீர்செய்து செம்மைப்படுத்துவதற்கு சுய திறனாய்வு (Introspection) மிகவும் முக்கியம்.

ஒவ்வொரு நாளும் இரவு தூங்குவதற்கு முன்னர், அன்றைய நாள் நிகழ்வுகளைக் ஒவ்வொன்றாக மனக்கண் முன்னால் கொண்டு வந்து, அதில் நீங்கள் எவ்வாறு நடந்து கொண்டீர்கள்? உங்களுடைய அணுகுமுறையும் பேச்சும் செயலும் எவ்வாறு இருந்தது? அவை முன்னேற்றத்திற்கான கதவுகளைத் திறக்கும் படியாக இருந்ததா? மற்றவர்களுடைய மனதில் நம்பிக்கையை விதைப்பதாக இருந்ததா? எனப் பல கோணங்களில் சிந்தித்துப் பாருங்கள்.

பிறகு அவ்வாறான சூழல் எதிர்காலத்தில் நிகழும் போது அதில் எவ்வாறு இன்னும் சிறப்பாக நடந்து கொள்வது எனவும் எண்ணி, அதை மனதில் பதிய வைத்துக் கொள்ளுங்கள்.

இவ்வாறு, நமது செயல்கள் ஒவ்வொன்றையும் நாமே சுய திறனாய்வு செய்து சரி செய்து கொள்ளும் பழக்கம் ஒருவருடைய நடை உடை பாவனை, அணுகுமுறை, ஈடுபாடு, பொது நடத்தை, செயல்திறன் போன்றவற்றை மேம்படுத்தி முன்னேற்றப் பாதையில் தொடர்ந்து செலுத்தி சிகரங்களைத் தொட வைக்கும் என்பது உறுதி!

முயன்று பாருங்கள்! வெற்றியின் முகடு தொட்டு மகிழுங்கள்.

Colonel Sanders | Kentucky Fried Chicken



Once, there was an older man, who was broke, living in a tiny house and owned a beat up car. He was living off of $ 99 social security checks. At 65 years of age, he decide things had to change. So he thought about what he had to offer. His friends raved about his chicken recipe. He decided that this was his best shot at making a change.

He left Kentucky and traveled to different states to try to sell his recipe. He told restaurant owners that he had a mouthwatering chicken recipe. He offered the recipe to them for free, just asking for a small percentage on the items sold. Sounds like a good deal, right?

Unfortunately, not to most of the restaurants. He heard NO over 1000 times. Even after all of those rejections, he didn't give up. He believed his chicken recipe was something special. He got rejected 1009 times before he heard his first yes.

With that one success Colonel Hartland Sanders changed the way Americans eat chicken. Kentucky Fried Chicken, popularly known as KFC, was born.

Remember, never give up and always believe in yourself in spite of rejection.

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THE MACHINE CAN BE REPLACED. CAN THE HUMAN SPIRIT?

Technology may transform the way we work. But the qualities that give our work meaning remain deeply human.

We are living through a remarkable moment in industrial history. For generations, human beings have built machines to extend their physical capabilities. We created tools to lift what our hands could not lift, machines to produce what our hands could not produce, and computers to calculate what our minds could not calculate quickly enough. Today, we are witnessing another extraordinary transformation. Artificial intelligence, robotics, automation, advanced analytics and connected manufacturing systems are no longer technologies of the distant future. They are becoming part of the factories, offices and businesses of the present.

A modern machine can perform repetitive operations with extraordinary precision. A computer can process millions of pieces of information in seconds. Artificial intelligence can identify patterns in data, generate content, support analysis and assist with decisions. Sensors can continuously monitor equipment and predict potential failures. Robots can undertake tasks that are dangerous, physically demanding or highly repetitive. As these technologies continue to advance, a question that once seemed distant has moved much closer to us: If machines can increasingly perform the tasks that humans perform today, what will remain uniquely human?

The answer may not be found in technology at all. It may be found in something much older and much more powerful—the human capacity to imagine, question, care, create, take responsibility and begin again. In other words, the future of industry will not be determined only by how intelligent our machines become. It will also depend upon whether we continue to develop the intelligence, character and spirit of the people who design, operate and guide those machines.

A NEW INDUSTRIAL AGE

Every major industrial transformation has changed the relationship between people and machines. The first Industrial Revolution introduced mechanical power on a scale that transformed manufacturing. Electricity and mass production brought another dramatic change. Computers and automation subsequently altered the way factories were designed and operated. Today, Industry 4.0 is taking us into an environment where machines, sensors, software, data and people are increasingly interconnected.

