

# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



## How Secure is Your Mobile?

# Greetings from Impact



## EDITORIAL TEAM

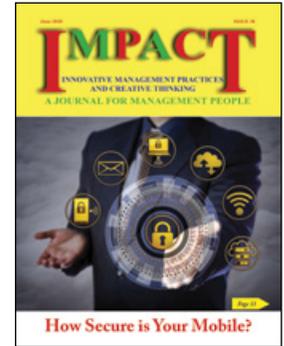
**N.V Subbaraman**  
**“Kalki” V Murali**  
**Dr M G Bhaskar**

## EXPERT ADVISORY BOARD

**Dr. R Rangarajan**  
Professor  
Dept. of Commerce  
University of Madras

**Dr. R Krishnaveni**  
Assistant Professor  
Department of English  
Government Arts and Science College  
Palladam, Tirupur (Dist)

All opinions expressed in the articles appearing in the e-journal IMPACT, are that of the respective authors. The Publisher or Editor of IMPACT cannot be held responsible / liable in any manner whatsoever for any claims and / or damages.



Dear Readers,

Editorial of any journal, newspaper, magazines is an important feature; it reflects the views and opinion of the management. Many normally read the Editorial when they get the issue. In the last month's we solicited the views of our esteemed readers with not much of a response!

We solicit the reaction of our esteemed readers and come out with the consolidation and the considered view of the IMPACT.”

We appreciate quite a lot of us read but we do not respond. That is human psychology!

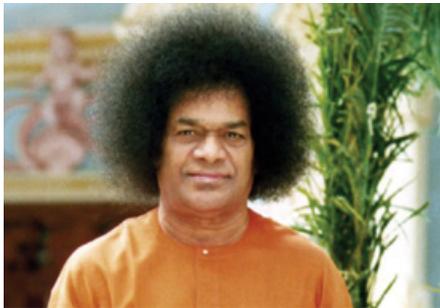
IMPACT has successfully completed three years of worthy existence and entered into the second month of the fourth year. From the feedback that we get orally in person and through phone, we get a satisfaction that we are going in the right direction as we envisaged on inception.

In this issue, we have two new authors, who have contributed articles.

We look forward to your kind response.

Editorial Team

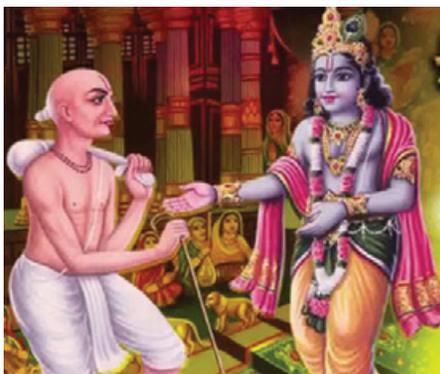
# INSIDE



Saibaba on Man  
Management —

*Mr. N. S. Ramnath* 4

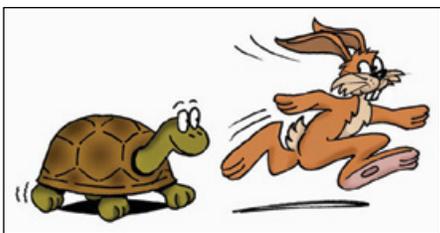
---



Gift — Give and Get —

*Mr. Clifford Martis* 15

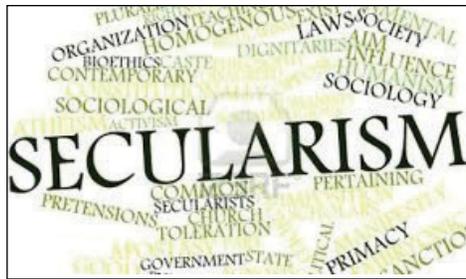
---



A New Manegment  
Lesson —

*Mr. Jayprakash B. Zende* 22

---



“What is Secular”? What Does  
It Mean? —

*Dr. H.V. Hande* 8

---



H<sub>2</sub>NO: *Just say No to H<sub>2</sub>O*  
Ethical Dilemma in Suggestive  
Selling —

*Dr. Satya Suresh and  
Mr. Chandrasekaran* 18

---



Free yourself from Limiting  
Beliefs —

*Dr. K. Balasubramanian* 26

---



Successful “ABCDE” formula  
to secure your Personal mobile  
phone and data —

*Mr. Raj* 11

---



Hello to Hai! —

*Mr. R. Venugopal* 20

---

If you don't Read this to The  
Very end, You have lost a day  
in your Life. —

*George Carlin's* 24

---

What is Social Media Content  
Curation? —

*Stefan Deeran* 30

---

# Saibaba on Man Management

## The real meaning of manager

Sri Sathya Sai Baba

Today, business in India is not run following sound principles of management suitable to the conditions of Indian environment. We have to recognise the nature of nations. We are following the rules of America. How can American systems be appropriate in Indian conditions or vice-versa? There should be a proper harmony between nations. The businesses run by following American, Russian, Japanese and British systems and practices would not be viable or sustainable in Indian settings in the long run and vice-versa. So, we have to develop business in accordance with the requirements of each nation. For example, a steel factory is proposed to be set up in a particular place. Before setting up a steel factory, all necessary preconditions would have to be inquired into. The most important item that a steel plant needs is coking coal besides iron ore. We have to ensure the uninterrupted supply of the required materials and resources for sustained development of the organisation.

We have to follow the seven principles (embodied in the acronym of the word 'Manager') properly. The person who understands and internalizes the essence of these seven principles becomes not merely a manager pertaining to any one single type of organisation, but would shape himself into a 'Universal Manager' [meaning one who will be complete in all respects so as to be able to achieve great results as a glocal (one with global mind-set but with local relevance) manager under very challenging situations]. But these principles have to be put into practice. What knowledge and skills you acquire during your study period are academic inputs. All these technical details are so complex that there is seldom any chance to put them into practice in the real world. However, it should be borne in mind that though people might have to encounter various difficult challenges in operationalizing such principles at

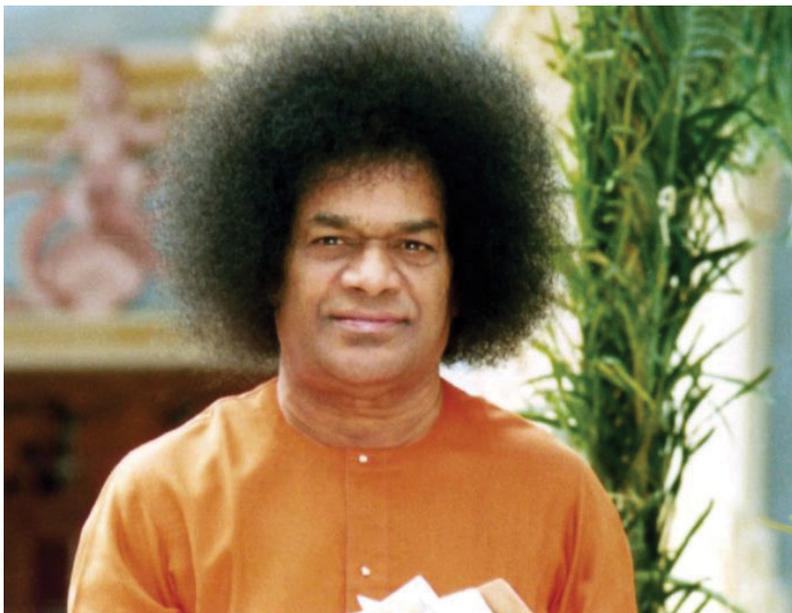
work place, that enterprise which takes care to put them into practice, alone will prosper in the long run.

The first and foremost basis of all this is enquiry, and the second and third that follow are practice and experience respectively. The unity of all these three (enquiry, practice, experience) should be present in everybody concerned with business. This is what is referred to in the Bhagavad Gita as 'Jnatum, Drashtum



N. S. Ramnath

*A leading freelance journalist acclaimed all over the country and abroad, recently received Pole Star Foundation Award of the Polaris, handed over by the Wipro Chairman Premji for BEST FEATURE IN BUSINESS JOURNALISM, for his feature 'Gigeranzer's simple rules', which appeared in Founding Fuel, dated February 19, 2017.*



and Praveshtum.' Jnatum means enquiry, Drashtum means seeing with the eyes what has been enquired; internalizing/assimilating that, is Praveshtum. If people were questioned as to what was prepared for breakfast, the reply for instance could be Uttappam (black-gram pancake). You may have heard of this, and you witness it being placed in your plate. By knowing about and witnessing the item, the hunger is not going to be satisfied. When that Uttappam is placed in the mouth, munched and swallowed, the taste is realised and also the hunger satisfied. Only when you consume it yourself, you derive the strength, nourishment and the energy. Similarly, even though we read about Business Management in books, until we get hands-on experience in translating that theoretical knowledge into practical skill, such information would continue to be mere theoretical input.

Man is a manifestation of Panch-Koshas (five sheaths). First, there is the Annamaya Kosha, i.e. our physical body. We have a lot of interest in this Kosha (sheath). The amount of attention and care we show towards this, the attire we put on, the ornamentations used for decoration and the amount of the cleansing done to this, we do not perhaps do the same to any other constituent of the human system. This may be construed as quite necessary, but it should be borne in mind that man must not get stuck here only, but must journey to the Pranamaya Kosha. Without life, what is the worth of the physical frame (body)? As such, the individual develops

great deal of concern about life, which is unquestionably essential for individual survival. To safeguard this life, an individual would not hesitate even to spare a lion's share of his income. Some people move ahead from the Annamaya to the Pranamaya and from there to the Manomaya Kosha (mind sheath). But it should be enquired as to what is meant by the mind and how should we use the mind? Nobody is making efforts to progress towards the Vijnanamaya Kosha (knowledge sheath) and the Anandamaya Kosha (Bliss sheath). Therefore, no one is able to get permanent bliss. We have to continue on our journey till we reach the sheath of knowledge (Vijnanamaya Kosha). Knowledge in this context does not connote mere possessing of information. The blossoming of the Atman is knowledge (Vijnana). The recognition of the Atman as the true basis of oneself is knowledge. Self-realisation (identification with the Atman which is the reflection of the same Divine principle that is present in all beings) is knowledge. The joy experienced by merging oneself with Atman is knowledge.

