

# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



Sometimes you just need  
to disconnect and enjoy  
your own company.

# Greetings from Impact



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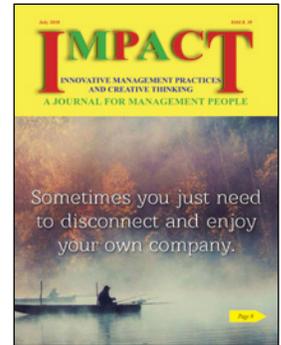
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Dear Readers,

The whole of Sports World is in the grip of WORLD CUP- FOOT BALL!

The 2018 FIFA World Cup is the 21st FIFA World Cup, an international football tournament contested by the men's national teams of the member associations of FIFA once every four years. It runs for a month this year from 14th June to 15th July being played in 12 venues in Russia-32 teams participating.

A full list of qualifiers for the 21st FIFA World Cup is as follows:  
EUROPE

Argentina, Australia, Belgium, Brazil, Colombia, Costa Rica, Croatia, Denmark, Egypt, England, France, Germany, Iceland, Iran, Japan, Korea, Mexico, Morocco, Nigeria, Panama, Peru, Poland, Portugal, Russia, Saudi Arabia, Senegal, Serbia, Spain, Sweden, Switzerland, Tunisia and Uruguay.

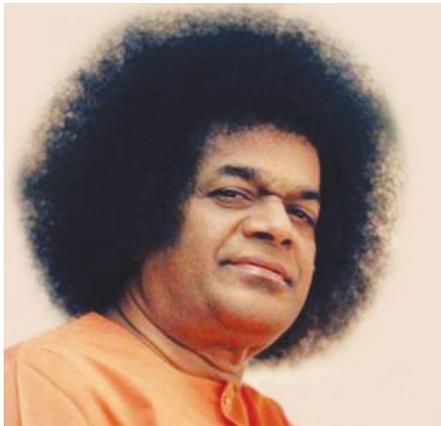
Football is one of the nicest games- players requiring all managerial ability -being the very core theme of your favorite magazine IMPACT!

Yes-players need — right attitude, human relationship, sense of anticipation, sacrifices, tenacity of purpose, strong will power, good state of health, punctuality, soft manners, team spirit, sense of cooperation and most importantly self-discipline.

The team whose players possess better, wins! Those who possesses these qualities in better measure, becomes an EFFECTIVE MANAGER as well!

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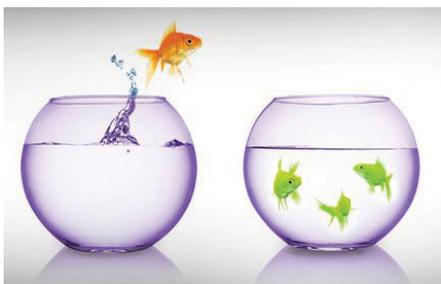
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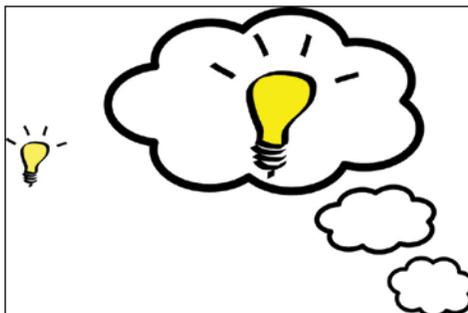
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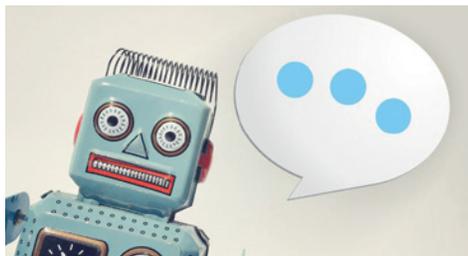
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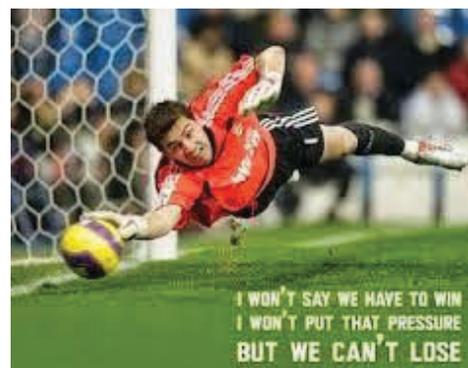
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# Sathya Sai Baba on True Education

**S**ri Sathya Sai Baba known as Parthi Baba was one of the greatest Educationists India has seen and He was administering in an excellent manner His Prashanthi Nilayam Institute of Higher Learning- deemed University and the Trust today is continuing Baba's greatest and most valuable legacy. In this issue of IMPACT, we give below Sathya Sai Baba's thoughts on true education for the benefit of our esteemed readers..

## True Education Fosters Human Values

*Daivaadheenam Jagathsarvam Sathyaadheenamtu  
Daivatham That Sathyam Uthamaadheenam Uthamo Paradevatha.*

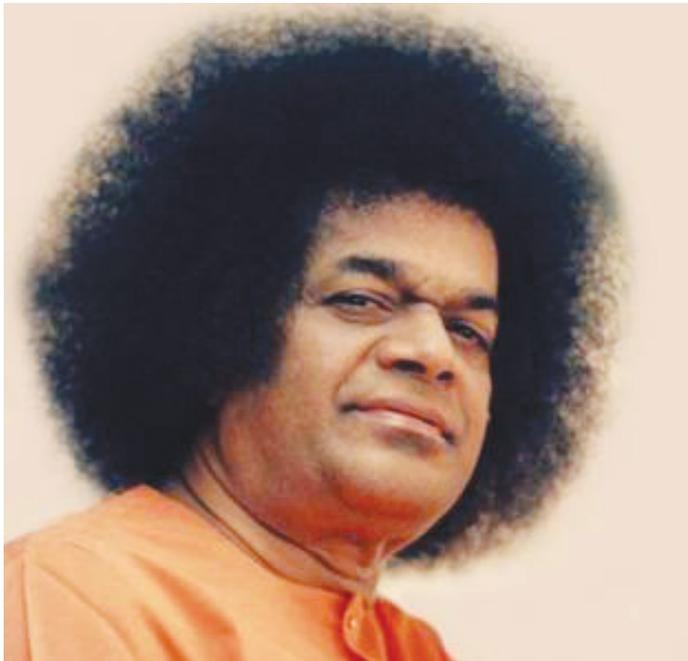
The whole world is under the control of God. God is subject to truth. Truth is subject to noble souls.

Such noble people are the embodiments of Divinity

*Students! Embodiments of Love! Teachers and promoters of education!* Today, people have not understood Divinity, they have not understood the meaning of God and are wasting their bodies, their time and all precious things in life.

Human values do not depend on education alone. They depend more on culture. What do you mean by culture? Culture means giving up one's bad conduct, bad behaviour and bad deeds, and cultivating good thinking and fostering good sentiments that lead to good actions.

The state of the whole world depends on human activity. When the actions of the people are noble, the country is equally noble. The people's behaviour and conduct depend on their thoughts. Thoughts depend on the mind. Good thoughts are the basis of human values.



## Good Thoughts Yield Goodness

Because human values are not practised, the world is in a mess. The head and the heart are two important organs in every human being. Thoughts that arise in the head are worldly and fickle. They are influenced by external activities. Reading, writing, eating and earning are all outward activities. They are the products of the head.

All sacred feelings arise from the heart. Sacred qualities like compassion, love, sympathy, forbearance and truth emanate from the heart. They are all called



**N V Subbaraman**

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inward qualities. The world is nothing but a combination of external and internal tendencies. Just as a sapling grows into a huge tree giving you flowers and fruits, likewise, thoughts that are sacred lead to actions that yield fruits of all goodness.

Man is a combination of three entities: the body, the mind and the *Atma* (Spirit). First comes the body. It is the instrument of action. The mind thinks. The conscience is the *Atma*, or Spirit that exists as consciousness. So human life is a combination of these three aspects: action, thinking and consciousness.

If the body functions independently without consulting the mind and the Spirit, the activity will be animal activity. If the mind acts independently without coordinating with the body and the Spirit, the activity is likely to be demonic. If the Spirit acts independently, the actions will transcend the body and the mind.

The true mark of a human being is goodness. Goodness is not a product of academic education. Can bookish knowledge be called true education? Without spiritual knowledge and wisdom, can a person be called educated?

### **Every Student Must Cultivate Human Values**

Education must inculcate respect for human values like truth, righteousness, love and peace. Education is for

life. Life is for man. Man is there for society. Society is meant for spirituality. The spirituality is there for the nation. The nation is part of the world, and the world is for peace.

Today everyone wants peace. In fact, you can attain and acquire peace only out of human values. For peace and happiness, human values are most important. Bereft of human values, man can never be at peace.

Without understanding this principle, man tries to acquire education. Man today considers that receiving information is education. It is not information that confers human values. Modern education makes a man machine, a computer.

Greatness lies in becoming not a computer but a composer. You have to acquire education to make your life ideal.

Modern education tends to make men selfish. There should be a limit even for selfishness. Every student must necessarily cultivate human values. The government, by establishing educational institutions in every village and street, thinks that the education in the country has progressed.

What are the qualities of education? Virtues, good intellect, adherence to truth, devotion, discipline and duty are essential qualities. Education must teach these values. Students have to learn these things.

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What is the progress in modern education? In fact, they harm those who help them. They make fun of those who teach them. This is the progress in “modern” education. Students have to foster obedience, humility and human values and attain Divinity. This is true education.

Modern students do not understand what true education is. As a result, society is polluted. Truth and other human qualities have been distorted and perverted altogether. Sanctity and the sacred quality of human nature are fast disappearing. The practices of righteousness and compassion are viewed as bad practices. Do you call this “progress” in education? No. You should express human values by practising righteousness and cultivating compassion.