Artificial intelligence is accelerating this transformation. It can analyse vast amounts of information, identify relationships within data and assist people in solving complex problems. Automation can take over repetitive activities and improve consistency. Digital systems can provide manufacturers with visibility across production, quality, maintenance and supply chains. For an industry such as pumps and motors, these technologies can support better design, energy efficiency, predictive maintenance, quality control and customer service.

There is enormous opportunity in this transformation. For manufacturing enterprises, particularly MSMEs, technology can help overcome limitations of scale and resources. A smaller company can use sophisticated digital tools that were once available only to large corporations. Data can help a manufacturer understand customers better. Automation can improve productivity. Digital platforms can connect businesses to global markets. Artificial intelligence can assist engineers and managers in areas that previously required significant time and manpower.

But every technological revolution also creates a responsibility. When technology becomes more powerful, our judgement about how to use it becomes more important—not less.

THE MACHINE CAN DO MORE. SO MUST WE

There is a tendency to look at artificial intelligence and automation through a simple question: **Will machines replace people?** The question is understandable, but perhaps it is not the most useful one.

A better question is: **What will people be able to achieve when machines take over more of the repetitive work?**

If a machine can perform a calculation in seconds, an engineer can spend more time understanding the problem behind the calculation. If an automated system can monitor hundreds of operating parameters continuously, a maintenance team can devote more attention to understanding why failures occur and how processes can be improved. If artificial intelligence can analyse large quantities of information, a manager can spend more time interpreting what that information means for customers, employees and the future of the business.

Technology, at its best, should not make people less important. It should make people more capable.

This distinction is critical. The objective of automation should not be to remove human thinking from the workplace. It should be to remove unnecessary repetition so that human beings can spend more time on activities where judgement, creativity and responsibility matter.

The International Labour Organization's recent analysis of Generative AI and employment similarly points towards transformation of jobs rather than simple wholesale replacement, because most occupations continue to contain tasks that require human involvement. The challenge, therefore, is not merely to protect existing jobs, but to prepare people for the changing nature of work.

This is where education, reskilling and continuous learning become essential.

THE HUMAN MIND IS NOT AN ASSEMBLY LINE

Machines are extraordinarily good at repetition. Human beings are extraordinarily good at imagination.

A machine can follow a set of instructions precisely. A human being can question whether those instructions are still appropriate. A machine can recognise a pattern in historical data. A human being can imagine something that has never existed before. A machine can optimise an existing process. A human being can ask whether the entire process should be redesigned.

This difference may become even more important as artificial intelligence becomes more capable.

Consider the development of an entirely new product. Data may help identify customer requirements. Software may assist with design. Simulation may predict performance. Artificial intelligence may suggest alternatives. Automated systems may help manufacture the product.

But somewhere at the beginning of that journey, a person had to ask a question.

Why does this product need to exist?

And somewhere along the way, another person had to ask:

Can we make it better?

Those questions are the beginnings of innovation.

Every great engineering achievement has emerged from somebody refusing to accept that the existing solution was good enough. The history of manufacturing is filled with such moments. An engineer notices an inefficiency. A technician hears an unusual sound. An entrepreneur sees an unmet need. A researcher believes an old assumption can be challenged.

Innovation begins with curiosity.

And curiosity cannot be automated.

EXPERIENCE STILL MATTERS

There is another human quality that technology cannot easily replicate: experience.

Imagine a highly automated manufacturing plant in which a sophisticated monitoring system suddenly identifies an abnormality. The system may indicate that something is wrong. It may even suggest several possible causes. But an experienced technician may walk towards the equipment and notice something that does not appear on the dashboard—a slight change in vibration, an unusual sound, a subtle temperature difference or a condition that reminds him of a problem encountered many years earlier.

That experience has value.

Data tells us what has happened and what patterns may be emerging. Experience helps us understand why something may be happening.

The future factory will therefore not make experienced people irrelevant. In many situations, it may make their experience even more valuable—provided that experience is combined with modern technology.

The challenge for industry is to ensure that knowledge is transferred from one generation to the next. A young engineer should not have to rediscover every lesson that an older generation has already learned through years of trial and error.

Technology can help preserve knowledge. But people must be willing to share it.

THE ENGINEER OF TOMORROW

The engineer of the future will need a different combination of abilities from the engineer of the past.

Technical competence will remain fundamental. An engineer must still understand materials, machines, energy, manufacturing processes, design principles and quality. But technical knowledge alone will no longer be enough.