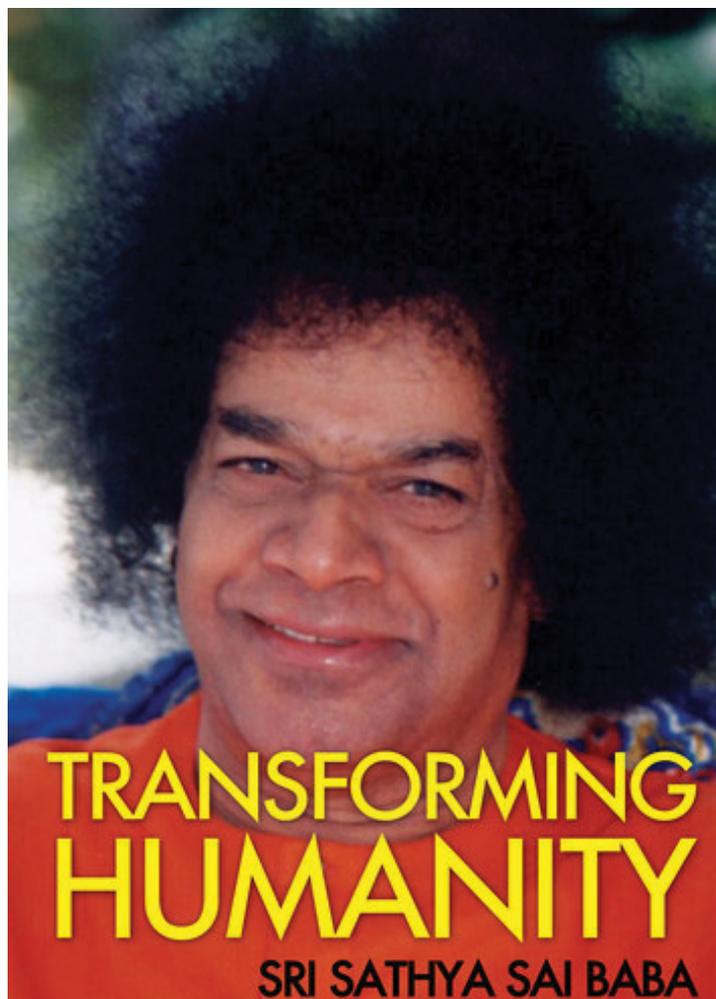
The fusion of self-respect, knowledge and bliss is true knowledge. Nobody is bothered about this type of enquiry. So, if we wish to do MBA, we should understand the meaning of each of the seven letters of the term 'Manager'. Take any object, for instance, a mic (microphone used in public address system). What is the meaning of the word 'mic'? The form itself suggests the meaning of the object. As is the case with the mic, similar is the case with the tumbler, kerchief or any

# Fresher's Required for Digital Marketing

- \* Fire to Achieve
- \* Willing to Learn and Grow

Send Your Resume to:  
[inforesource@gmail.com](mailto:inforesource@gmail.com)

other item. Padaartha refers to material. Similarly, the inner significance of 'mind' and 'man' lies in the words themselves. The equivalent word for 'man' in Sanskrit is 'Manuja', which means the one who is the descendent of Manu. As per the Indian culture and history, Manu [i] is considered as the codifier of all types of Dharma and is said to be the foremost among all human beings. Manu's principles of moral codes [as enunciated in his Dharma Shastra (treatise of moral codes)] have been guiding the progress of Bharat right from the times of yore. All our activities are guided and governed by Manu's Dharma Shastra. 'Manu' means the foremost person and 'Ja' means being born. Therefore, Manuja means 'one who is the descendant of Manu. Thus every word conveys to us how it has originated and what is its meaning. Everyone should thoroughly assimilate the meaning of each of the seven letters of the word 'Manager' in spirit and be able to put it into practice through sincere effort. One should realise that since we are human beings, we should have a mind that humans ought to possess. One must also make all efforts to master this mind. If one internalises the meaning of the seven letters and demonstrates the



same in one's conduct, one would gain the eligibility to achieve the status of being a master; else, we would slide to sub-human levels.

One has to acquire self-mastery for the sake of self-development. Education is not for acquiring affluence per se, but for acquiring good qualities. Without good qualities, any amount of learning is futile. What is the use of learning, if after studying so much, one is not able to realise one's true identity (meaning that one should be able to understand who the real Self is: whether it is the body or the spirit)? People acquire several degrees such as M.A., M.Sc., M.Com, M.B.A and Ph.D., but they are ignorant of their true nature. We have to be familiar with the basic principles and should not get swayed by the vicissitudes of life.

Today, learning is similar to the following analogy. From the worldly perspective, humanity is undoubtedly making rapid strides, but on the moral front it is deteriorating swiftly. Here is a small example. To drive away the birds causing damage to the fields and crops, farmers in the bygone times used to employ some traditional methods. A catapult was used to drive away the birds. If the stone hit the bird, it would be killed. Our pseudo-modern people condemned such killing, alleging that the modus-operandi was crude and savage. Slowly, the modern methods such as bow and arrow arrived, followed by rifles, smaller version 'pistol' and still later, bombs. Some pseudo-animal sympathizers who objected to the killing of birds with stones are now silent when millions of innocent people and creatures are perishing with weapons of mass-scale destruction. This has become so common in the present-day world. The modern people, who charge people of olden times as primitive, do not even possess a fraction of the concern, which those people had towards living beings. Which of the two is crueller: killing a bird with a stone or killing millions of innocent people with weapons? Is this not a demonic quality?

Source: A discourse given by Bhagawan Sri Sathya Sai Baba to his MBA and MTech students, published in *Man Management*

## About Impact Editor

### IN THE ASIA-PACIFIC BOOK OF RECORDS

Resident of Jeevan Bima Nagar, Chennai, retired Deputy Zonal Manager, LIC of India Mr. N V Subbaraman is a bilingual Poet, Trainer, Speaker and writer..

He has been connected with IMPACT since inception three years ago as Editor.

So far he has authored 37 books including translated works such as Tirukkural, Bharathiyar's poems, Bhagwan Ramana's Akshara Mana Maalai from Tamil to English and Ravindranath Tagore's Gitanjali, Japanese Poet Daisaku Ikeda's poems, poems of former Mizoram Governor and poet Dr. Padmanabhan into Tamil.

Thiruvaiyaru Thyagabrammam's Pancha Rathna Keerthanas have been translated from Telugu to Tamil and brought out in the form of a CD beautifully rendered by a famous set of musicians from Madurai..

His interviews were telecast in Jaya and Podhigai TVs.

Mr. N V Subbaraman is a leading Blogger. his Blog ENVIUS THOUGHTS in <https://nvsv.wordpress.com> has been viewed by more than 1,46,000 from more than 210 countries in the world. .

His achievement is since the launch of the Blog on 25th February 2015, till this day, he has 1233 posts in 1180 days without a break even for a single day..

'It is a matter of pride for IMPACT that its Editor finds a place in the INDIA BOOK OF RECORDS and the ASIA-PACIFIC BOOK OF RECORDS.

On Sundays he posts a Sunday Story and from Monday to Saturday his English poems are posted...



*Mr. N. V. Subbaraman has written 36 books. His paper, "Valluvam inspired Mahatma Gandhi," was approved for presentation in the international Tirukkural Conference held in Washington, USA. His translated works include Thirukkural, Bharathiyar's Kuyilpattu and Ramana Maharishi's Aksharamananmalai.*

# “What is Secular”? What Does It Mean?

In today's politics, the word “Secular” has gained “Notoriety”.

Politicians of all colours fling the word “SECULAR” to establish their credentials. I wonder how many of these politicians actually know the way the word came into being.