## The True Meaning of Education

*With a good education, you will have culture.*

*When you have culture that is true life.*

*If you have a good education, you will be happy.*

*When you are happy, you will be peaceful.*

*When you have a good education,  
you will be in good company.*

*When you are in good company,  
you will have good qualities.*

*When you have a good education,  
your life will find fulfilment.*

*Thereby, you can attain liberation.*

Students should adhere to the twin ideals of *sathya* and *dharma* (truth and righteousness). In this world, there is nothing greater than truth. You should become embodiments of truth. In your daily life you should follow the path of truth and realise the Divine.

You have to water a sapling to get fruit and seeds. Love, which is natural to human beings, should be watered with faith to sustain it. We should make an effort to attain peace in the true sense of the word. The peace that we get today is momentary. We cannot call it peace anyway.

## The History of *Bharat* Is One Long Saga of Sacrifice

In the modern world, *Bharat* stands for all that is sacred. Since ancient times, it has been a model and an ideal for the rest of the world. There is Truth in the air of *Bharat*. There is *dharma* in the dust of *Bharat*. There is love in the sands of *Bharat*. And there is compassion in the water of *Bharat*.

Forbearance is the core of *Bharatiya* (Indian) culture. In order to enjoy and experience these values, even foreigners have decided to come and settle down in *Bharat*. In ancient times, *Bharatiyas* were determined to follow the principle of sacrifice. They were dedicated to righteousness and truth.

Having been born in the sacred land of *Bharat*, you should not forget this important aspect. If you go through the history of this sacred land, you will certainly understand that *Bharat* never tried to invade or conquer any country. They had to resist foreign invaders. *Bharatiyas* stand for selflessness. They were never selfish at any point in time. *Bharatiyas* never coveted the lands of others. The history of *Bharat* is one long saga of sacrifice.

Emperor Harischandra was prepared to give up everything for the sake of Truth. Emperor Sibi sacrificed his own flesh and blood to save a dove. *Bharat* has given birth to men and women who stood for sacrifice. Modern students are trying to change this land of sacrifice from a land of spiritual practices into a land of pleasure seekers. But all pleasure is transient. You should seek the bliss that is enduring by realising your inherent Divinity.

Yesterday an American boy came to Swami. Bhagawan asked him, “How old are you?” The boy said, “Seven years.” Swami asked him, “How do you know?” He said, “My mother and father told me.”

Swami said, “It is only one that has become seven. One plus one plus one... comes to seven.” Without one, there cannot be seven. All numbers come out of one. Truth is one; scholars call it by many names. Names and forms differ, but Divinity is one and the same in all. First, have faith in yourself. Without self-confidence, you cannot have faith in yourself. Then how can you have faith in others? Let this *visvasa* (faith) become your *svasa* (life-breath). Let our education become true education. Education that is not practised is bookish knowledge.

You should have love for your country. Rama said, “Motherland is greater than heaven itself.” That spirit of patriotism is very important.

Monday, August 10, 1998

*We shall continue in the next issue*

# The Walking Stick

The stick does not walk. It is the man or woman who walks. They want the stick as a help. The term walking stick is a figure of speech called 'transferred epithet'. Many years ago a man called Gray had written a poem 'Elegy on the Graveyard'. There was a line in the poem which read, 'The farmer plods his weary way home.' The way was not weary. It was the farmer who was weary. The transferred epithet became popular with this example.

I want to tell you how I came to use the walking stick. I had a surgery on the back of my neck (cervical) as I was losing balance and falling. The surgery set right the problem but the sincere surgeon advised me to carry a walking stick even though I had got over the problem of balance. I told the surgeon that I felt ashamed to carry the stick. He said "Please don't worry about shame. Think of being safe."

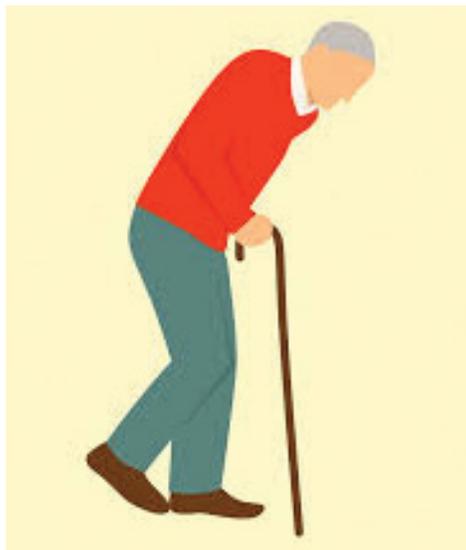


**Clifford Martis**

*Former Executive Director Life Insurance Corporation of India, served for three and a half decades in Administration, Housing Finance and Investment. He is a prolific writer in English, Kannada and Hindi on various social subjects, humor, management, etc. His articles are being published in Women's Era, Alive, Yogaskshema, Vinoda, etc.*

When I mentioned this incident to a friend he told me a long story about the usefulness of the walking stick. Men and women do not fight shy of wearing glasses even at an early stage when they can't see. So why should we, the senior people, worry about using a stick? We may feel that we are able to manage without the stick. But we do not think about the numerous situations where we fall or slip or have some slight imbalance. There may be some slight pain. But it may go away. Quite often there may be no pain at all. So we are prompted to think that the stick cannot be our cup of tea.

Knowledgeable people have informed that when we face small falls or slips or twists there may be injury to the inner organs, especially the bones. Quite often

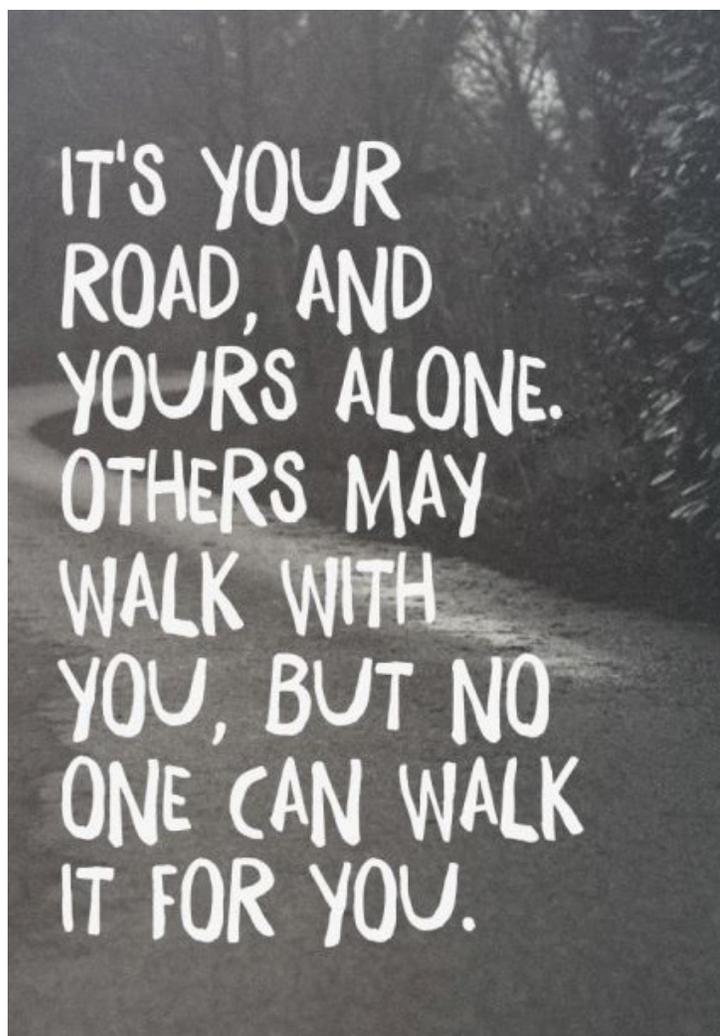


we see that a medical problem has an old history of some fall or other mishap. Therefore it is a very sensible thing to use the stick.

Interestingly the walking stick is useful not merely for walking but also for many other things. A senior man can drive away a street dog which may approach with an unknown intention. Often he can reach a higher point to touch or push down something which cannot be reached by hand.

The walking stick has not remained a mere piece of wood. People have been using sticks with built in watches, calculators, mobiles and even mini computers. Children play with the grandpa's sticks putting them between their legs and imagining that they are riding. Grandpa sees this and the two of them come closer.

While on the subject it may be interesting to think about the variety of walking aids. Most sticks are straight. But there are sticks with the lowermost portion in a triangular or rectangular shape. The idea is to impart greater grip. There are some sticks which have a device for the arm or



the elbow to be held in position thereby increasing the utility of the stick. Visually impaired people carry a red and white stick. Those with damage to one or both legs use a pair of sticks which are called crutches. Then there is the compound walking stick which goes by the name walker.

One may be under the impression that a stick being a stick may cost only a trifle. NO, no. There are sticks which cost a fortune. Once I bought a rather costly stick and gave it as a present to a poor woman who was walking with much difficulty. When I saw the woman after a lapse of some time I found no stick in her hands. Does this mean that she learnt to walk well with the help of the stick? Or, (pardon me for saying this), could she have sold it for a few bucks?

I have been following my doctor's advice and carrying a walking stick while going out. It must be helping me in the invisible way. But many friends enquire why I am carrying the stick. And thereby hangs a tale.

# Enjoying Quiet time

**H**ave you ever considered creating a daily window for quiet time? Perhaps taking thirty minutes of unadulterated unscheduled time to sit quietly? Nothing fancy, simply 30 precious minutes with the telephone unplugged, the computer turned off and no one permitted to disturb you.

This is time for you to unburden yourself. There is nothing to carry -- no bags, books, briefcases, messages, worries, responsibilities or chores. Everything is left outside the 30-minute circle but you.

In fact, you might envision drawing an imaginary circle around this dedicated space. It will provide you with boundaries -- an energetic safety zone in which to release your cares and

worries. By creating a temporary sanctuary in which you can refresh, recharge and replenish yourself, you are free to be alone with your thoughts, stare into space, take a bath, meditate or simply rest your eyes.