The engineer must also be able to work with data, understand digital systems and use artificial intelligence intelligently. At the same time, he or she must retain the ability to think independently, communicate clearly, understand customers and make responsible decisions.

There is a danger in becoming dependent on technology for every answer. If an engineer simply accepts whatever an algorithm recommends, without understanding the reasoning or questioning its limitations, technology has not strengthened engineering—it has weakened it.

The real opportunity is different.

Let technology provide more information, while the engineer develops better judgement.

Let artificial intelligence suggest possibilities, while the engineer evaluates them.

Let software perform calculations, while the engineer understands their significance.

Let machines perform precise operations, while people continue to improve the processes behind them.

The engineer of tomorrow should therefore not compete with the machine. The engineer should learn how to work with the machine without surrendering independent thought.

THE DANGER OF OVER-AUTOMATION

There is another side to this discussion that deserves attention.

In our enthusiasm for efficiency, we may sometimes forget the importance of human involvement. We want faster production, faster decisions, faster communication and faster analysis. But human beings are not machines, and an organisation cannot be built entirely around the logic of machines.

People need time to learn. They need opportunities to ask questions. They need the freedom to experiment. They need the

confidence to admit mistakes. They need to feel that their contribution matters.

If every decision is dictated by a system, people may gradually stop thinking for themselves. If every problem is solved by software, people may lose the habit of problem-solving. If every idea is generated by artificial intelligence, creativity itself may begin to weaken.

Technology should therefore be used to strengthen human capability—not to make human capability unnecessary.

A company should be careful not to create a workplace where everything is optimised except the people.

COURAGE CANNOT BE PROGRAMMED

There is one human quality that deserves particular attention in an age of automation: courage.

Innovation requires courage because innovation involves uncertainty. A new product may fail. A new market may not respond as expected. A new manufacturing process may require investment. A new technology may disrupt an established business model.

Someone must nevertheless be willing to say, "Let us try."

Leadership requires courage for the same reason. A leader may recognise that an existing system is no longer adequate. The organisation may need to invest in new technology, retrain its people, change its processes or enter a new market.

Knowing that change is necessary is one thing. Having the courage to initiate it is another.

An algorithm can identify a trend. It cannot take responsibility for a difficult decision.

A machine can optimise production. It cannot stand before a team during a difficult period and give people confidence.
Leadership remains deeply human.

VALUES WILL MATTER MORE, NOT LESS

As technology becomes more powerful, questions of values become increasingly important.

Technology can tell us what is possible. Values help us decide what is right.

Artificial intelligence can help us analyse information. But human beings must decide how that information should be used.

Automation can increase productivity. But leaders must ensure that productivity does not come at the expense of safety, dignity or responsibility.

Data can reveal patterns about customers and employees. But organisations must decide how that data should be handled.

Technology can make decisions faster. But speed should never become an excuse for abandoning judgement.

This is why the future of manufacturing requires not only technological intelligence but also ethical intelligence.

A highly advanced organisation with weak values can become dangerous. A technologically sophisticated company without integrity may achieve short-term gains while creating long-term damage.

Machines need instructions.
Organisations need values.

THE PUMP AND MOTOR INDUSTRY: TECHNOLOGY WITH PURPOSE

For the pump and motor industry, this transformation presents a particularly interesting opportunity.

The industry is already moving towards higher efficiency, smart controls, improved testing, digital monitoring and increasingly sophisticated products. Customers are demanding greater energy efficiency, reliability, traceability and performance. Global competition is pushing manufacturers to improve quality and productivity continuously.

Technology can help the industry meet these demands.

But technology alone will not create globally competitive companies.

A pump manufacturer needs engineers who understand applications. It needs technicians who understand manufacturing. It needs quality professionals who refuse to compromise. It needs entrepreneurs who

understand markets. It needs employees who are willing to learn new technologies. It needs leaders who can see beyond today's orders and prepare for tomorrow's opportunities.

A pump may be manufactured by machines, but the quality of that pump is ultimately the result of thousands of human decisions.

The choice of material.

The design.

The manufacturing process.

The inspection.

The testing.

The packaging.

The installation.

The service.

Behind every successful product is a chain of human responsibility.

Technology can strengthen that chain. It cannot replace responsibility itself.

FROM WORKERS TO THINKERS

One of the most important changes that industry must prepare for is the transition from a workforce trained primarily to operate machines to a workforce capable of thinking with machines.

The worker of tomorrow should not merely know how to operate equipment. He should understand what the equipment is doing and why.

The technician should not simply respond to a breakdown. He should be able to identify patterns that could prevent the breakdown.