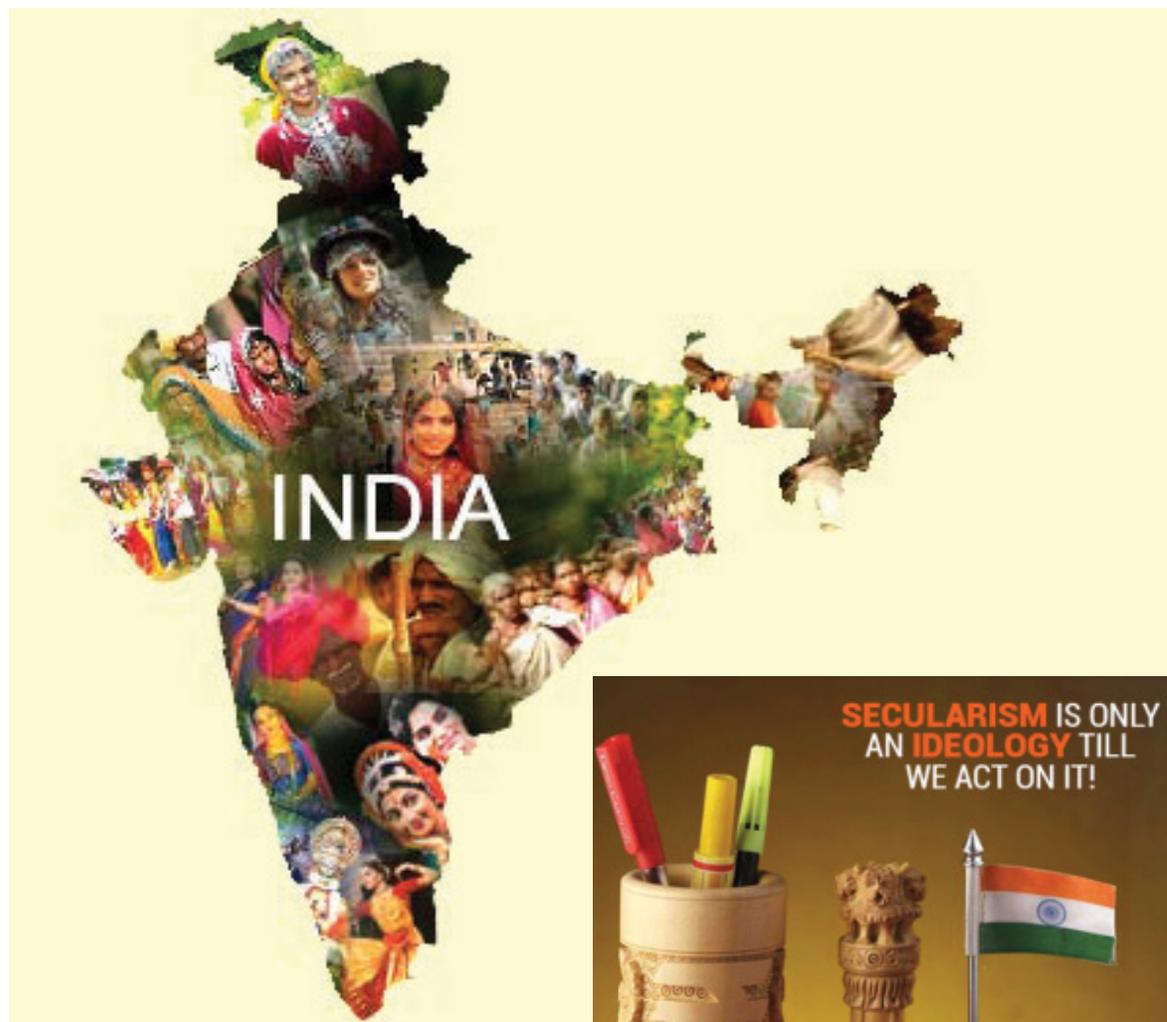
For the benefit of the present generation of “intellectuals”, let me trace the history of the word “Secular”. Many of us are aware that the phrase “Fourth Estate” refers to the “Free Press”. What are the other Three Estates? During the earlier centuries, prior to the advent of the “Press”, the King or the Ruler was the **FIRST ESTATE**. The Clergy or the Church was the **SECOND ESTATE**. The House of Commons, which reflected the peoples' power became the **THIRD ESTATE**.

Before the House of Commons grew in strength and stature, there were only two estates, the Crown and the Clergy, acting as two separate centers of power. Even in France, during Louis XIII and the most powerful ruler Louis XIV, the cardinals, *Three Musketeers* of the famous French Novelist, Alexander Dumas is based on the perennial conflict between the



**Dr.H.V. Hande,**

*Former Health Minister of  
Government of Tamilnadu.  
Founder & Director of  
Hande Hospital.*



# Subscribe to



Periodicity : Monthly

**Subscription:**

Single copy : Rs 100/- each issue

Annual : Rs 1000/- for 12 issues

Subscriptions may be paid by Cheque/DD drawn in favour of **IMPACT**, payable at Chennai.

Contact: email: [impactjournalindia@gmail.com](mailto:impactjournalindia@gmail.com); URL: [impactjournal.in](http://impactjournal.in)  
**Dr.M.G.Bhaskar**, Sri Anandham Apartments, No.1A, Jai Nagar, Second Street,  
Arumbakkam, Chennai - 600106.



# Successful “ABCDE” formula to secure your Personal mobile phone and data

We are witnessing mobile phone security breaches on a daily basis in the newspaper, magazine, television channels and through our mobile phone messages and applications (whatsapp, Telegram, etc.,). The reasons behind these attacks are to gain your private information, steal your financial related information (credit / debit card/ internet banking) to collect valuable data for personal or group of people benefits. It is high time that we need to secure ourselves, our family members and friends from these attacks. To protect from the mobile attacks we need to know some of the basics.

First we should be aware of mobile phone and related risks, what is critical and non-critical. Awareness alone is not enough to protect our mobile phone attacks, and we should know how to protect, detect and take corrective action in case of any attacks. Let us understand some of the industry best practices to safeguard our mobile phone.

The Formula is “ABCDE”.

- Awareness
- Best Practices
- Corrective Measures
- Detective Measures
- Entry level protection (Prevention)

**Note:** the above order may be changed according to your needs.

## (A) Awareness:

First we should be aware of what is to be secured and why we need to secure our mobile devices and data. Our mobile (smart phone) has become the single most important item we carry around us. It contains everything such as our personal contact numbers, text messages, credit card numbers, Photos, mails, confidential documents, etc.; Classify your personal data critical and non-critical. Provide high priority to the critical information for better protection.

The small size of mobile devices enables their distinctive portability but makes them more susceptible of being lost, stolen, or temporarily misplaced. Once a mobile device is out of the authorized user’s hand, it is likely to lose stored user credentials, personal and organization access and data. You should have very strong password or onscreen pattern lock.

Mobile connections have its own security advantages and disadvantages and each is a vector for remote exploits including data leakage or interception by malicious users.

Mobile devices can capture location, physical sensor data, personal health issues, photos and audios of the device user. The collected data are stored and transmitted by these mobile applications to the remote users which will create privacy and security concerns if that information is exposed to unauthorized users.



Raj (alias Cyberraaj),

*Cyber security expert with 24 years of experience dealing in IT infrastructure, IT security strategies, Risk, Audit and Compliance, Implementation of security policy, process and procedures, Security Standards implementation in Indian and Multinational corporation. Also conducting regular Cyber security public workshops for professionals, students and general public.*



Mobile applications are exposed to same level of desktop applications and therefore are susceptible to many of the same vulnerabilities and attacks associated with those desktop related programs including spyware, malware, Trojan horse, worms, and virus. Phishing and other social engineering tactics prey on the weaknesses of the users.

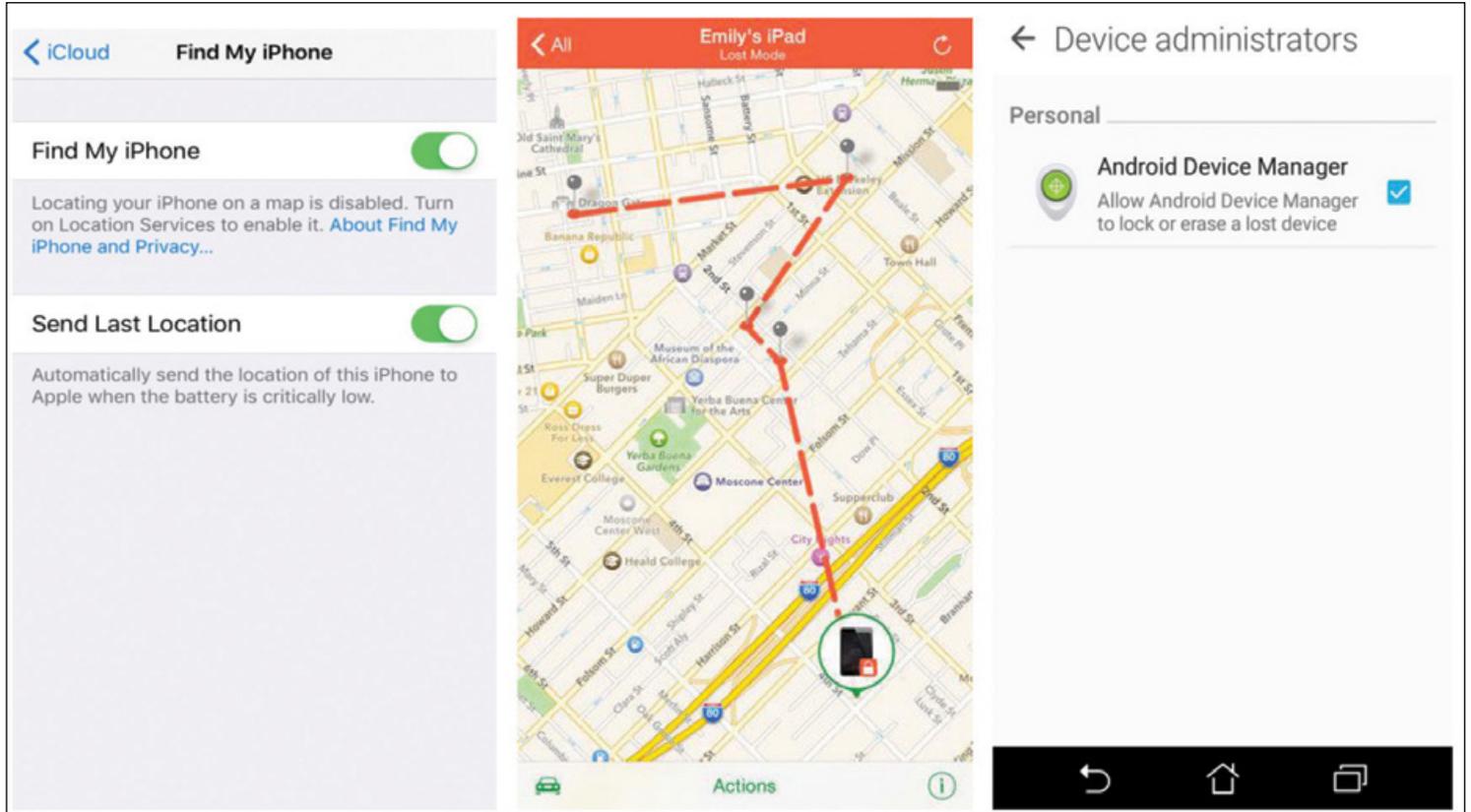
## (B) Best practices:

Cyber criminals continue to look for ways to exploit vulnerabilities in operating system, applications and software from which they are trying to capitalize on security flaws before manufacturers find and patch them.