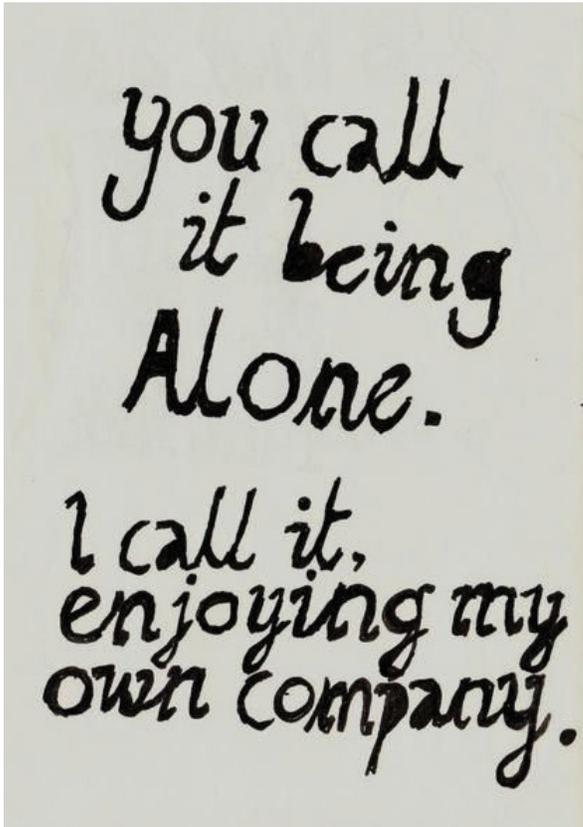
Being quiet is a healing endeavor; it soothes jangled nerves, pre-empts the bombardment of sensory stimulation and allows the body to become still. It calms the energy field and provides restorative tranquility to the mind-body. Being quiet is an avenue for both balance and peace.

Being quiet also connects you with yourself. It gives you the opportunity to tune in to yourself and listen to what is bubbling beneath the surface; it gives you the space to sort out jumbled emotions or gnarled thoughts. It becomes a place where you can process and digest the knotted and the tangled. Being quiet allows you to clear out the internal clutter and to approach the remainder of the day anew and with a refreshed attitude. By regularly taking a mere 30 minutes per day for quiet time, you can create an oasis amidst the hurriedness of your days.

Consider giving yourself permission to take a full 30 minutes of quiet. Sanctuary time calls you.

"How beautiful it is to do nothing and then rest afterwards."

— Spanish proverb



**Dr. K. Balasubramanian**

*Founder and CEO of Vision Unlimited. He is a PhD in Psychology & Post Graduate Diploma in Training & Development. His name has been appearing in the popular people of Tamil Nadu Directory for the past 25 years.*

# How far do we Step out of Comfort Zone

**W**e all know that the very act of stepping outside of comfort zone is critical to success and well-being.

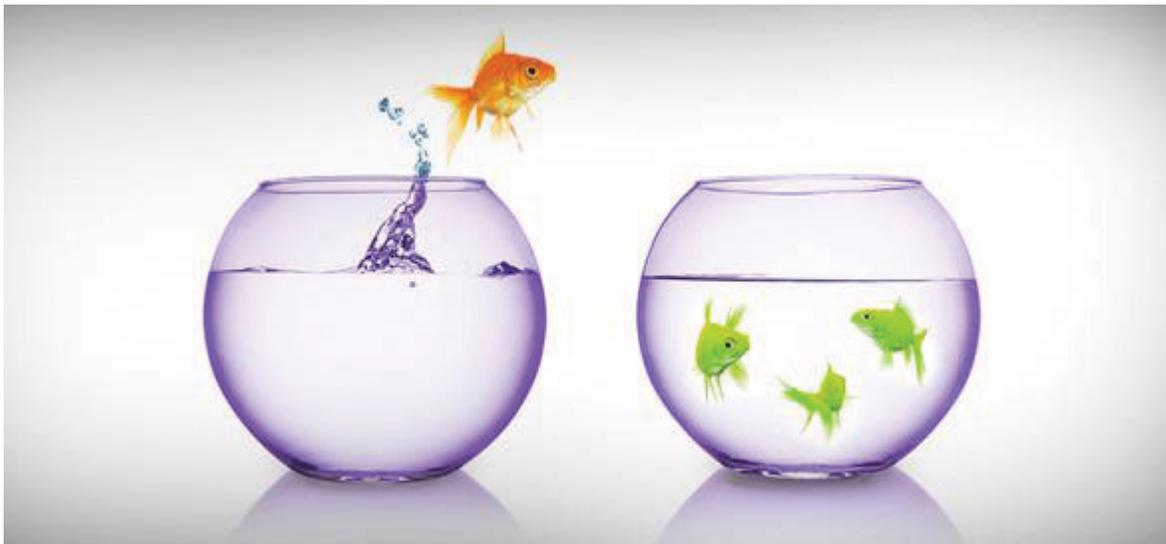
Our brains are wired such that it is difficult to take action until we feel at least some stress and discomfort. In fact, performance peaks when we are well out of our comfort zone. If you are too comfortable your performance suffers from inaction, and if you move too far outside of your comfort zone you melt down from stress.

Peak performance and discomfort go hand in hand. Stepping outside of your comfort zone makes you better, and it does not have to be something as extreme as climbing Mount Everest. It is the everyday challenges that push your boundaries the most, none of which require a flight to Nepal. Step out of your comfort zone and embrace these challenges.

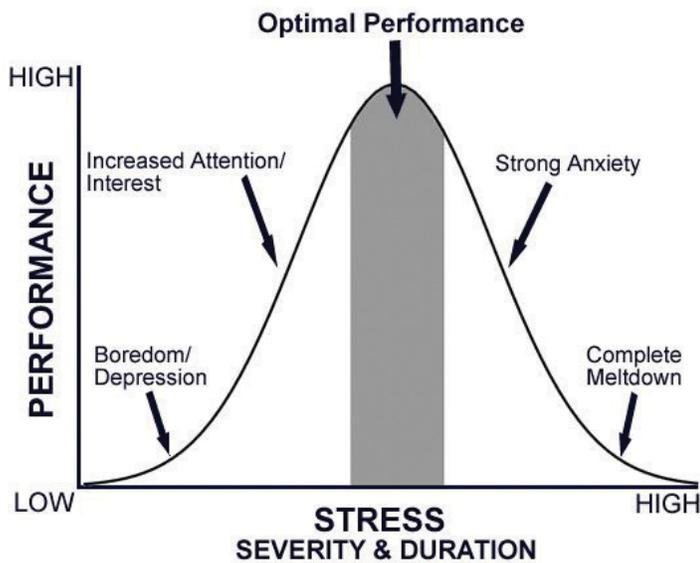


**Syed Fazlullah Khan**

*Certified Project Manager (IPMA C) and MRICS with over 3 decades of qualitative experience in the Construction Industry. Currently working with ETA Properties & Investments Pvt.Ltd., Chennai as Head – Projects.*



- 1. Get up early.** Unless you are a morning person, getting up earlier than usual can take you way out of your comfort zone. However, if you get up well before you have to start getting ready for work, it is worth it. It gives you an opportunity to collect your thoughts and mentally prepare yourself for the day ahead, rather than just dashing from one activity to another. It also gives you the opportunity to eat a good breakfast and exercise, both of which have well-known health benefits.
- 2. Accomplish an “impossible” goal.** Few things compare to the exhilaration of accomplishing something that you did not think you were capable of. These achievements fall so far outside of your comfort zone that they seem impossible. Maybe it is running a marathon or giving a keynote speech at a convention. These accomplishments are worth every bit of suffering you endure to achieve them because once you finally do it, you feel invincible and carry that triumph with you forever.
- 3. Meditate.** It is easy to get stuck in your comfort zone when you are so busy that you do not slow down enough to really think about what you are doing and why you



are doing it. Meditation is a great way to break this cycle and also happens to be very good for your brain. Harvard neuroscientist Sara Lazar found that meditation creates important physical changes in your brain. It increases brain density in areas responsible for self-control, focus, problem-solving, flexibility, and resilience. Best of all, these changes are lasting.

4. **Focus on one thing at a time.** Focusing completely on a single task is a big risk—the risk of failing at something to which you have given your all. That is why it is so uncomfortable. The

alternative—multitasking—is a real productivity killer. Research conducted at Stanford confirms that multitasking is less productive than doing a single thing at a time. The researchers found that people who are regularly bombarded with several streams of electronic information cannot pay attention, recall information, or switch from one job to another as well as those who complete one task at a time. When you try to do two things at once, your brain lacks the capacity to perform both tasks successfully. When you spread yourself too thin and chase after every bright, shiny thing that catches your eye, you are missing out on an important opportunity for personal growth.

5. **Volunteer.** It would be great if everyone volunteered for purely altruistic reasons, but



Readers are requested to send their management related questions.

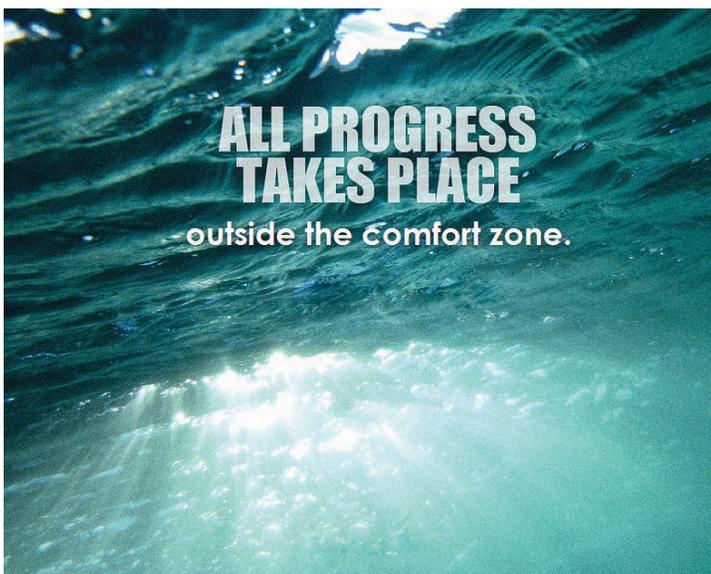
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we all have demands on our time and have to set priorities. The problem is that after a long workday, volunteering can get pushed down somewhere below watching “epic fail” videos on YouTube. Volunteering is a powerful experience that feels good and expands your network at the same time. Have you ever met anyone who made volunteering a priority and was not changed for the better by the experience? Neither have I.