The supervisor should not merely monitor production numbers. He should understand what those numbers are telling him.

The engineer should not simply use software. He should understand the problem deeply enough to question the output.

The manager should not simply receive dashboards. He should be able to translate information into action.

This is why continuous learning will become one of the most important capabilities of modern industry.

The World Economic Forum's Future of Jobs Report 2025 highlights the increasing importance of technological skills alongside human capabilities such as creative thinking, resilience, flexibility, curiosity and lifelong learning.

The message is clear: the future workforce needs both technical intelligence and human intelligence.

FAILURE IS STILL A TEACHER

One of the most remarkable qualities of human beings is our ability to learn from failure.

A machine can be restarted after a failure. A human being can learn from the failure and become better because of it.

Every entrepreneur knows that not every decision works. Every engineer knows that not every design succeeds on the first attempt. Every manufacturer has experienced rejected components, equipment breakdowns, delayed deliveries, customer complaints and unexpected market conditions.

Yet progress rarely comes from a life without failure.

It comes from the ability to examine failure honestly, learn from it and try again.

That ability creates resilience.

In the age of AI, this quality should not be lost. If we become so dependent on technology that we expect every answer to be correct immediately, we may lose the willingness to experiment.

Innovation needs room for failure.

Not careless failure.

Not repeated failure.

But intelligent experimentation in which failure becomes knowledge.

WHAT WILL LEADERSHIP LOOK LIKE?

There was a time when a leader's advantage came largely from information. The leader knew more than most people in the organisation and therefore had greater decision-making authority.

That advantage is changing.

Today, information is available almost everywhere. Employees can access technical

knowledge instantly. Digital systems can provide real-time data. Artificial intelligence can analyse information within seconds.

So what will distinguish great leaders?

Perhaps it will be their ability to ask better questions.

To create trust.

To develop people.

To recognise talent.

To listen.

To make decisions when information is incomplete.

To take responsibility when things go wrong.

To maintain values when commercial pressure is high.

And above all, to give people a sense of purpose.

A machine can manage a process.

A leader must inspire people.

That distinction will remain important regardless of how sophisticated technology becomes.

THE NEXT GENERATION DESERVES MORE THAN TECHNOLOGY

The young people entering industry today will work in an environment that may look very different from the one their parents entered.

They will encounter new technologies, new forms of work and new expectations. Some jobs will disappear, many will change and entirely new roles will emerge.

We therefore have a responsibility to prepare them not simply to operate technology but to understand it.

We must teach them technical knowledge, but also curiosity.

We must teach them efficiency, but also responsibility.

We must teach them how to use artificial intelligence, but also when to question it.

We must teach them how to compete, but also how to collaborate.

We must teach them how to succeed, but also how to handle failure.

Most importantly, we must ensure that technological progress does not come at the cost of human qualities.

A young engineer who knows how to use the latest software is valuable.

A young engineer who knows how to use that software and still knows how to think independently is far more prepared for an uncertain future.

WHAT SHOULD WE NEVER AUTOMATE?

As we move deeper into the age of artificial intelligence, perhaps we should occasionally stop and ask ourselves what we should never automate.

We should never automate integrity.

We should never automate responsibility.

We should never automate compassion.

We should never automate the courage to question something that feels wrong.

We should never automate the responsibility of a leader towards people.

We should never automate the desire to create something better for society.

These qualities may not appear on a production dashboard. They may not increase output immediately. They may not be easily measured.

But they determine what kind of organisation we become.

And ultimately, they determine what kind of society we build.

THE HUMAN SPIRIT IS OUR REAL COMPETITIVE ADVANTAGE

Machines can be purchased.
Software can be licensed.
Technology can be adopted.
But culture cannot be purchased so easily.

A company where people take ownership, learn continuously, speak honestly, solve problems together and care deeply about quality has built something far more valuable than a collection of machines.
It has built a human capability.

That capability becomes a competitive advantage.

The strongest organisations of the future may therefore not necessarily be those that automate the most. They may be those that understand how to combine technology with human potential most effectively.

Their factories may contain advanced machines, but their real strength will come from the people operating them.

Their systems may be intelligent, but their decisions will remain thoughtful.

Their processes may be automated, but their culture will remain human.

THE MACHINE CAN BE REPLACED

Machines have always been replaced.

The machine that was revolutionary yesterday can become obsolete tomorrow. The technology that transformed an industry can eventually disappear. Newer, faster and more capable systems will continuously emerge.

That is the nature of progress.

We should not fear it.

We should embrace it.

But in embracing technology, we must remember what technology is meant to serve.