Research shows that there are more than 3,00,000 (approx.) vulnerabilities detected on the android platform itself every six months.

**The following are the industry best practices to protect your mobile device and data.**

1. Regularly update the operating system and applications as soon as it is available. ie. OS Patches and upgraded versions.
2. Use default security features that are available in the mobile phones like a. Anti-theft applications, b. Location finder, c. Remotely erase the data, etc.,



(a)

(b)

(c)

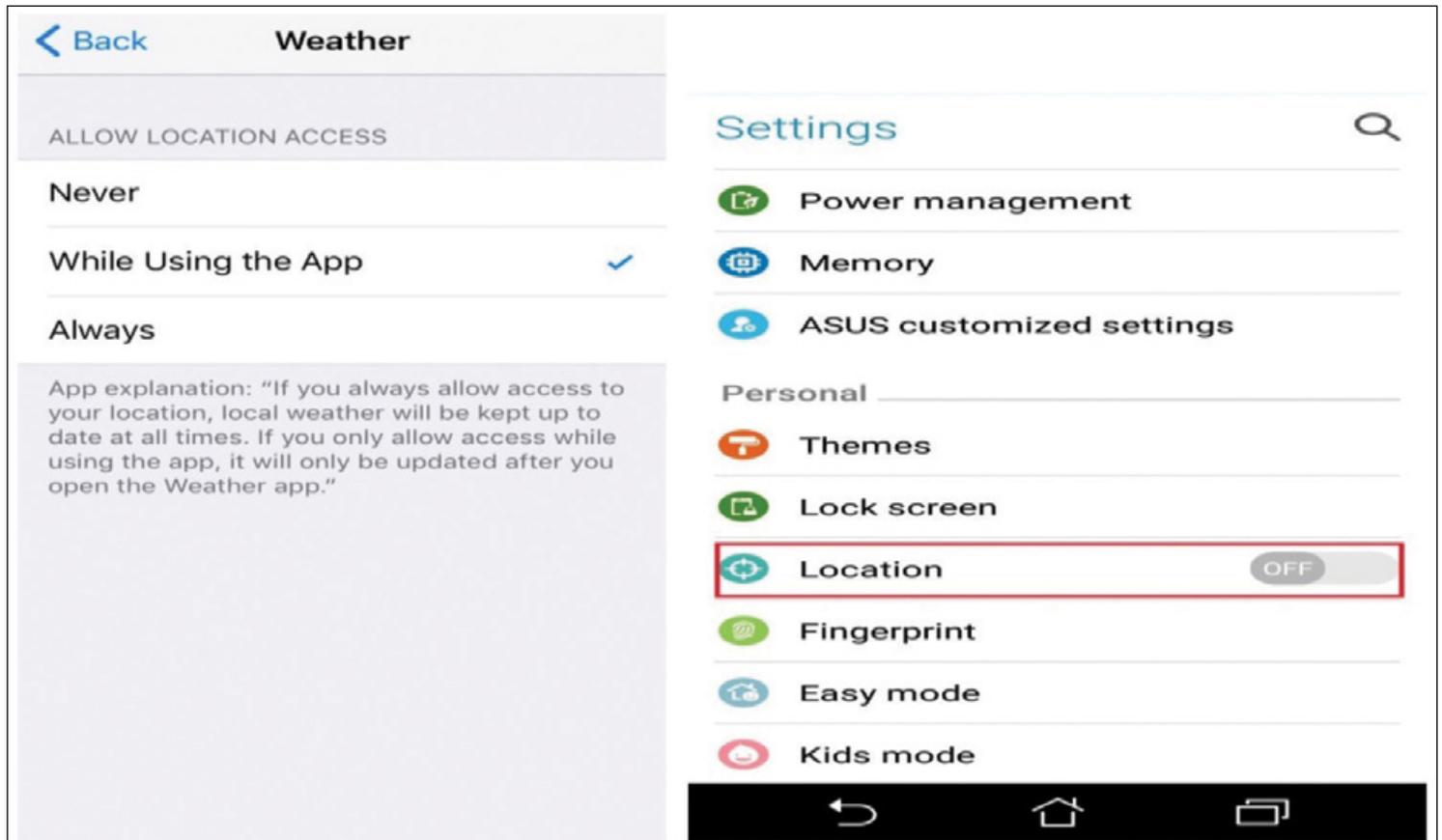
3. Location access services or mobile setting which is usually part of the setting features to determine a user location, which may be the cause of concern.

By setting “Never” permission in IOS devices it prevents malware ridden application running in the background from stealing devices location information. In IOS you have options (refer below screen shot of 1. Apple IOS – Location setting), in android mobile phone you may not have option but you can block the location completely if you want (refer below screen shot of 2. Google Android – Location setting).

6. Don't open unknown senders' unsolicited calls, links or messages. The attackers use a variety of methods to get users to download malware or capture personal information. Please validate the inputs before opening.

7. Set automatic locks on mobile devices and strong passcode. If a device is lost or stolen the strong password prevents anyone to access personal information.

8. Avoid giving personal information to applications, websites and social media.



1. Apple IOS – Location setting

2. Google Android – Location Setting

4. Avoid using unsecured public Wi-Fi networks. Connecting to them can expose the mobile devices to multiple risks and to loss of financial data, personal information leakages. It is better to connect through VPN (virtual Private network) for secure online data transmission.

5. Download applications only from trusted sources, potentially harmful application are still the biggest threat to mobile (android) users. Some applications are developed by using malicious codes. Before installing, the user should perform due diligence and validate that this applications are legitimate.

9. Make sure to use privacy setting on social media application and manage online updates / sharing.

10. Installation of Anti-virus software to increase the protection capabilities which will identify known threats and prevent them from damaging mobile devices or compromising data.

11. Use strong password and do not use easily guessable and dictionary words.

12. Take regular backup every 30 days and initiate/ enable smart storage setting on a mobile phone.

13. Do not keep open the mobile data during the night time / during long inactive period.

### (C) Corrective Measures:

When you come to know that your mobile phone is compromised, you need to ensure that it is prevented immediately and not continue to get these attacks. You may do the following simple activities:

**First**, you need to isolate / disconnect the mobile phone from the internet connection or network.

**Second**, validate the impact of the damage, back up the data on the other media (USB, portable hard disk, laptop, desktop or servers or Google Drive, etc.,) then

**Third**, delete the data/application and OS. If required format the OS.

**Note:** word of caution while restoring the data from the storage devices, please be aware that you need to remove the malicious code or software from the storage.

**Fourth**, initiate legal action if required as part of regulation. Register a complaint to the local police station or cybercrime wing which will help you to get compensation from insurance companies and legally you can prove a point that you had a problem with your mobile phone during these periods if any illegal transaction happened.

### (D) Detective Measures:

You need to check your mobile phone at regular intervals whether your mobile phone is compromised or not. There are some symptoms and signals that will reveal whether your mobile phone is compromised or not. Some of the simple and common symptoms of detections are check the internet traffic on your mobile, battery life getting shorter, always the mobile phone getting warm, more

data usage (check your data usage pattern), presence of new applications, incoming calls are diverted or redirected to another phone(check your call history).

### (E) Entry level (Preventive) Protection:

Prevention is better than cure; user may consider some of the preventive activities: use very strong password lock for mobile phone and sim to lock the mobile phone screen, and you can also consider on-screen pattern locking system.

- Consider locking of your applications, certain smartphones come with the built-in locking application functionality.

**Eg: Paytm has built – in locking features.**

- Download application from trusted sources, check the privacy policy of the application, access request confirmation is not relevant to the application functionality deny the access.

**Example: If a payment application has access to your phone's camera, obviously you know that it is not required.**

- Install Android device manager and it will be useful to locate your mobile device and can also be used to reset the factory setting remotely when you lose your mobile phone.
- Install Google authenticator functionality to add an extra layer of security to your accounts. Also this provides two factor authentication, time –bound authentication for logging into accounts, and also works offline.
- Install anti-virus software to protect known vulnerabilities and avoid using unsecured public Wi-Fi networks.

## Reader's Response

Dear Sir

I enjoyed reading especially the highly motivating article on Swami Shree Sathy BABA's Teachings by Mr. N. V. Subbaraman.

Hearty congratulations.

R Venugopal.

# Gift — Give and Get

**G**iving and getting (Receiving) gifts is an age old custom of people. I should have used the word receiving in the title. I have used 'Getting' because I like alliteration. Christians believe that the original gift was God's gift of his son (Jesus) who was sent to love God's creations and to teach them to love one another. People belonging to the Hindu religion mention the great gift given by Lord Krishna to the poor Sudama. People belonging to Islam also believe that Allah has bestowed plethora of gifts to his people.

These are cases of divine gifts to the people. But now we the people have made it a great custom to give gifts to our friends relations colleagues and others on various occasions like birthday parties, marriages, success in examinations and service to people. When gifts are resented to great men and women for their extraordinary service to humanity such gifts are called awards. Example; The Nobel Prize.

Though gifts are presented with noble intentions of honoring the recipient some unpleasant aspects have sprung up. In order to avoid such problems some people have started a practice of mentioning on the invitation cards particularly those meant for inviting people for wedding receptions "Presents in Presence only" To some extent this a step for avoiding any complications with regard to Income tax.