6. **Practice public speaking.** You have likely heard that the majority of people fear public speaking more than death. In fact, 74 percent of Americans have glossophobia (the fancy word for a fear of public speaking). So, yes, it is a challenge. It is also worth it. Whether you are addressing five people around a table or an audience of five thousand, becoming a better public speaker can be a huge boon to your career.
7. **Talk to someone you do not know.** Unless you are an extreme extrovert—or a politician—talking to new people probably makes you at least somewhat uncomfortable. Do it anyway. Social interaction is good for your mood (even when you do not like it), expands your network, exposes you to new ideas, and boosts your self-confidence.
8. **Bite your tongue.** Sure, it can feel so good to unload on somebody and let them know what you really think, but that good feeling is temporary. What happens the next day, the next week, or the next year? It is human nature to want to prove that you are right, but it is rarely effective. In conflict, unchecked emotion makes you dig your heels in and fight the kind of battle that can leave you and



Step outside your comfort zone and experience something to which you're not accustomed.

the relationship severely damaged. When you read and respond to your emotions, you are able to choose your battles wisely and only stand your ground when the time is right. The vast majority of the time, that means biting your tongue.

9. **Say no.** Research conducted at the University of California, Berkeley showed that the more difficulty that you have saying no, the more likely you are to experience stress, burnout, and even depression. Saying no is indeed a major challenge for many people. No is a powerful word that you should not be afraid to wield. When it is time to say no, avoid phrases such as I don't think I can or I'm not certain. Saying no to a new commitment honors your existing commitments and gives you the opportunity to successfully fulfill them. When you learn to say no, you free yourself from unnecessary constraints and free up your time and energy for the important things in life.
10. **Quit putting things off.** Change is hard. Self-improvement is hard. Scrounging up the guts to go for what you want is hard, and so is the work to make it happen. When things are hard, it is always easier to decide to tackle them tomorrow. The problem is that tomorrow never comes. Saying you will do it tomorrow is just an excuse, and it means that either you do not really want to do it or that you want the results without the hard work that comes along with it.

**Staying in your comfort zone means stagnation. Just as an oyster only makes a pearl when it is irritated by a grain of sand, no one has ever accomplished anything remarkable when comfortable.**

# Ways to Generate Brilliant Ideas

**M**an is natural problem solver. The conditions in which he fined himself are rarely as comfortable or as rewarding as he would like to be. Therefore his mind is constantly engaged on change and improvement. With very little thought, he is able to introduce quite satisfactory changes to suit his own convenience. What separates the average person from Edison, Picasso, Shakespeare or Einstein is not creative capacity but the ability to tap that capacity by encouraging creative impulses and acting upon them.

Here you will find ten ways to get brilliant ideas. I have used in my organisation for idea generation. They have worked for me very well. I now share them with you. I trust they will assist you in your endeavors as they have done with mine.

## 1. Define the Problem

Generate ideas to solve business problems we all need a starting point. It is imperative that you establish where you are before looking to progress. In other words study the map that will take you to solution. The first step of problem solving is understanding the problem.

## 2. Capture the Fleeting

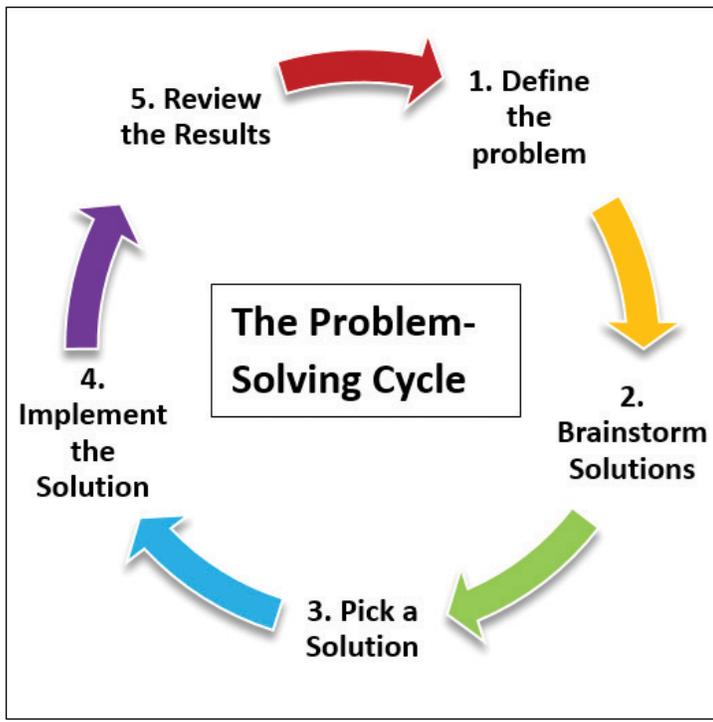
A good idea is like rabbit. It runs by so fast that sometimes you see only its ears or tail. To capture it, you must be ready. Creative people are always poised, and that may be only difference between us and them. Many scientists and inventors say “Whatever I am doing, I



Jayprakash B. Zende

*Consultant in employee  
involvement  
& freelance trainer*





"Think Big". I have been able to move mountains after a very healthy brainstorming session.

#### 4. Focus Entirely on What you Want

To give your ideas the best chance to sprout for your business solutions you are going to need to switch off to outside influences. Tolerate nothing! Eradicate the distractions, the daily frustrations and predictable dramas of your life once and for all! Do not just fix the problem; re-design your routine so the predictable irritations cannot ever bother you again!

#### 5. Have a Genuine Interest in What you are Trying to Do

Do you remember your school days when you participated in sports or particular class subjects that you were absolutely disinterested, they were compulsory? Do you remember how good you were at these activities? Probably it does not present itself as a good memory. But it is probably safe to say that you did not perform well.

It is very difficult to perform magnificently at something you are not overly fond of. If you have an interest in what you are trying to do, the likelihood of success is multiplied substantially. Therefore have a genuine interest in what you are trying to do.

#### 6. Look at Parallel Problems and Solutions

Relate your current problem to one that you had in the past and check for parallels between the two. The way(s) earlier problems were solved can assist you greatly in generating ideas to solve subsequent situations that present themselves.

Think laterally, think vertically, and think logically. The best ideas will always come from groups working for the common goal. Give your group as much opportunity to be creative by listening twice as much as speaking. Do this as informally as possible and get past situations into the open. You can then draw on the past successes and take them a step further with the challenge of today.

#### 7. Look at Each Task as a Challenge

It is true that if you look at a problem simply as a "problem" then that is exactly how many will look at it. Sure it is a problem and therefore, needs a solution. However, this thought should be in the forefront of the mind when looking to turn this "problem" into an "asset". The word, "problem" tends to sum up negative

lay it aside and attend to the arriving idea."They normally keep pen, pencil, and note book handy, even beside their bed. Now, many enter ideas into a pocket computer.

I always have a notepad with me. I am now at the point where I cannot live without one of the simplest devices known to man, which has probably been around almost since the days of the "Cave Man". A pen with a pocket size pad is brilliant as you can capture every idea that comes to you. It is absolutely useless to say "I will write it down later" as the chances are very slim that you will in fact do that at all. Not every idea will have value, of course. The point is to capture first and evaluate later.

#### 3. Brainstorming

Brainstorming is a technique for getting the greatest possible number of ideas. This is a brainchild of Alex Osborn an advertisement executive.

Brainstorming in the simplest term is a group of people using their thinking power to create ideas. It is always more productive than each person thinking alone. In short we can say that it is spontaneous discussion in search of ideas. When it is used by individual it is known as Brain writing. The principles of idea generations are same.

Concentrate solely on idea generation. Place a time limit on the group and choose the location and the time well so that they are conducive to performance. Make sure that everybody is at their peak and has been instructed to

thoughts within us. It is these negative thoughts that can almost act as a barrier to its resolution. Now, if we turn the coin over and look at it from the other side, it is simply by this method that we have more positive thoughts within our mind and are more likely to enjoy ourselves along the way presented with an interesting challenge as opposed to a potentially difficult problem. Just look at the goal. How happy will you be when you arrive at ideas to solve the problem?

## **8. Turn the Challenge/Problem into a Catchy Expression**

Okay we have looked at using past example and creating parallels to "answer our challenge". One step further is to present the challenge as a catchphrase.

Using our same example:

'Europe For The Summer' 'Dream Trip Of A Lifetime' 'The European Cultural Experience' 'Tomorrow travel at 250 kmh legally' etc

Doing this will give everyone an idea of the benefits associated with the attainment of the problem at hand. It puts them in the situation that they are already there.

It is so much easier to get there with a popular vision on the mind. What expression would you suggest?

## **9. Daydream!!! Let Your Ceative Sub-Conscious Work for you!!!**

It is no strange coincidence that during the time you drive along staring out the window, sleep in your bed, undertake your daily duties at work or anything for that matter. Your sub-conscious continues to work for you (even though you may not always be fully aware of this).

How often have you been doing something totally unrelated and then suddenly an idea snaps into your mind? - Often? / Sometimes? /or Never? In any case after you have put considerable time into solving your problem you will find your inner mind will work for you. Sometimes if you try too hard to solve something you end up with nothing short of major frustration.

So, as the expression goes "chill out", have a break and sleep on it. You may be surprised at how successful switching off can be.

## **10. Alter your Routine Regularly**

Have you ever noticed how easily we accumulate habits? Many habits can actually stifle your creativity. If you are

someone who 'travels the same route each day, work at the same desk and task day in and day out' 'mix with the same people regularly' 'take your annual holidays to the same destination each year.

To continue generating healthy ideas to better our work, our surroundings, our family etc we must continually be looking for "newness". Familiarity is very good in that it makes us feel very secure. It is this very security that closes our mind to change and restricts our creative abilities.