It is meant to improve human life.

It is meant to solve problems.

It is meant to make work safer, smarter and more productive.

It is meant to create possibilities that previous generations could only imagine.

Technology should expand the boundaries of human potential—not shrink them.

The real danger is not that machines will become too intelligent.

The greater danger is that human beings may stop thinking because machines are intelligent enough to think for them.

That is a choice we must consciously avoid.

THE FINAL QUESTION

Perhaps, many years from now, a young engineer will walk into a factory unlike anything we know today.

The machines will communicate with each other. Artificial intelligence will monitor production. Robots will perform complex operations. Digital systems will predict failures before they happen. The entire factory may be connected, intelligent and almost completely automated.

The young engineer may look around and wonder what role remains for human beings.

The answer will still be there.

Someone must decide what should be built.

Someone must understand why it matters.

Someone must ask whether it can be made better.

Someone must take responsibility when something goes wrong.

Someone must care about the customer.

Someone must protect quality.

Someone must develop the next generation.

Someone must have the courage to challenge an assumption.

Someone must imagine what does not yet exist.

And someone must ask the most important question of all:

"Are we using technology to make the world better?"

That person will still be human.

The machines may become faster. They may become more intelligent. They may become more autonomous. They may even perform tasks that today seem uniquely human.

But the qualities that have driven every great engineering achievement—curiosity, creativity, courage, responsibility, resilience and the desire to create something meaningful—must remain alive.

Because machines can replace machines.

Processes can replace processes.

Technologies can replace technologies.

But the human spirit is not a component that can simply be removed and replaced.

It is the force behind invention.

It is the courage behind progress.

It is the imagination behind engineering.

It is the conscience behind leadership.

And it is the reason technology exists in the first place.

The future may belong to intelligent machines.

But the direction of that future must always remain in human hands.



நேரமே உன் விலை என்ன?

நேரத்தின் மதிப்பு - ஒவ்வொரு நிமிடமும் முக்கியம்

உலகில் பணம், பொருள், அறிவு போன்ற பலவற்றை நாம் இழந்தாலும், அவற்றை மீண்டும் பெறுவதற்கான வாய்ப்பு இருக்கிறது. ஆனால் கடந்துபோன நேரத்தை மட்டும் மீண்டும் பெற முடியாது.

அதனால்தான், நேரம் பொன்னைவிட மதிப்பானது என்று கூறப்படுகிறது.

ஒவ்வொருவருக்கும் ஒரு நாளில் 24 மணி நேரமே கிடைக்கிறது. பணக்காரருக்கும் ஏழைக்கும், தொழிலதிபருக்கும் தொழிலாளிக்கும், மாணவருக்கும் ஆசிரியருக்கும் நேரம் ஒன்றே. அந்த நேரத்தை நாம் எவ்வாறு பயன்படுத்துகிறோம் என்பதுதான் வாழ்க்கையில் மிகப்பெரிய வித்தியாசத்தை உருவாக்குகிறது.

ஒவ்வொரு நிமிடமும் ஒரு வாய்ப்பு

நாம் பெரும்பாலும் பெரிய வாய்ப்புகளை எதிர்பார்த்துக் கொண்டிருக்கிறோம். ஆனால் வாழ்க்கையின் முன்னேற்றம் பல சமயங்களில் சிறிய நேரங்களைச் சரியாகப் பயன்படுத்துவதிலிருந்தே தொடங்குகிறது.

தினமும் சில நிமிடங்கள் ஒரு புதிய விஷயத்தைப் படிப்பது அறிவை வளர்க்கும். சில நிமிடங்கள் உடற்பயிற்சி செய்வது உடல்நலத்தை மேம்படுத்தும். அடுத்த நாளுக்கான பணிகளை முன்கூட்டியே திட்டமிடுவது நேரத்தைச் சேமிக்கும்.

ஒரு நாள் என்பது பல சிறிய நிமிடங்களின் தொகுப்பு. அந்த நிமிடங்களின் பயனுள்ள பயன்பாடே ஒரு நல்ல வாழ்க்கையை உருவாக்குகிறது.

நேரத்தை நிர்வகிப்பது என்றால் என்ன?

நேரத்தை நிர்வகிப்பது என்பது ஒவ்வொரு நிமிடத்தையும் வேலைக்காக மட்டுமே பயன்படுத்துவது அல்ல.