In recent times a new custom has started. The practice of presenting what are known as Return Gifts. When children go to another child's birthday they present gifts to the birthday baby. The people of the house offer a return gift to the children giving gifts. I remember a joke. A child had to go to the birthday of another child. The mother told the child, "Baby don't forget to thank aunty when taking leave after the party. When the child came home mother asked her whether she had thanked aunty. "No mummy," said the child. "Just as I was going to say Thank you to aunty another child who was before me said it and aunty said, "Don't mention it"

Some people have started a strange practice of giving away the gifts received by them to other people.( when it is their turn to gifts.). This kind of a thing happens when one gets several gifts of the same kind. You can call it recycling of gifts.



When I got married in 1962, I got six electric irons and number of other similar items. Now what to do with the six electric irons? Use one for each day of the week?

Now I have grown up children. When they give a gift to me they warn me, "Daddy this is a gift for you. Please don't give it away as you are wont to. I tell them that I thank them profusely but they should not dictate to me what I should do



**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, Yogasksbema, Vinoda, etc.*

with the gift given to me. A gift given to me becomes my property and none else can have any right on it. I would rather give them away to my friends or colleagues rather than simply accumulate them. "OK then you won't get any more gifts from us" They say such a thing but when again an occasion comes they do give me gifts.

Sometimes this exchange or recycling of gifts lands people in an awkward position. One may get a gift (given by him) back when he is in a receiving mode.

Another peculiarity of gifts is that sometimes people offer gifts which appear to be a reputation. A priest studies the Bible for 10 to 14 years and at the time of his ordination a friend gives a Bible to him. This reminds me of the idiom carrying coal to Newcastle.

While giving gifts people do think a lot about whether the gift is suitable, whether it matches the value of the gift received by them earlier (in terms of value). Sometimes a rich man may give a very valuable gift to his driver. When the time comes for the driver to give the rich man a gift the driver is likely to worry a lot as to how his gift may match the gift given by the boss. The simple solution in such a case is to totally give up the comparison. Give what you can. Give it with all sincerity. Put your best wishes and prayers with the gift. That is that! Do not for heaven's sake say things like "I don't know how far this little thing will be suitable for a person like you and such silly things. Remember:



SOME GIFTS ARE BIG.  
OTHERS ARE SMALL.  
BUT THE ONES THAT  
COME FROM THE HEART  
ARE THE BEST GIFTS  
OF ALL.  
- TINKU RAZORIA



IT IS NOT THE GIFT,  
BUT THE THOUGHT  
THAT COUNTS.

HENRY VAN DYKE

## Gift Means Give In Full

Gifts are given not only on important occasions but also on casual occasions also. A friend may bring a gift when vesting another friend at his home. On such occasions the friend and especially the lady of the house is likely to say, "Why Francis, all this trouble. Your visit itself is a gift for us" Many say such things as a mere lip service. Sometimes friends come from foreign countries where they have gone for work. It so happens that the person forgets to carry a gift or plans to take a gift on the next time. The lady is likely to say as an epilogue to the friends visit, "The fellow never seems to have thought of bringing a gift. I don't want any gift baba, but the fellow could have put a few chocolate at least in the hands of the children"

In the olden days there was a custom of giving gifts to holy men who taught religion and morality. It was called "Dakshine" I am sure you remember the Dronacharya and Ekalavya episode.

Nowadays there is a custom of giving gifts to people retiring after long service in an office. A gift given on such occasions is called a memento. Once a friend argued that the term should be called memento. But he was told that it is memento and not memento because it refers to memory of an important Occasion. The retiring person also says something like what the woman said about chocolates. "What is the necessity for this?" The love and affection showered on me by all of you itself is the greatest memento for me.

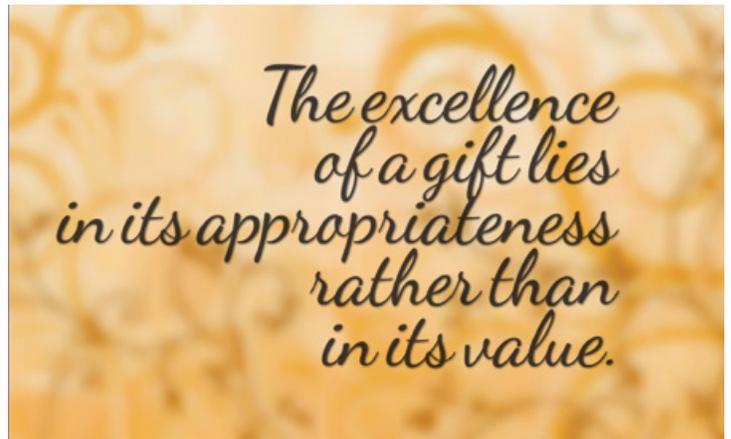
I am not sure whether the retiring officer did enjoy so much love and cooperation from his colleagues while he was in service.

Sometimes boys play pranks with the so called gifts. They give a box to a young lady and say "This is a gift for you". When the girl opens the box eagerly a snake pounces out of the box. . The girl is flabbergasted. It will take a long time for her to find out that it was a rubber snake! I have a feeling that she is likely to hate anything made of rubber.

There is an adage: Do not count the teeth of a gift horse" The advice is to accept the gift gratefully and gracefully without looking at the monetary value. A gift is given out of love. Don't try to place money value on it. It seems the teeth of a horse indicate its rough age.

On one occasion a very funny, rather an awkward situation arose. A friend of mine and I were going to a common friend's house for a birthday party. Somehow my friend had not brought a present. Perhaps he wanted to give cash in a cover. Since I had one or two things to carry my friend offered to carry the gift which was in my hand. When we reached the party house my friend handed over the gift (my gift) to the hosts. (Perhaps without realizing that I had to present the gift). Wonder what the hosts thought. They might have seen the actual fact when they opened the packet?

There is now an innovation in gift giving. People nowadays gift you with gift vouchers. You can go to the shop and get any item you like. This is no doubt a fine idea. But there is one small problem. The recipient may



sleep over the matter and forget to go to the shop to and collect the gift. Would it be a helpful thing to indicate the last date for collecting the gift?

A recent development in the gamut of gifts is that gifts have become somewhat commercialized. Gifts are offered galore by producers of goods to their buyers. Buy one, take one free is the perennial slogan nowadays. Another type of hidden gifts is 10% or 25% increase in the quantity sold in many cases like toothpaste, creams and so on.

To conclude I would like to mention that gifts need not be merely material things. When a person is an accomplished individual we say he is a gifted person. We also use the word gift in an idiom 'Gift of the Gab'

## WANT TO EARN ADDITIONAL INCOME DURING YOUR SPARE TIME?



think different,  
explore your options  
earn something extra

FOR FURTHER DETAILS  
+9198405 99888

## Case Study

# H<sub>2</sub>NO: Just say No to H<sub>2</sub>O

## Ethical Dilemma in Suggestive Selling

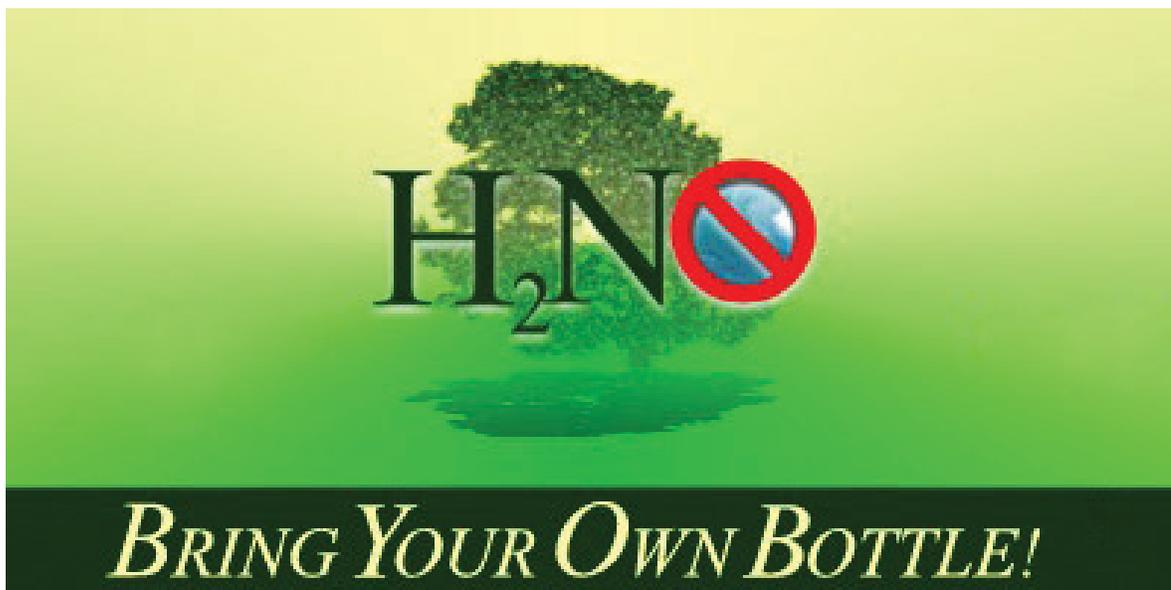
**S**uggestive Selling, as defined by some marketing gurus, is getting the customer to consider a purchase he/she might otherwise have not thought of or made without a perceptible influence and push from the seller. Suggestive selling has the potential to grab a greater share of the wallet of the customer than in the course of normal business.

While this method is considered a very efficient form of selling from a management perspective, does it involve tricking the customer into buying something he could otherwise consume for a very low cost or even free in some instances? Is it ethical to sell him something that he does not need in the first place or where a cheaper equivalence is readily and immediately available? Is creating an experience around consuming an ordinary product of a lower value and thus artificially creating a non-existent value justify selling it for a much higher value?

To illustrate this dilemma, let's consider the case of Coca-Cola's aggressive campaign to sell their bottled water in restaurants in the US in the early part of this century.

