



MY MANIFESTO FOR KMA

Sijin B+
Challenge Your Best

Making Management Education Compulsory at the School Level

Management skills are essential for success in both career and life, regardless of profession. Doctors, engineers, entrepreneurs, politicians, artists, and even small business owners depend on management skills.

Unfortunately, our present education system does not adequately equip students with these critical management skills. **Introducing management education at the school level can nurture management skills from an early age.**

I strongly believe that **KMA can play a pioneering role in advocating for the integration of management education into the school curriculum** and help build a more capable, responsible, and future-ready generation.



Creating a Financial Disaster Relief Fund for Distressed Businesses



Businesspeople are among the strongest pillars of our economy. They generate employment, contribute significantly to government revenue, support financial institutions, sustain media industries, and actively participate in social and charitable causes. However, when businesses face severe financial distress, there is often no structured support mechanism to protect them.

A business failure is never an isolated event. It creates a chain reaction affecting employees, families, suppliers, education, healthcare, and the broader economy. Financial collapse often brings emotional and social consequences as well.

In this context, I propose the creation of a **Financial Disaster Relief Fund** to support distressed businesses during periods of severe financial crisis. Such a mechanism can act as an economic stabiliser, protect livelihoods, and strengthen the resilience of the business ecosystem. I believe KMA can take the lead in advocating for the Financial Disaster Relief Fund before policymakers and relevant institutions.



Promoting the Development of the Sports Industry

Sports is one of the world's fastest-growing industries, generating billions in revenue and creating employment opportunities for millions. However, in India and particularly in Kerala sports is still not recognized as an industry. The sector remains heavily dependent on government support and lacks a strong commercial ecosystem.

Developing sports as a formal industry can unlock enormous economic potential, attract investment, generate employment, promote tourism, and elevate India's global sporting presence.

KMA can play a major role in promoting policy reforms, encouraging private sector participation, and building a sustainable sports business ecosystem in Kerala and India.

Guiding Companies to Build a Strong Football Ecosystem in Kerala

Many of the world's iconic football clubs originated from industrial and company ecosystems. Clubs such as **Manchester United**, **Arsenal FC**, **West Ham United**, **PSV Eindhoven**, **Honda FC**, and **Bayer 04 Leverkusen** emerged from company and industrial backgrounds.

Kerala has the passion, talent, and football culture needed to create world-class football institutions.

KMA can guide and encourage leading companies in Kerala to establish and nurture professional football clubs, sports academies, and related infrastructure that can transform Kerala into a global football hub.



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Continuous Free Management Skill Development Programmes

Management knowledge evolves continuously. New ideas, strategies, and frameworks emerge every day across industries. **From the 4Ps of Marketing and 7Ps of Service Marketing, we (Sijin Bt & Dr Indulekha R) developed 11Ps of Sports Marketing.** Like this, much new knowledge emerges without our knowledge.

KMA can initiate **continuous free and affordable online and offline management skill development programmes and management journals** for members to ensure they stay updated with emerging trends, modern management practices, and industry innovations.

Such initiatives can make KMA a true lifelong learning platform for management professionals.

My Appeal



These ideas come from my limited understanding of the **sports, education, and business domains**. I strongly believe that the wisdom and experience of veterans like you can help KMA redefine Kerala's future. I look forward to learning from you, following your guidance, and supporting your vision.



TOGETHER, WE CAN REDEFINE KERALA

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