எப்போது வேலை செய்ய வேண்டும், எப்போது ஓய்வெடுக்க வேண்டும், எப்போது குடும்பத்துடன் இருக்க வேண்டும், எப்போது கற்றுக்கொள்ள வேண்டும், எப்போது நமக்காக நேரம் ஒதுக்க வேண்டும் என்பதைத் தெரிந்து கொள்வதே உண்மையான நேர மேலாண்மை.

எப்போதும் பிஸியாக இருப்பது, எப்போதும் பயனுள்ளதாக இருப்பதற்கு சமமல்ல.

செய்ய வேண்டிய பணிகளில் எது முக்கியமானது, எதை முதலில் செய்ய வேண்டும், எதைப் பின்னர் செய்யலாம் என்பதைத் தீர்மானிப்பது மிகவும் அவசியம்.

தள்ளிப்போடும் பழக்கம்

நேரத்தின் மிகப்பெரிய எதிரிகளில் ஒன்று பிறகு பார்த்துக்கொள்ளலாம் என்ற எண்ணம்.

சிறிய வேலைகளை தொடர்ந்து தள்ளிப்போடும்போது, அவை பின்னர் பெரிய சுமையாக மாறிவிடுகின்றன.

இன்று செய்ய வேண்டியதை நாளைக்கு ஒத்திவைக்காதே என்ற பழமொழி இதைத்தான் நினைவூட்டுகிறது.

ஒரு பணியைத் தொடங்குவதற்கு ஐந்து நிமிடங்கள் மட்டுமே தேவைப்பட்டாலும், அந்த ஐந்து நிமிடங்களுக்காகக் காத்திருப்பதே சில நேரங்களில் நம்முடைய முன்னேற்றத்தைத் தடுக்கிறது.

பிறருடைய நேரத்தையும் மதிப்போம்

நேரத்தை மதிப்பது என்பது நம்முடைய நேரத்தை மட்டும் பாதுகாப்பது அல்ல. மற்றவர்களின் நேரத்தையும் மதிப்பதாகும்.

கூட்டத்திற்கு சரியான நேரத்தில் வருவது, கொடுக்கப்பட்ட பணியை குறிப்பிட்ட காலத்திற்குள் முடிப்பது, சந்திப்புகளை தேவையில்லாமல்

தாமதப்படுத்தாமல் இருப்பது ஆகியவை பிறருடைய நேரத்திற்கு நாம் அளிக்கும் மரியாதையை வெளிப்படுத்துகின்றன.

குறிப்பாக தொழில் உலகில், நேரம் என்பது உற்பத்தித்திறன், நம்பிக்கை மற்றும் ஒழுக்கத்துடன் நேரடியாக தொடர்புடையது.

குடும்பத்திற்காக நேரம் ஒதுக்குவோம்

நாம் வேலைக்காக நேரம் ஒதுக்குகிறோம். தொழில் வளர்ச்சிக்காக நேரம் ஒதுக்குகிறோம். ஆனால் நம்மை நேசிக்கும் குடும்பத்தினருக்காகவும் நேரம் ஒதுக்குவது அவசியம்.

குடும்பத்துடன் சேர்ந்து உணவருந்துவது, குழந்தைகளுடன் பேசுவது, பெற்றோரின் நலத்தை விசாரிப்பது, நண்பர்களுடன் சில நேரம் உரையாடுவது போன்ற சிறிய செயல்களே உறவுகளை வலுப்படுத்துகின்றன.

நேரம் கிடைத்தால் குடும்பத்துடன் இருப்போம் என்று நினைப்பதைவிட, குடும்பத்திற்காக நேரத்தை ஒதுக்குவது சிறந்தது.

நேரம் நமக்கு கற்றுத்தரும் பாடம்

நேரம் யாருக்காகவும் காத்திருக்காது.

வெற்றி வந்தாலும் நேரம் நகரும். சவால்கள் வந்தாலும் நேரம் நகரும். மகிழ்ச்சியான நாட்களிலும் நேரம் நகரும். கடினமான நாட்களிலும் நேரம் நகரும்.

எனவே, கடந்த காலத்தைப் பற்றி வருத்தப்படுவதற்குப் பதிலாக, அதிலிருந்து பாடம் கற்றுக்கொண்டு, இன்றைய நாளைச் சிறப்பாகப் பயன்படுத்துவதே புத்திசாலித்தனம்.

நேற்று நம் கையில் இல்லை.
நாளை இன்னும் வரவில்லை.
இன்று மட்டுமே நம் கையில் உள்ளது.
இன்றே தொடங்குவோம்

நேரத்தை மதிப்பது என்பது வாழ்க்கையை அவசரமாக நடத்துவது அல்ல. வாழ்க்கையில் உண்மையில் முக்கியமானவற்றிற்கு முன்னுரிமை அளிப்பதாகும்.