Coca-Cola unleashed a campaign in 2001 in the US that intended to lure Coke consumers to drink their bottled water instead of normal tap water in restaurants. This campaign, interestingly titled H<sub>2</sub>NO, suggested that restaurant customers should say NO to water and instead order Coke's bottled water named 'Dasani'. Coke trained waiters in restaurants to use 'suggestive selling techniques' to push this alternative beverage when diners asked for water.

Coke's logic was that customers asked for tap water more out of habit because 'it is what they have always drunk in the past' and tap water contributed to a dull dining experience. The Company premised that an alternative beverage would greatly enhance the diner experience.



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.*



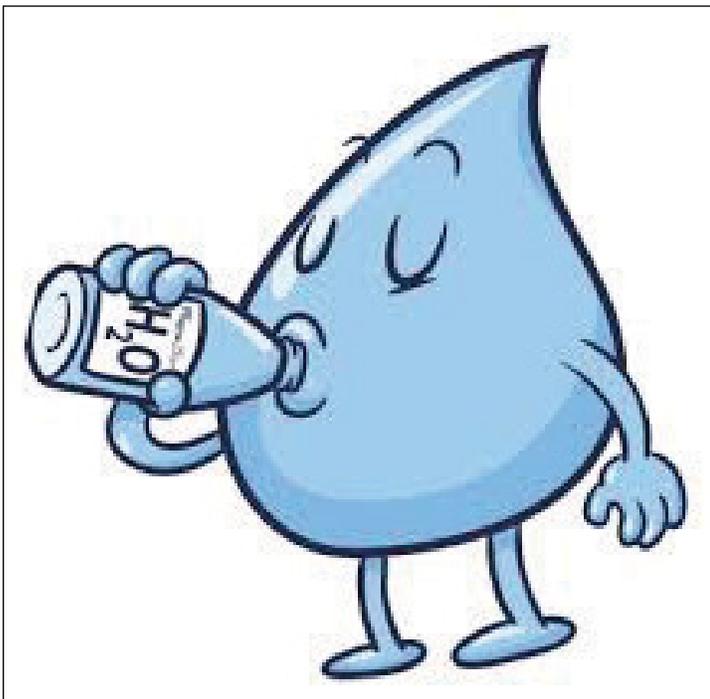
Mr. Chandrasekaran

*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, Welingkar's, 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.*



This campaign was aimed at influencing the diners to abandon their 'default choice' of tap water and 'enjoy' *Dasani*. Coke impressed upon the restaurants that alternative beverages like Dasani would lead to higher 'over all higher check averages' and greater profits. 'Less water and more beverage choices mean happier customers'. To strengthen this campaign, Coke also developed an employee incentive contest and called it 'Just say No to H<sub>2</sub>O'.

Interestingly, all participating restaurants achieved significant increases in beverage sales and reduced consumption of tap water thus proving the premise of Coke. As a collateral benefit, waiters of these restaurants also learnt the skill of 'suggestive selling' which they could employ on other offerings on the menu of the restaurants as well.



Expectedly, there was a huge uproar in the social and mass media which decried H<sub>2</sub>O. Some reports indicated that Dasani was in reality just filtered tap water but by just packaging it and selling it through aggressive marketing, Coke profited by about 2500%. *Corporate Accountability International* criticised the aggressive campaign that views 'tap water as an impediment to increased profits'. According to the media, the labels on the bottles did not indicate that the contents are simply tap water.

In response to regulator's queries, Coke confirmed that *Dasani* was water purified from the mains supply. But they also said that they employed a 'highly sophisticated purification process' that removed all impurities such as 'bacteria, viruses, salts, minerals, sugars, proteins and toxin particles'. Thus they claimed that Dasani water was 'as pure as bottled water gets' which they said justified the H<sub>2</sub>O campaign.

But very soon thereafter, in a hurried move that surprised management pundits and without much fanfare Coke shut down its public relations portal that had earlier bandied the success of H<sub>2</sub>O. Is it a tacit acknowledgement of Coca-Cola about the ethical infringement of selling *Dasani* in a suggestive way?

Many management purists would think so.

What do you think?

# Hello to Hai!

**N**obody hears 'Hello' now-a-days. It is 'Hi' or 'Hai'. Even the son addresses his Father as 'Hai'. Similarly the usage of 'Friend' is no more- it is either 'Guru' or 'Boss'.

No more 'Colleagues', now it is 'Guys'. The youth may even address Gods too like 'Hai Balaji!' or 'Hi Shiv!', when they enter Temples!

## Changing Times

'Hello' was extensively used when hand device Telephone instrument was there. People shouted 'Hello, Hello' umpteen times before getting connected to the person at the other end. Often the other speaker got bored up and barked "Please speak- going on repeating 'Hello!'" This mostly took place after 10 pm as the trunk calls rates were cheaper, leading to disturbing of sleep of neighbors or even the entire street.

For people like me working as a marketing official in a Public Sector Insurance Company, every fortnight end used to be a nightmare. We were expected to convey the new business insurance figures to our Divisional Office from our Branch Offices by about 12 noon on the next working day- say 16th or 1st. I used to come to the Office at 9 am that morning- half asleep because I had gone home the earlier day only after mid-night after completion of the work. From this time onwards, I could not move from my seat even for the calls of Nature, since the trunk call could materialize at any time- if I was not there, the call would be cancelled and I might have to book it again- skipping lunch was common during those days. If you could get the call before 5 pm on the same day, you could consider yourselves lucky! Further the line should be clear for the other person to hear the figures correctly- some times you may have to shout so much that the person at the other end could hear even without the telephone instrument! The worst tragedy some times would be to get the trunk call late at 10 pm and the other person saying that he was very tired and was leaving home and I could give the figures the next day- the whole drama begins at 9 am the next day!

This situation was not only for Branch Managers working at the lower level but also for our Superior Officers working at the Divisional Offices. They are supposed to question us for low new business. They would find that the telephone lines did not become clear when the performance topic was taken up- till then the connection was good! The Superior used to get fed up and the line was to be cut off, as there was no other alternative. One intelligent

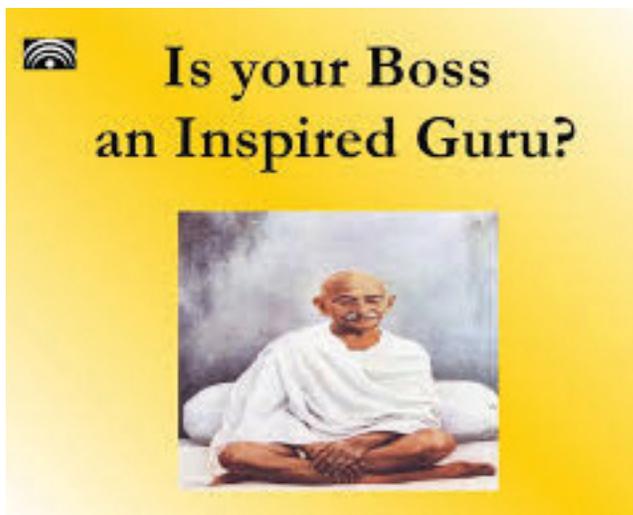
Officer did a trick- he changed the topic to the sales incentives that were sanctioned to the Branch Manager and lo! The telephone line became terribly clear! Now the Branch Manager used to plead "Tell me the exact amount of my incentive... tell me Sir..." Now the Superior replied " You said the connection was not audible enough". No Sir, it is all so clear as if I am sitting in front of you Sir...the BM almost begs. " Let's discuss the new business first" said the Marketing Manager!

Some Branch Officials were cleverer that even getting them on telephone line



**R. Venugopal**

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





automatically- not like the present days when people talk for hours.

## The Present Age

Now the old, black instrument is nowhere to be seen- even here a lot of improvements came like sleek ones, colored ones, cordless ones and phones with id caller arrangements, provisions like calling back facility and leaving messages.

was difficult. They had a code language with their better-halves at home in this respect. The BM would never take the phone first. His wife would take and ask for the identity of the caller in an innocent way and then will repeat the caller's name or designation- In India, many superiors will mention their designations in initials like MM SDM ZM etc only and not their actual names- this practice has not changed till today- and the BM's wife would repeat it loudly and depending upon her husband's code language, she would give reply accordingly! Once the wife was not at home and the Officer instructed his 5 year old son to say that his Father was not at home. The phone call came from the MM- the boy faithfully replied " My Father says that he is not at home"!

But nothing could stand before the all purpose mobile instrument.

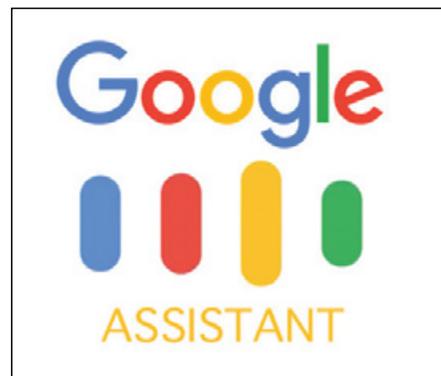
Initially mobiles came only for talking when you were away from home or office. Now they have become multi-purpose equipments- like receiving mails, sending messages, down loading songs, stories, films and what not. A person can remain peaceful even without his wife and family but not without his mobile. If he has forgotten it at home, he becomes mad. He is with it at all places including the bath room. Like many other technical advancements, here also Man has become a slave to the usage of the mobile. The old telephone instrument is to be kept only in the Museum in the future.

Another interesting fact was that even this telephone facility was not available freely- people often waited for months and years. So the house which this instrument in the area became the cynosure of all eyes- all neighbors would come for phoning for some urgent purposes- many gave your phone number as the P.P. Number ( Particular Person ) in their visiting cards. At night, they would come and ask " Any phone calls for me Uncle?" But nobody became angry or irritated- it was a community living. Of course, some times these kind of situations led to love marriages too!