Take the bus or the train across town or maybe even just a different route from time to time, broaden your job responsibilities, take on another sport or leisure activity and meet some different people with a different outlook.

You will be quietly surprised at how much positive energy you will get from doing things as small as that outlined above.

## **11. Daydeam**

I read, Spanish painter Salvador Dali tapped his creative potential by lying on the sofa, holding a spoon. Just as he drifted off to sleep, Dali would drop the spoon onto a plate on floor. The sound startled him awake, and he would immediately sketch the images he had envisioned in that fertile world of semi sleep. We all know the story of Archimedes. Eureka!! Eureka!!

Everybody experiences this strange transitional state, and everyone can take advantage of it. Just allow yourself to daydream. Bed, bath and anywhere else you can be with your thoughts undisturbed, you will find that ideas bubble to the surface almost unbidden.

## **12. Expand your World**

Many breakthroughs in science, engineering, medicine and the arts blend the ideas from different fields. For enhancing your creativity, learn something new. Read a book on the subject you know little about. Change your daily news paper. The new will interconnect you with the old in novel and potentially fascinating ways. Seek challenges. Put new creasy items on your table. The more diverse the stimulation we receive, the more rapidly the mind spins out new ideas.

They will be your ideas. Capture them, preserve them, and apply them.

## Case Study

# Showrooming

'*Show rooming*' refers to a recent trend in consumer behaviour, especially popular among the tech savvy youth, where the shopper identifies a merchandise he/she wants in a brick-and-mortar store and then goes online to buy it for less from an e-tailer store like Amazon or Flipkart. Impact of this trending behaviour on the revenues of physical retail stores is not very clear yet.

Some analysts believe that this growing trend would hurt the brick-and-mortar business more and more in the future, as experienced by many retailers since the last few years. But some other analysts believe that this trend may well be a blessing in disguise for the retail stores.

Large physical retail stores initially ignored this emerging trend. Their logic was that their in-store customer service combined with the shoppers' need for immediate gratification would ensure that they would retain the customer. But with the show-rooming phenomenon holding, they are now formulating their own strategy to handle it.

For example, **Target**, one of world's largest physical retail stores, stopped selling Amazon's Kindle in their stores, sending a message that they would no longer play ball with a company that is actively trying to steal away its customers. Many retailers have introduced or increased the number of their exclusive products they sold. This gives them an edge on product range apart from avoiding a price war that would automatically trigger if similar items are stored.

Some physical retailers also offered to match lower prices offered by other local competitors and e-tailers. Best Buy (BB) for example enunciated a Low Price Guarantee (LPG) Policy. Under this Policy, the customer had only to show proof of lower price for the same product



**Dr. Satya Suresh**

*Has 10 years experience in Corporate Communications. She changed her career to teaching to bring forth work life balance, which became a passion in due course. With 15 years teaching experience in Management Schools she is planning to undertake projects which are of social significance like undertaking UN volunteering project on educating children in troubled areas.*



**Mr. Chandrasekaran**

*Is a senior management professional and has worked with major corporates in India in both public and private sector such as SAIL and RCOM. He currently runs his own consulting company whose clients include large corporates like TCS, LandT, Voltas and numerous SMEs. He also teaches management subjects in educational institutions such as Bhartiya Vidya Bhavan, Welingkars, IBMR-IBS, ICAI etc. In the field of education, he consults with RAK Medical University, UAE and has helped them set up their Performance Management Systems. He has presented papers on various management subjects in national and international conferences. He is on the board of several manufacturing companies in Bangalore.*



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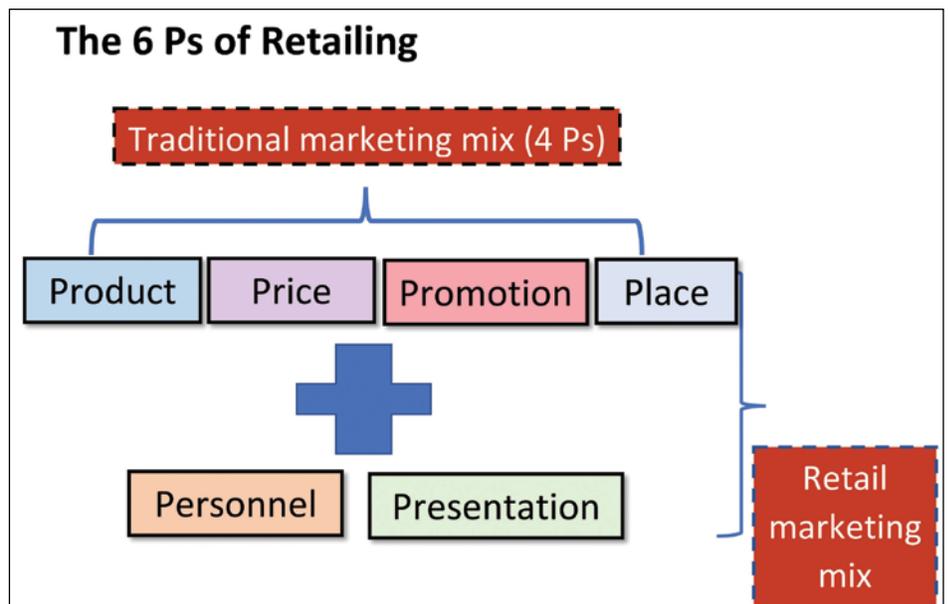
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elsewhere and they would be refunded the price differential. To avail this offer, customers had only to show competitors' website or produce their brochure which showed lower price for the same product.

Of course T&C would apply. For example, the Guarantee was limited to only one price match per identical item. So if you wanted to buy three identical items for gifting, then this policy would apply only on one of them unlike on-line stores where they would get the same low price on the entire quantity. Further, this policy would not be available on many important occasions such as Thanks Giving Day.



Critics point out to several major issues with the LPG strategy. They say that it would be wise to avoid a head-on open-ended pricing competition with the likes of Amazon. They believe that the physical stores like BB promising LPG could be actually playing in to the hands Amazon and other large deep-pocketed e-tailers.

1. Whenever BB runs a limited period discount sale, Amazon could easily trigger a limited period price war by offering even lower prices for the same period. In this case, BB would only lose more money if their purchases are covered by their LPG policy.
2. Amazon and other e-tailers change their online prices very often and this could cause large

confusion and even frustration for the store employees of BB who have to comply with the LPG. This could also mean different prices for customers who are standing next to each other at the payment counter. A difficult experience like this at the physical store could chase away their customers to e-tailers like Amazon.

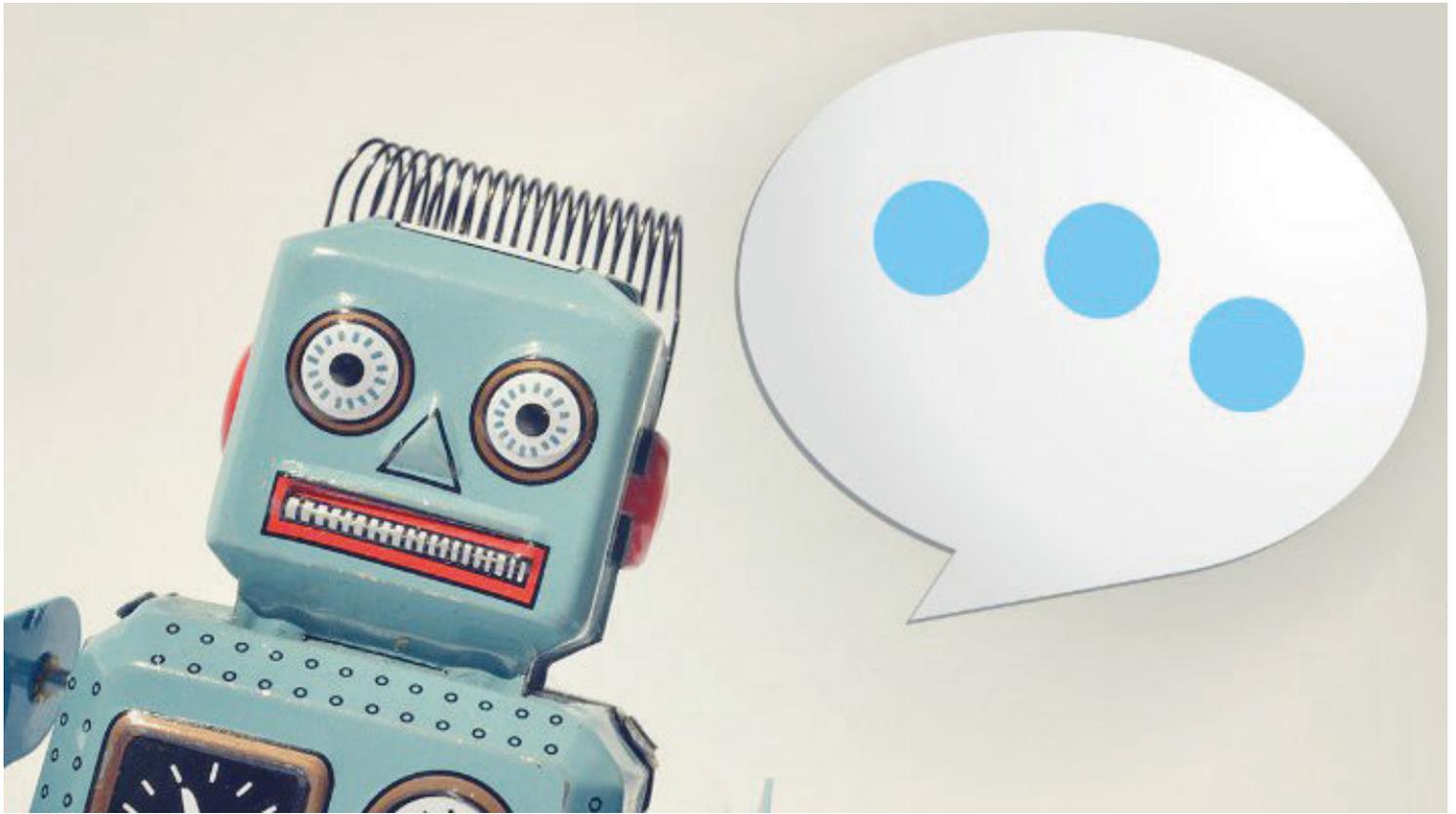
3. According to a Wall Street Journal (WSJ) report, BB's prices in 2012 were about 16% higher than Amazon. A customer who might have otherwise paid in full for the purchase, on seeing the cheaper option under the LPG, would be tempted to give show-rooming a try, given the large potential saving. According to WSJ, this is not a competition that retailers could hope to win.