இன்று செய்ய வேண்டிய ஒரு முக்கியமான பணியை இன்று முடிப்போம்.

தினமும் சில நிமிடங்களை புதிய விஷயங்களை கற்றுக்கொள்ள ஒதுக்குவோம்.

குடும்பத்திற்காக நேரம் ஒதுக்குவோம்.

நம் உடல்நலத்திற்காக நேரம் ஒதுக்குவோம்.

தேவையற்ற செயல்களில் நேரத்தை வீணாக்குவதை குறைப்போம்.

நினைவில் கொள்ள வேண்டிய ஒரு வரி

நேரத்தை நாம் பயன்படுத்துகிறோமா, அல்லது நேரம் நம்மை பயன்படுத்துகிறதா?

ஒவ்வொரு நாளும் நமக்கு வழங்கப்படும் 24 மணி நேரமும் ஒரு பரிசு போன்றது. அந்தப் பரிசை எவ்வாறு பயன்படுத்துகிறோம் என்பதே நமது வாழ்க்கையின் தரத்தை தீர்மானிக்கிறது.

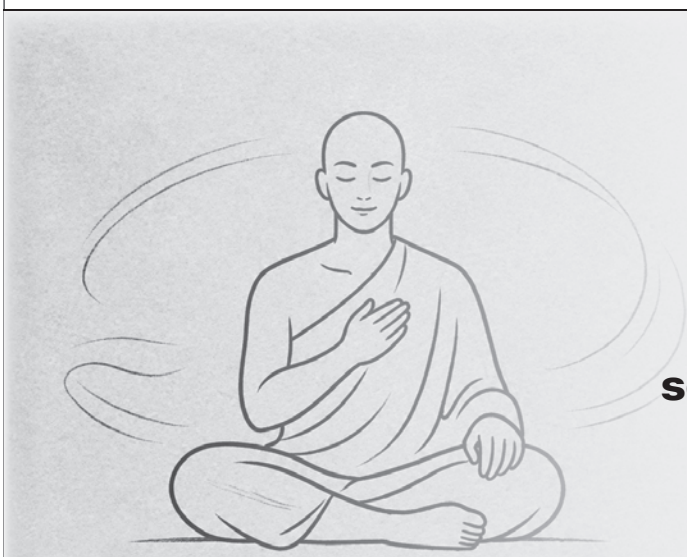
நேரம் என்பது வெறும் கடிகாரத்தின் ஓட்டம் அல்ல.

நேரம் என்பது நமது வாழ்க்கை.

எனவே, ஒவ்வொரு நிமிடத்தையும் மதிப்போம்.

ஒவ்வொரு நாளையும் அர்த்தமுள்ளதாக மாற்றுவோம்.

இன்றே தொடங்குவோம்.



I'm learning..
that I don't have to react
to everything that bothers me.
sometimes, I just need to breath,
let it go, and keep my peace.

73rd AGM: On 25th August 2026

The 73rd Annual General Meeting of SIEMA was held on 25th August 2026 at ND Hall, SIEMA Building. A significant highlight of this year's AGM was the induction of the new Office Bearers for the year 2026-27.

Sri. Ma. Sendilkumar was elected as the President, while Sri. R. Arun, Sri. K. Mohan Senthil Kumar and Sri. R. Karthikeyan were elected as the Vice Presidents.

The outgoing President, Sri. Mithun Ramdas, delivered his address, reflecting on the activities and achievements during his tenure. The AGM witnessed active participation from the Past Presidents and members of SIEMA.

Past Presidents of SIEMA, the Presidents of CODISSIA, Indian Chamber of Commerce and Industry, and IIF, along with their respective teams, participated in the programme and felicitated the outgoing President and the newly elected President and Vice Presidents.






















The Southern India Engineering Manufacturers' Association
73rd ANNUAL GENERAL MEETING
COINDIA


The Southern India Engineering Manufacturers' Association
73rd ANNUAL GENERAL MEETING
COINDIA




The Southern India Engineering Manufacturers' Association
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DOUBLE FAST-ON