I am not against the mobile- I am only against a person becoming addicted to it- yes, it is also an addiction like smoking and drinking.

Before dialing came, there used to be an operator who would connect you with the number you wanted- very strangely, all these telephone operators had a grumpy and fierce voice- may be, they were specially trained for the same!

Again the trunk calls had a rationing system- you could not speak for long- at the end of three minutes, the gruff voice would intervene and say " 3 minutes over". You would cringe and request- " one extension please" Only maximum of 3 extensions and the line would be cut off



Nowadays only Seniors like me use the word ' Hello'. Somehow I am not comfortable with the words like 'Hi' or 'Hai'. I prefer 'Good Morning' and 'Hello'. Well, anyway, I also may have to change sooner or later.

Sooner the better because there are going to be a lot of substitutes even for human beings like the **Apple's Siri**, **Amazon's Alexa** and the **Google's Assistant**. They are all good friends to my grand sons already! Who knows these apps may replace Grand Parents in the future!

# A New Management Lesson

Once upon a time a tortoise and a hare had an argument about who was faster. They decided to settle the argument with a race. They agreed on a route and started off the race.

The hare shot ahead and ran briskly for some time. Then seeing that he was far ahead of the tortoise, he thought he'd sit under a tree for some time and relax before continuing the race. He sat under the tree and soon fell asleep.

The tortoise plodding on overtook him and soon finished the race, emerging as the undisputed champ.

The hare woke up and realized that he'd lost the race.

The moral- "Slow and steady wins the race. This is the version of the story that we've all grown up with."

## The Story Doesn't End Here

The hare was disappointed at losing the race and he did some soul-searching.

He realized that he'd lost the race only because he had been overconfident, careless and lax. If he had not taken things for granted, there's no way the tortoise could have beaten him. So he challenged the tortoise to another race.

The tortoise agreed. This time, the hare went all out and ran without stopping from start to finish. He won by several miles.

The moral - "Fast and consistent will always beat the slow and steady."

It's good to be slow and steady; but it's better to be fast and reliable."

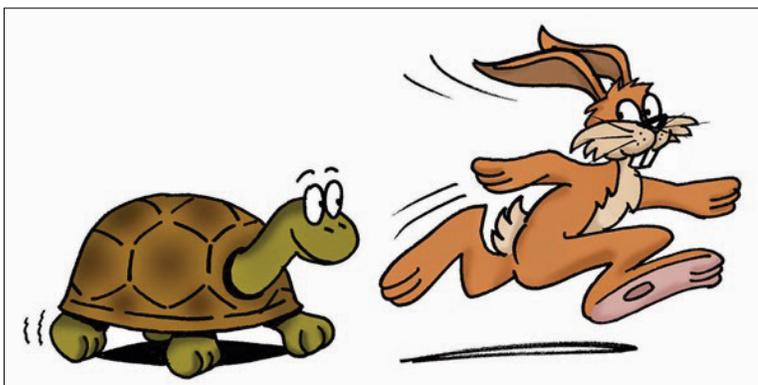
## The Story Doesn't End Here

The tortoise did some thinking this time, and realized that there's no way it can beat the hare in a race the way it was currently formatted.

It thought for a while, and then challenged the hare to another race, but on a slightly different

route. The hare agreed. They started off. In keeping with his self-made commitment to be consistently fast, the hare took off and ran at top speed until he came to a broad river. The finishing line was a couple of kilometers on the other side of the river.

The hare sat there wondering what to do.



Jayprakash B. Zende

*Consultant in employee  
involvement  
& freelance trainer*

In the meantime the tortoise trundled along, got into the river, swam to the opposite bank, continued walking and finished the race.

The moral - "First identify your core competency and then change the playing field to suit your core competency."

### **The Story Still Hasn't Ended**

The hare and the tortoise, by this time, had become pretty good friends and they did some thinking together.

Both realized that the last race could have been run much better. So they decided to do the last race again, but to run as a team this time.

They started off, and this time the hare carried the tortoise till the riverbank. There, the tortoise took over and swam across with the hare on his back. On the opposite bank, the hare again carried the tortoise and they reached the finishing line together. They both felt a greater sense of satisfaction than they'd felt earlier.

The moral - "It's good to be individually brilliant and to have strong core competencies; but unless you're able to work in a team and harness each other's core competencies, you'll always perform below par because there will always be situations at which you'll do poorly and someone else does well.

Teamwork is mainly about situational leadership, letting the person with the relevant core competency for a situation take leadership.



Note that neither the hare nor the tortoise gave up after failures. The hare decided to work harder and put in more effort after his failure. The tortoise changed his strategy because he was already working as hard as he could."

In life, when faced with failure, sometimes it is appropriate to work harder and put in more effort.

Sometimes it is appropriate to change strategy and try something different.

And sometimes it is appropriate to do both.

**Readers are requested to send their management related questions.**

**IMPACT** will get replies from management experts.

**Send your questions to:**

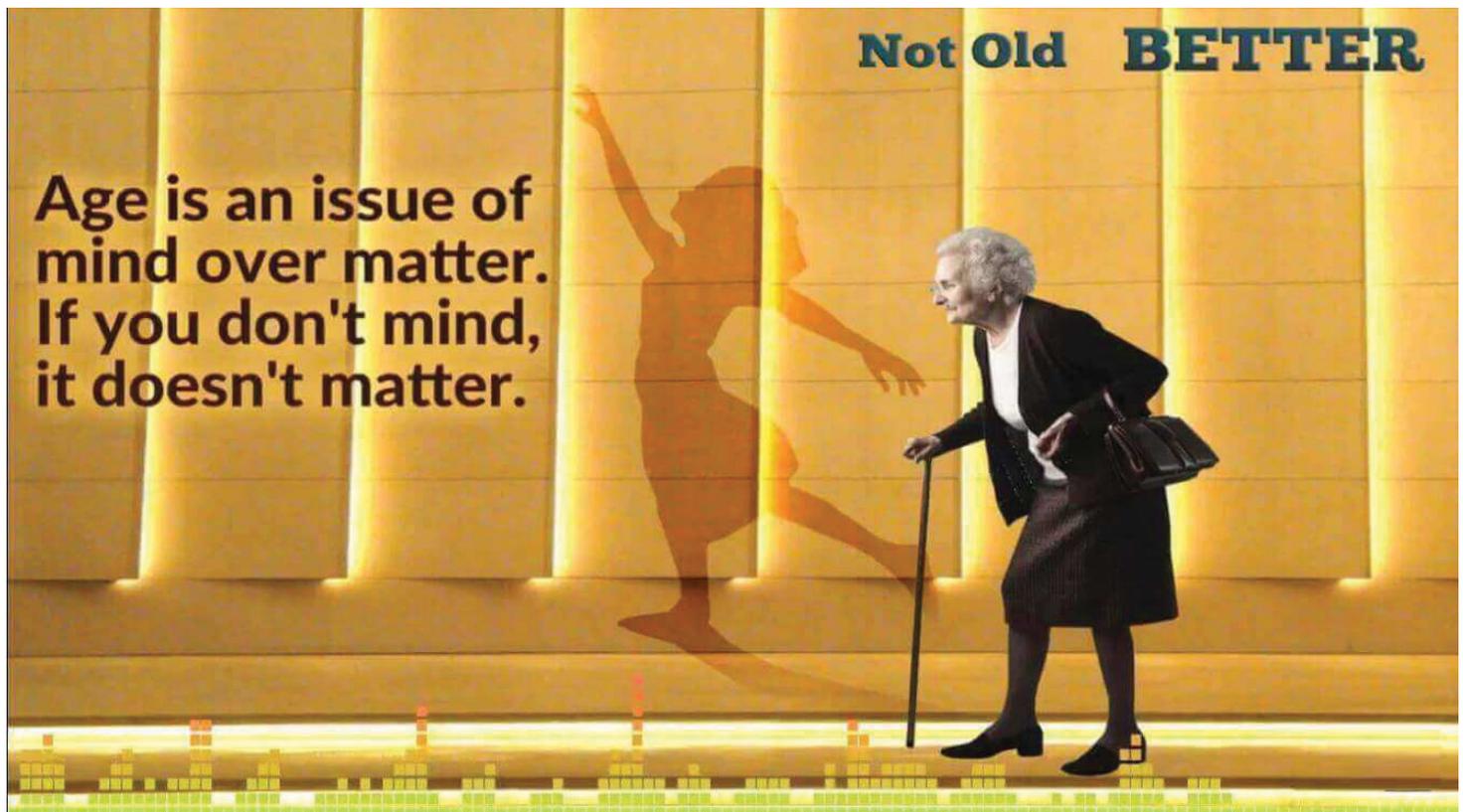
**[impactjournalindia@gmail.com](mailto:impactjournalindia@gmail.com)**

## George Carlin on ageing!

# If you don't Read this to The Very end, You have lost a day in your Life.

### HOW TO STAY YOUNG

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctors worry about them. That is why you pay them.
2. Keep only cheerful friends. The grouches pull you down.
3. Keep learning. Learn more about the computer, crafts, gardening, whatever, even ham radio. Never let the brain idle. 'An idle mind is the devil's workshop.' And the devil's family name is Alzheimer's.
4. Enjoy the simple things.
5. Laugh often, long and loud. Laugh until you gasp for breath.
6. The tears happen. Endure, grieve, and move on. The only person, who is with us our entire life, is ourselves Be ALIVE while you are alive.
7. Surround yourself with what you love , whether it's family, pets, keepsakes, music, plants, hobbies, whatever. Your home is your refuge.
8. Cherish your health: If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.