Contrarians point out that for show-rooming, the customers would have to visit the physical store and do all the leg work and research for the lower price. This physical presence of the customer in the store presents opportunities for attracting them into impulsive purchases and purchases for items not in their original shopping list. Retailers would have opportunities for presenting enriched customer experience that would go beyond just low prices. Analysts say that LPG is a risk that retailers like BB will have to take to stay in business and find more innovative ways of attracting and retaining customers.

Try showrooming sometime!

# Bots, a Tech Trend for 2018



**I**n an era of continuous innovation, everybody is curious about where technology is heading for this year.

*The big picture is that: Technology seems to have a bright year ahead (neglecting the many unpredictable obstacles and problems that might show up on the way).*

Artificial Intelligence and Augmented Reality are among the hot topics which seem to be very promising and thus are being worked on and developed recently. According to Forbes, what seems to get great attention during the next 12 months is “Bots’ development”, and if you are wondering, these “bots” I am talking about are not something new, they have been around for a long time, it’s just that these days, they are being integrated into almost every aspect of our daily life, without us understanding how often we are using them.

First, let’s start with an intro to what bots are and how they came to be such a broadly used “tool” in our daily lives and one of the main development point in technology. **Bots are a type of Artificial Intelligence technology, a software application that can complete tasks in an automated way, without needing human intervention.**

Artificial Intelligence of Modern times starts with the Turing Test, however, “Artificial Intelligence” terminology was invented nearly a decade later by a Mathematics professor at MIT.