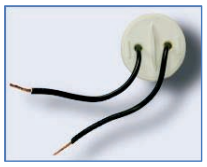
SINGLE FAST-ON



CABLE



BI-POLAR SLEEVE INSULATED



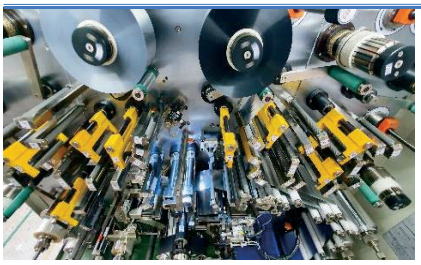
BIPOLAR



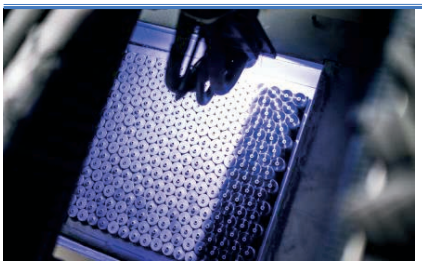
UNIPOLAR

DESCRIPTION	DEFAULT PARAMETERS
DIELECTRIC	Metallized Polypropylene Film
DUTY FREQUENCY	50 / 60 / 120 Hz
CLIMATIC CATEGORY	40/85/56
CAPACITANCE TOLERANCE	±5 %, ±10 %, ±15 %
VOLTAGE TEST BETWEEN TERMINALS	2.0 Times Rated Voltage (10 seconds)
VOLTAGE TEST BETWEEN TERMINAL AND CASE	2.0 kV (2 seconds)
ANGLE OF LOSS Dv/dt – Tan Delta	≤20 X 10-4 / 20 (V/µs)
CLASS OF SAFETY PROTECTION	P0, P1, P2 / S0, S1, S2, S3
CLASS OF OPERATION	CLASS A / B / C / D
ENCAPSULATION	Dry Type – Bio-Degradable Polyurethane Resin
TESTED ACCORDING TO	IEC / BIS / UL STANDARDS
CERTIFIED	BIS, CE, RoHS
COMPLIANCE	REACH, UL 810

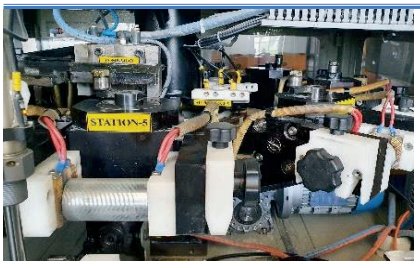
INFRASTRUCTURE



AUTOMATED WINDING



ROBOTIC-SPRAY METALLISATION



AUTOMATED ROUTINE AND TYPE TESTERS



ROBOTIC ASSEMBLY OPERATIONS

PRODUCT CERTIFICATIONS

IS : 2993
CM/L – 6500052005

Central Power Research Institute
CPRI APPROVED

CE

RoHS 3 COMPLIANT EU 2015/863

REACH COMPLIANCE

MANAGEMENT CERTIFICATIONS

TÜV INDIA

- ISO 9001
- ISO 14001*
- ISO 45001*

Products have been Routine, Type and Endurance Tested at CPRI- Central Power Research Institute – Bangalore for Conformity to Applicable standards and Design requirements.

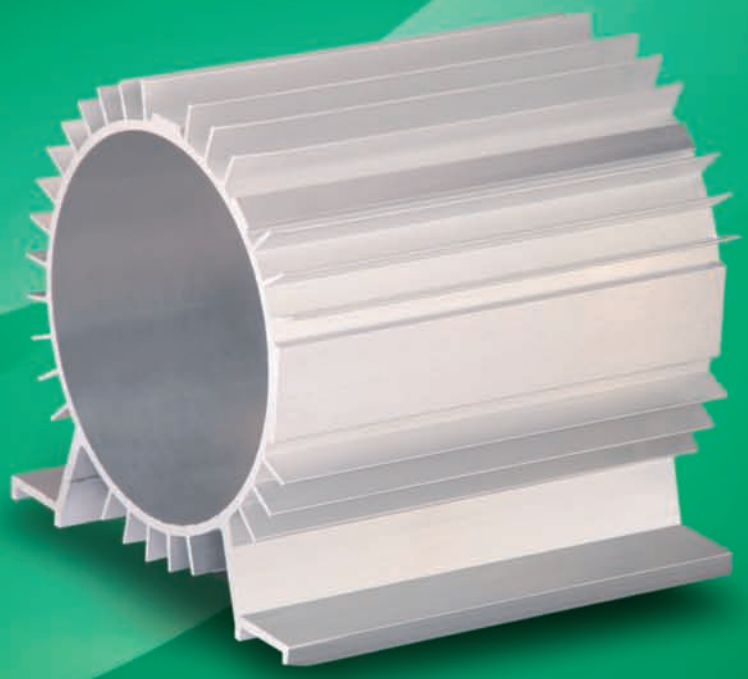
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