## How did humans come up with the “bot” idea?

Still, Alan Turing is known to hold copyrights of the first idea of the Artificial Intelligence. Since the 1950s when Alan Turing came up with the Turing Test, many developments were carried out in the field and many AI trials failed the Test, until 2014. In 2014, an AI model developed in Ukraine is said to have been the first AI that passed the Turing Test.

```

=====
EEEEEEEE L      IIIIII ZZZZZZZ      AAA
E        L      I      Z
E        L      I      Z
EEEEEE   L      I      Z
E        L      I      Z
E        L      I      Z
EEEEEEEE LLLLLLL IIIIII ZZZZZZ      A      A
=====
ELIZA > (PLEASE TYPE IN ALL CAPS) WHAT'S YOUR NAME DEAR ?
AMIT
ELIZA > HI, I'M ELIZA. WHAT DO YOU WANT TO TALK ABOUT ?
AMIT > CAN I TALK ABOUT MY PROBLEM ?
ELIZA > SURE... !
AMIT > DUE TO ON GOING EXAMS IN COLLEGE, I HAVE A LOT OF STRESS.
ELIZA > PLEASE RELAX A LITTLE. SLEEP WELL.
AMIT > THANKS FOR YOUR ADVICE.
ELIZA > NO MENTION.
AMIT > BYE
ELIZA > BYE AND KEEP IN TOUCH...
=====

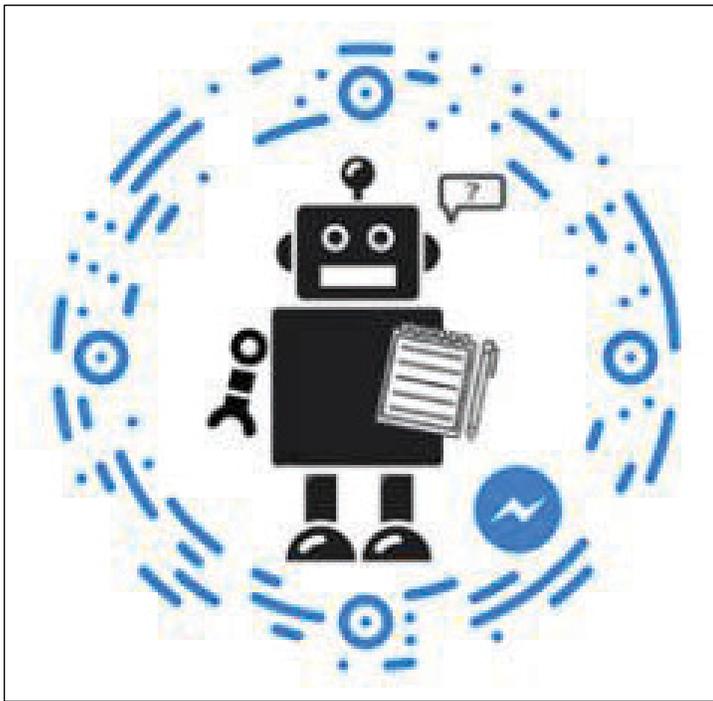
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*A simple conversation with ELIZA*

Further advancement of AI encouraged the development of programming languages for AI and then bots to stimulate psychotherapists (ELIZA is the first kind of chat bots we know nowadays, developed in MIT's laboratories) or similar "talking" bots like Shakey. What made a difference in the chain of Artificial Intelligence inventions was Freddie, a bot developed in the 1970s in Edinburgh, which would not talk, instead, it would use visual perception to collect different objects just by looking at them, without any interference from the outside "human" world. Furthermore, in the 1970s, bots were for the first time integrated into medicine. MYCIN and later on INTERNIST-1 were able to ask questions to collect data from patients and give a possible diagnose of their illness, thus turning into a decision support system to assist doctors during the diagnosis process. Despite medicine, bots became a novelty in self-driving cars by the end of 20th century. ALVINN became the first computer controlled and self-operated vehicle and it was used for military purposes. By the end of 20th century, the first robot races were out as well. These competitions were a watershed in the history of Artificial Intelligence and technology. The race named RoboCup was officially held for the first time in 1997 and it was a competition of robots playing table-soccer.

It was the 21st century that marked a boost in investment in Artificial Intelligence. Being aware that this field had a huge potential to advance rapidly, great companies and research departments of universities started paying more attention to further improve bots' capabilities to carry out different activities. Computer games are thought to be an early form of human-bot interaction. In 2000, people got amazed by the first chatter bot, simply "an old version" of Siri, which included a significant amount of data you could search for. At this time, technology saw a great achievement in self-driving cars, as Stanford University created Stanley, a car that could traverse a dessert in less than 10 hours.

The main turning point in bots' "evolution" became voice search. No robot ever could understand the spoken language before Siri was released by Apple in 2011. Siri could give answers to questions without the user having the need to use a search engine. The next level of voice search was Echo, a speaker with a built-in voice recognition that can hear from across the room. Echo was powered by Amazon's assistant, Alexa, not only to answer questions and respond to prompts but to control home functionalities as well. In 2015, Google released Google Home and in April 2016, Facebook



*Messenger bot*

started integrating bots to its platform. In 2017, Olly was created. Olly might look a lot like other personal assistants but what makes it different is its ability to adapt to its owner's behavior (this was done by using machine learning). Nowadays Facebook provides big companies with automated customer service and App-wise bots are already a "common" thing.

## What are bots up to this New Year?

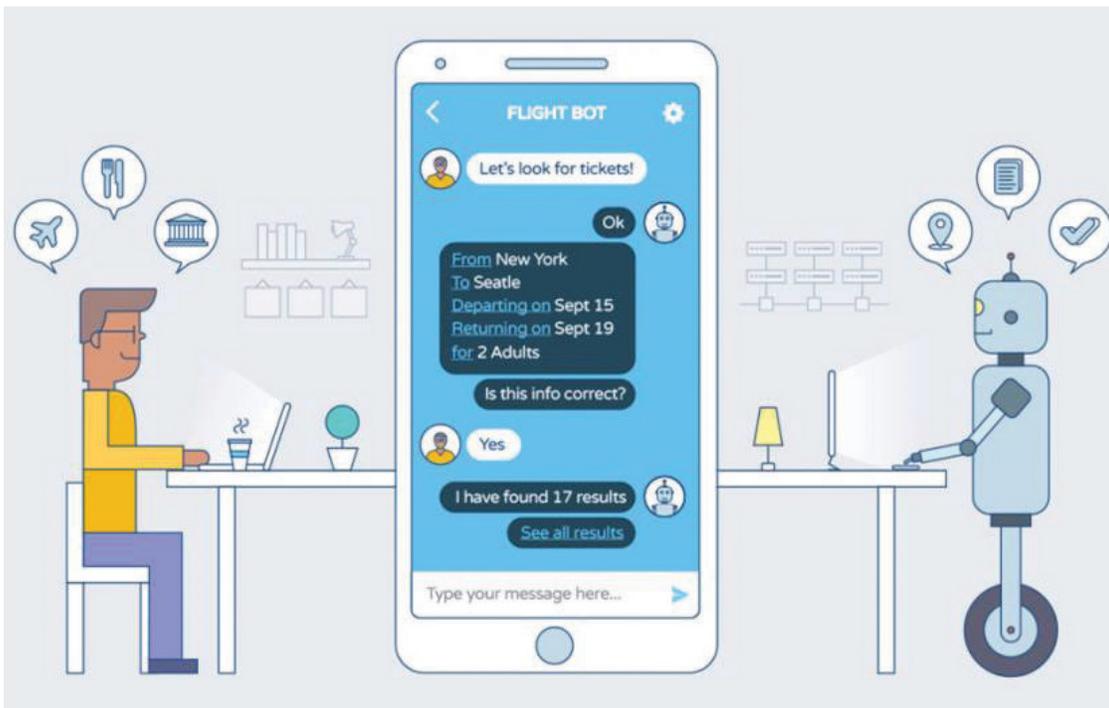
*We communicate with bots (chatbots) when we use electronic commerce apps, companies' services to ask for help or clarifications. Moreover, we are interacting with bots when we want informative platforms such as CNN to provide us with updates and the latest news or when we want to set reminders, to schedule our meetings and to have things done. By handling all of these tasks, bots are saving us a great deal of time. Keep in mind that we are also asking a bot whenever we use specialized search engines like Poncho. There are other ways we incorporate bots into our lives, such as for marketing purposes, business and enterprise services and many more.*

## Bots in daily life? They are almost everywhere.

*We can remember watching sci-fi movies about all these tools that are now a reality; we have them and we use them to make our lives easier. Silicon Valley companies are working on the advancement of these tools to make them better, fancier, more sophisticated and even more infallible. As Jay Samit (independent vice chairman of Deloitte) says in one of his articles, bots will become "Sancho Panzas" and will make humans feel like "Don Quixotes" by consistently telling them what to do, and reminding them of their daily tasks.*

*Is that creepy or is that cool?*

*Courtesy: <https://chatbotslife.com/bots-a-tech-trend-for-2018-f47365324b69>*



*Successful search using bots*

— by Hygerta Imeri

# Ageing With Dignity

Recently I read a news report mentioning that India has the world's second largest population of elderly people- senior citizens of age 60 and above. Although I became glad that I am one of them, I got frightened when I saw the next information- this number of around 10 crores persons- 6% of our present populace- would touch a figure of around 35 crores- 20% of our country's population- by 2050. That means that every 5th person you come across would be a senior citizen, may be going with a walking stick!

Come to think of it! Is it not slightly disturbing to visualise such a scene of a quite good of number moving around with you with fully grey hair and accompanied by sneezes and coughs?

## Some Data

As per the Report of the National Sample Survey Organization- 2004- 3% of our old people live alone, 9% with their spouses- lucky people or not, I can't guarantee- and 35% people with their children.

Nearly 50% of the old people are dependents, most of them living alone due to widowhood, single women, divorced men or women etc.

Census 2011 says that there are 104 million senior citizens in this country- 53 million females and 51 million males. Out of these, 71% live in rural areas and 29% in urban areas. The percentage of the elderly was 5.6% in 1960 and had improved to 8.6% in 2011.

Old age dependency which was 10.9% in 1961 has touched the figure of 14.2% in 2011.

Now a United Nations' Report says that this will reach 19.3% in 2030.

The same report says that there will be 1755 millions of senior citizens in 2050 in the entire world.



**R. Venugopal**

*Mr. Venugopal has served in LIC of India from 1968 to 2006 for 38 years and retired as an Executive Director.*

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## Source- Centre for the Disease Control & Prevention- CDCP.

Why do people want to live long?

Whether aged 60 or 80, nobody wants to die- they want to live to see their grand children and in some cases, great grand children getting married! Especially in our country, marrying is a life-long ambition and is a significant event- may be, each old person wishes this to happen in the life of everybody else and thereby gets some 'vicarious' pleasure!

However one fact is forgotten- we may die later but we don't get ageing slower- ageing of the body, the after-effects of wear and tear do take place. Very few people live longer and healthier and with dignity.

## How to age with Dignity?

**Stay Curious-** Asking questions and discovering new things keep you engaged with the world and other people. Learning something new is again a method of remaining young at heart. Not only mentally but also physically because exercising your cognitive muscles which may have gone slack, is equally important.

**Eat away more plants-** There is a vital link between Diet and Wellbeing. Vegetarian food makes you live longer and fitter- this has been found scientifically. For example, in the USA 28 million people suffer from Diabetes, 86 million are pre-diabetic, one in three suffer from BP and 69% of the adults are overweight. These people have found that a lot of plants, nuts, fruits, vegetables and olive oil as the healthiest diet. A Harvard University Study says that people who eat daily eight or more servings of fruits and vegetables are 30% less likely to have a heart attack or stroke than people who eat less from the plant group.

Re-think what it means to be old- More positive beliefs can lead to health advantages. There is no reason to accept that senior citizens are all addled and frail just because so many TV Shows depict them that way. There are many over age 80, who have done Doctorates, participated in Marathons and donated blood.

**Grand children make you live longer-** The seniors with grand children tend to be healthier and live longer- first the kids make them run around improving the health of the elderly and the second reason being the desire of

## Life Expectancy

The life expectancy in India is 67.9 for both males and females put together.

This has improved drastically from 50.9 for males and 49 for females in 1970-75, to 66.4 for males and 69.6 for females during 2010-14.

Some of the figures of the different States are quite interesting:

- Kerala- 74.9 the highest.
- Delhi- 73.2.
- J & K- 72.6.
- Uttarakhand- 71.7.
- Himachal Pradesh, Maharashtra & Punjab- 71.6.

A few of the world countries' statistics:

1. Japan- 83.7- the highest.
2. Sierra Leone- 50.4 the lowest.

Source- WHO 2015- SRS Life Tables 2010-14-ORG.

3. United States of America- 78.8- here the African Americans score more- 81.1.



and have continuous pension throughout your old age. Financial Freedom is a great strength and asset during the evening of your life.

**Reduce your expenses-** Another interesting concept is- if you can't increase your income, you can at least reduce your expenses- the proverb says "**Money Saved is Money Earned**". When you retire from service, not only your unnecessary cups of tea- often either with biscuits or with samosas- get reduced or even eliminated, but also the connected expenses. Often this cutting unwanted flab is the reason why the retired people become quite lean- let us call it as "trim & neat"- immediately after retirement. Even your laundry charges, travelling expenses to the office daily etc also come down, leading to a lot of saving of money. This will come in handy for certain emergency expenses. With the advent of What's App, even your telephone charges drastically slide down. In case you have not purchased a flat or a house, you can move to a place where it is cheaper to live with more affordable housing, less cost of living like a rural area or a suburban place.

**Gated Communities-** It is better to live in a gated community, where you can have a lot of similar age friends, a good walking track, proper security, wide hallways, community hall where regular cultural programs take place and even a small canteen where you can have some light snacks during the evening walk (of course, without the knowledge of your better-off! )

These suggestions lead to a lighter, interesting and brighter vista to spend time cheerfully helping you live longer.

In a lighter vein

the grand parents to spend more time with the grand children.

**Planning more than one retirement-** Let us forget the old theory of Life Time One Job of remaining steadfast with the same employer. Let us switch jobs- learn new skills- build novel ways of working with different exposures. With a few mini-retirements, the old can retire throughout life several times. You feel younger under this method.

**Financial Independence-** By investing in Annuities right from a younger age, you can build a steady income

The oldies have a lot of walking and exercise- forgetting and searching for spectacles and often found to be around your hair only!

A lot of moving and bending is done- due to lack of body coordination, things fall down and they have to be picked up, bending and stretching.

A good amount of walking is undertaken- going to the bath room often to empty the bladder.

The best solution is to teach the elder the Internet- he/ she won't disturb anybody for hours!

The seniors should have the following mobile number- 9876543210.

9- glasses of water to drink every day.

8- hours' sleep.

7- tour to the seven Wonders along with your spouse.

6- six digit pension or annuity income every month due to systematic savings.

5- days rest- balance week-end 2 days more rest with a lot of snacks with children/ grand children.

4- Wheeler for going around at least twice in a week- either self-driving if possible or by engaging a driver.

3- BHK

2- Cute grand children

1- wife!

0- tension.

### **Six Best Doctors**

- **Sunlight**
- **Rest**
- **Exercise**
- **Diet**
- **Self-confidence**
- **Friends.**

Age is a question of mind over matter.

If you don't mind, it does not matter!

**Growing old is mandatory.**

**Growing up is optional.**

**The option is yours!**

**Mortality is non-negotiable- that's why it is terrible.**

**But it is up to you to make the best of the number of years allotted to you!**

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# Managing the Game: A Career in Sports Management

**W**hen watching sports people forget to eat, drink, sleep, or shower. Children wait for the clock to strike 6 pm, and rush to the pitch/court to play their favourite sport. Even those who don't play sports are affected by the glamorous sports industry!

India as a nation is a breeding ground for sports, and now with a growing number of sports leagues coming up for a wide range of sports, such as Indian Premier League, Hockey Premier League, Indian Super league, Pro Kabaddi league, etc. opportunities in this sector abound.

While most people who dream of a career in sports wish to represent their country on the field at national and international tournaments, playing a sport is not the only way to be a part of it. There are others who have the requisite knowledge and understanding of the game but work behind the scene to organize matches, monitor team finances, negotiate contracts of athletes, etc. All in all, sports managers are required to manage all the key aspects related to the business and governance of sports at all levels.

So, if you are passionate about sports and want to handle the business side of the game, then Sports Management could be an exciting career option for you.

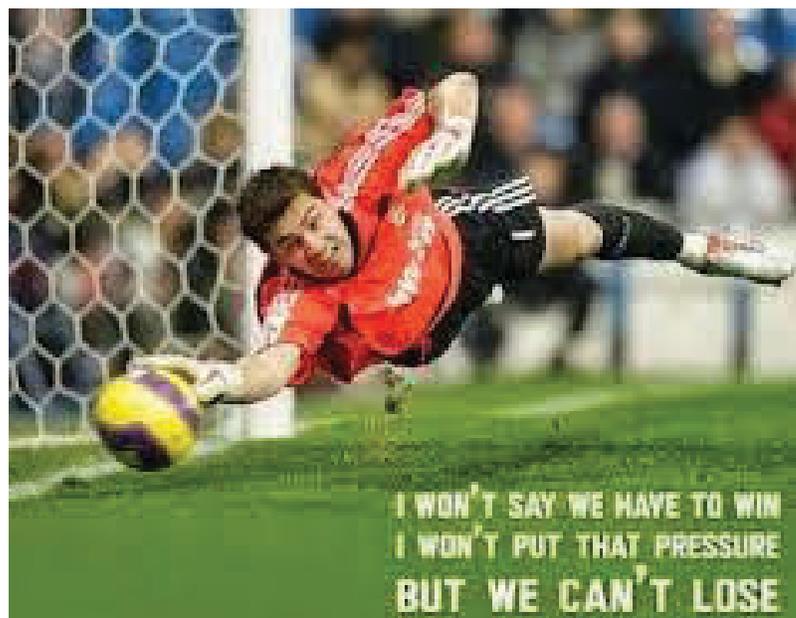
Let's uncover the path, colleges, and scope of a career in Sports Management!

## How to Pursue a Career in Sports Management in India?

Let's have a look at the steps you need to follow to build a career in the swiftly emerging field of Sports Management.

### Step 1: Opt for any Stream after Class 10th

To pursue a career in sports management, you can opt for any stream in your class 12th, however, it is advisable to take up the commerce stream. The **commerce stream** includes subjects like Business Studies, Economics, Accountancy, etc., which help to set up a foundation for students to understand business practices and acquire a deeper knowledge and understanding of business processes, as well as an awareness of global business issues.



### Step 2: Pursue a BBA, or a Bachelor's Degree in Sports Management

To jumpstart your career in Sports Management, the best program to pursue at your undergraduate level is a **bachelor's degree in Sports Management**. BBA/B.A. in Sports Management is a full-fledged three-year degree course. Being a professional course, it offers students the opportunity to undertake professional projects and focuses on providing industry-specific knowledge related to marketing management, sports planning, sports funding, sports law, ethics, risk management, as well as the principles and practices of business in the sports industry. But fret not, if you don't pursue a specialized course in sports management during your under graduation, then you can pursue a

# SUCCESS

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do."

- Pelé



- Narsee Monjee Institute of Management Studies, Mumbai
- St. Xavier's College, Mumbai
- Christ University, Bangalore
- Symbiosis Centre for Management Studies, Pune
- Guru Gobind Singh Indraprastha University, Delhi

## Step 3: Pursue an MBA/ Master's Degree in Sports Management

In order to enter the professional workplace a master's degree is required. While some universities offer an MBA in Sports Management, others provide a master's degrees and diplomas in Sports Management. Pursuing postgraduation in the field of Sports Management will give you an edge over others as it will not only help you acquire theoretical knowledge of sports but will also develop managerial skills that can

general **BBA course** followed by a master's degree in sports management.

Some of the leading colleges that provide BBA/ B.A. in Sports Management are:

- *National Academy of Sports Management, Mumbai – BBA in Sports Management*
- *George College, Kolkata, West Bengal – BA in Sports Management*
- *Maulana Abdul Kalam Azad University of Technology, West Bengal – BA in Sports Management*
- *International Institute of Sports Management (IISM), Mumbai – BA in Sports Management*

**Please Note:** Candidates who have sports proficiency are given weightage during admissions in the above-mentioned institutes.

Some of the top universities/institutions for a BBA course are:

- Indian Institute of Management, Indore
- University of Delhi – Bachelor's in Business Management

be put to use in different business settings such as Sports Marketing, Sports Media, Sports Apparel, etc.

## Some of the leading postgraduate colleges and programs in Sports Management:

National Academy of Sports Management, Mumbai

- MBA in Sports Management
- Post Graduate Diploma in Sports Management

Indian Institute of Social Welfare and Business Management, Kolkata

- Post Graduate Diploma in Sports Management

International Institute of Sports Management (IISM), Mumbai

- Masters in Sports Management
- Post Graduate Diploma in Sports Management

Institute of Sports Management, ISST, Pune

- Masters in Sports Management

Tamil Nadu Physical Education & Sports University, Chennai

- MBA in Sports Management

Lakshmi Bai National University of Physical Education, Gwalior

- Masters in Physical Education (Sports Management)
- Post Graduate Diploma in Sports Management

## Scope of Sports Management in India

After completing your education, you can look at the following professional opportunities to make a break into the sports business.

### 1. Sports Agents

Sports agents look after the athlete's professional career and act as a bridge between the player and the outside world. They handle the athlete's legal contracts, finances, and even endorsement deals. For example: In a case where a company wants to contact a sports person to endorse their product and inspire fans to use

that specific product, they contact the agent and discuss the appointment, monetary aspects, and fix the shooting dates accordingly.

**Expected Salary:** Remuneration of a sports agent depends on the athletes they work with, and the years of experience in the industry. Salary can vary anywhere between 25,000 to 70,000 per month approximately.

### 2. Sports Information Directors

Sports Informational Directors work closely with a sports team and various media outlets to bolster public relations through positive media coverage. To this end, they organize press conferences to allow the media access, document and publicize their accomplishments in various media channels and write press releases for them.

**Expected Salary:** An expected salary of a sports information director is INR 40,000 to INR 70,000 per month on average. One moves up to this job role after having over 7 to 9 years of work experience in the same field.

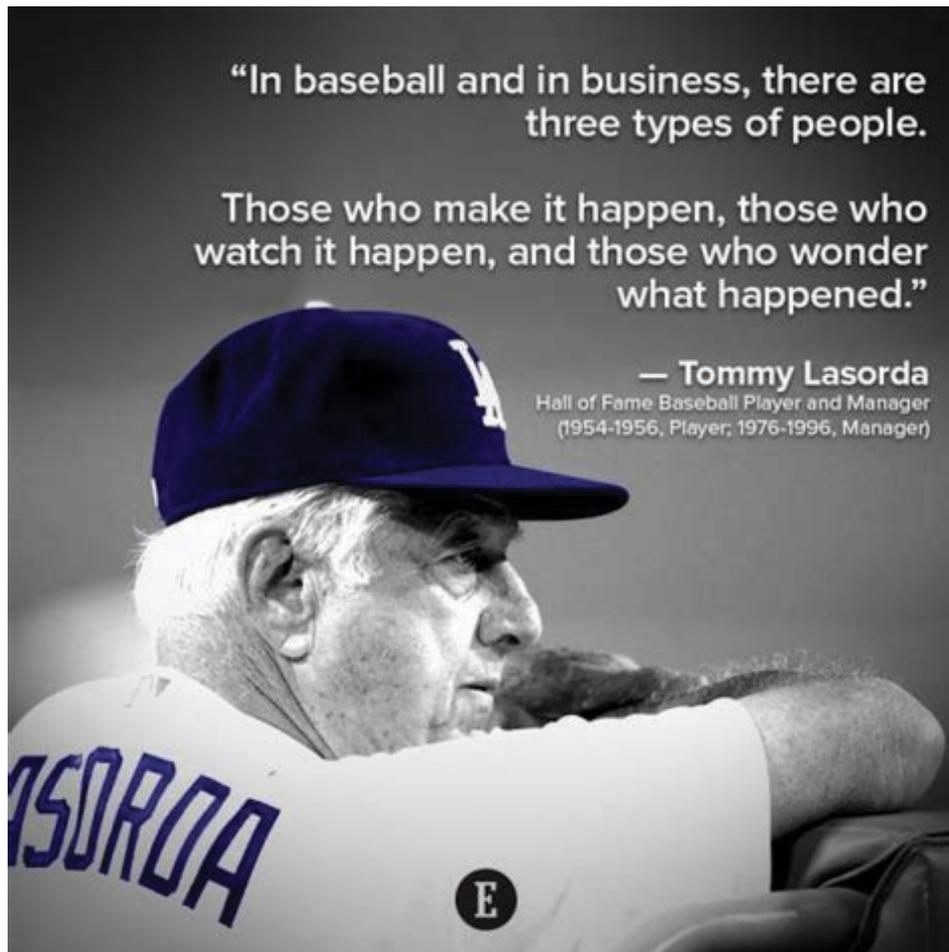
### 3. Sports Marketing Manager

Marketing is an important part of any business and equally so for the world of sports, as it helps in promoting and sponsoring sports events. Besides this, sports marketing also helps in building brand loyalty, wherein fans positive association with the team help in supporting the specific team and the event. They don't work directly with the athletes rather they are associated with particular sports companies the team is associated with.

**Expected Salary:** An expected salary of a sports marketing manager varies between INR 50,000 to INR 80,000 per month approximately.

### 4. Lecturer

With a degree in Sports Management, you can become a lecturer too, and teach at colleges and universities. You can impart your own knowledge to students about the principles and practices of sports management, its ethics and legal aspects, besides many other things.





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“Of all the things I’ve done, the most vital is coordinating the talents of those who work for us and pointing them towards a certain goal.”



**Expected Salary:** The monthly pay scale of a lecturer is INR 15,600-39,000 on average.

## 5. Sports Event Manager

A degree in Sports Management also allows you to be a part of the event planning team. The responsibilities of sports event managers include identifying the target audience and the brands to associate with. They also plan the event venue and overlook its proper maintenance, staff, logistics, and technical details to ensure smooth conduct of the match or event.

**Expected Salary:** The average salary of a Sports Event Manager is INR 36,000 per month on average. The average package increases with experience in the field.

## Pros and Cons of a Career in Sports Management

### Pros

- With an ever-increasing enthusiasm for sports, sports management as a field is reaching new heights. It is a diverse field that allows you to work not only with big brands such as ESPN, ZEE – Ten Sports, JSW sports, Edu sports, Libero Sports, IMG, etc.

- You can also freelance and work as a special consultant to celebrity athletes as well as work as a coach in school and colleges.
- It allows you to think creatively and put your leadership and organizational skills to use, especially where you have to organize functions/events that draw the attention of the masses.

### Cons

- Sports Management involves hectic jobs with longer working hours on average. Taking care of teams and making sure that everything runs smoothly behind the scenes is a daunting task.
- Since sports is a flourishing field, there is a lot of competition and is thus one of the toughest job markets to get into.

If you have been ever inspired by movies like Dangal and Mary Kom, aspiring to become a Sports Manager for your own team of Sportsmen, then maybe you should consider this career path for yourself.

*Courtesy: <https://www.mindler.com/blog/sports-management-career-in-india/>*

— By Deepika Padhi

# Humour

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Laugh often.  
Never take  
this life for  
granted.

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to inspire  
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