AS WE GROW OLDER  
AND WISER, WE BEGIN  
TO REALIZE **WHAT WE  
NEED** AND WHAT WE  
NEED TO **LEAVE BEHIND.**  
SOMETIMES WALKING  
AWAY IS A STEP  
**FORWARD.**

AUTHOR UNKNOWN



And, if you don't send this to at least 8 people - who cares? But do share this with someone. We all need to live life to its fullest each day!!

"Life's journey is not to arrive at the grave safely in a well preserved body, but rather to skid in sideways, totally used up and worn out, shouting '...man, what a ride!'"

By George Carlin's

9. Don't take guilt trips. Take a trip to the mall, even to the next county; to a foreign country, but NOT to where the guilt is.
10. Tell the people you love that you love them, at every opportunity.

AND, ALWAYS REMEMBER:

"Life is not measured by the number of breaths we take, but by the moments that take our breath away"

## Management Wisdom Quotes

**Good, better, best. Never let it  
rest. 'Til your good is better and  
your better is best.**

St. Jerome

# Free yourself from Limiting Beliefs

**B**eliefs are simply ideas or principles that we judge to be true. Some of our beliefs can lift us up and help us get through hard times, while other beliefs, often called limiting beliefs, stop us from achieving the life we really want.

Our limiting beliefs come from a variety of places, including life experiences, friends, and family, and there is one thing they all have in common - they can be smashed to pieces and removed from our paths in life - if we choose to do so.

## Why Do We Have Limiting Beliefs?

The only thing that can ever hold you back in life is your limiting beliefs. But, even though you may have some limiting beliefs, you did not pick them up in life in order to hold yourself back from going after your dreams and goals; instead, you picked them up from various experiences that you have had.

Conversations with people, observations of your experiences, and outside influences all created your limiting beliefs.

For example, your parents probably told you that money doesn't grow on trees (or something like that), and from this constant reminder of how hard it is to make money, you may have developed the limiting belief that you have to go to school for four years in order to make any kind of decent money.

The worst of all beliefs are *self-limiting beliefs*.

If you believe yourself to be limited in some way, whether or not it is true, it becomes true for you. If you believe it, you will act as if you were deficient in that particular area of talent or skill. **Overcoming** self-limiting beliefs and self-imposed limitations is often the biggest obstacle standing between you and the realization of your full potential.

That limiting belief may hold you back from seeking out ventures that could be lucrative because, well, what's the point of doing it if you don't believe it will work out?

## How To Start Changing Your Limiting Beliefs

You must be able to recognize your limiting beliefs. You can usually recognize them because they hold you back from doing something, they often come with a justification behind them, and they make you feel bad or disempowered.

For instance, "I can't submit my application there because I would never get hired at a

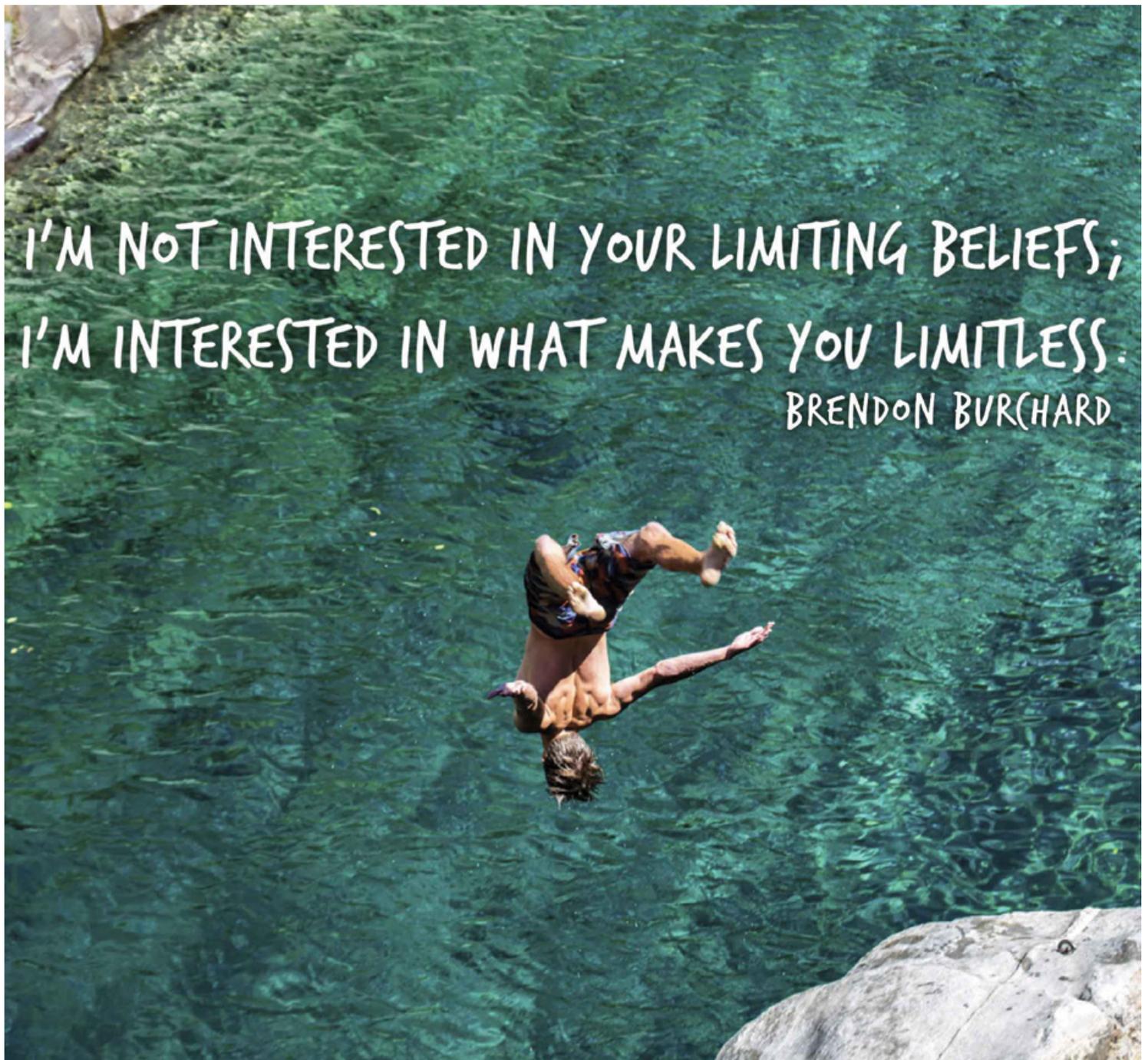


**Dr. K. Balasubramanian**

*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.*

# THINGS YOU NEED TO OVERCOME TO BE SUCCESSFUL 10

- 1 PROCRASTINATION** Just remind yourself that the more you feel about a specific task, the more certain you can be that that task is important to you and your growth.
- 2 LIMITING BELIEFS OF OTHERS** “That’s too hard”, “That won’t work” Remember, if everyone listened to the negative advice of others no one and nothing would really progress in this world.
- 3 BAD ENVIRONMENT** Jim Rohn once said “You are the average of the five people you spend the most time with.” Don’t hesitate to limit time or to cut off those who continually drag you down.
- 4 LACK OF MOTIVATION** Have a strong image of WHY you want to be successful
- 5 PART-TIME DEDICATION** To be successful you have to continually work towards your goals and not only when it’s convenient for you, or when you have nothing else to do.
- 6 TIME IS LIMITED** Every minute wasted is another chance gone to move closer to your dream goal.
- 7 LACK OF SPECIFIC GOALS** Remember there are no lazy people, just people lacking goals.
- 8 SETTLING FOR LESS** Why do you think you don’t deserve the best?
- 9 LACK OF PERSISTENCE** You forget that most successful people are overly persistent in reaching their goals and dreams.
- 10 FAILURE** Treat all failures as lessons, they are just stepping stones you must pass on your journey toward success!



place like that," is an example of a limiting belief. You are telling yourself that you could never get hired at a place you desire, and that holds you back from applying for the job, and it also makes you feel bad about yourself.

Another limiting belief would be, "Life is hard!" Again, this limiting belief can affect the way you feel about life and whether or not you want to go after your dreams or just throw up your hands and give up.

Technically, recognizing your limiting beliefs is the most important step to getting rid of them. Once you

see them as limiting, you will have hard time convincing yourself that they are totally true, and you will naturally start to turn them into more empowering beliefs.

For instance, when you catch yourself saying, "I would never get hired at a place like that," you will stop and question yourself to see if that is true. You may tell yourself that with the right experience (or even luck) you could get hired at a place like that, and your limiting belief will start to lose its validity and fade away forever.



**LIVE  
ENVOLVE**

**Welcomes You**

**to**

**Online Advertising Portal**

**for YOU to**

**Get More Assured Business!**

For Further Details Contact: [infoatenvolveevolutions@gmail.com](mailto:infoatenvolveevolutions@gmail.com); [envolveevolutions@gmail.com](mailto:envolveevolutions@gmail.com).

Phone: +919428067508

# What is Social Media Content Curation?

**A**s a digital marketer, you've spent the last few years building up your follower base on social media platforms like Facebook, Twitter and LinkedIn. Now that you've got thousands (or even millions!) of fans, how do you keep them engaged with your brand?

Sure, you could talk about your own products all day long. Your company is amazing, right? The problem is that every company thinks that they're great, too. And this leads to a lot of noise, which in turn causes your potential customers to tune out.

To maintain and grow your social media base, brand marketers need to think beyond white papers, promotional gimmicks and product hype. And the only way to keep your fans hooked in the long run is to provide relevant, quality news content that your customers actually want to read and share. That's where social media content curation comes into play.

So what is Social Media Content Curation?

Social media content curation is simply filtering through all the interesting content across the web and sharing the best news, articles, videos and infographics on your social channels.

Why should my brand curate content on social?

Many brands are already taking advantage of curated news content on their owned and operated websites, and curation on social media is a natural extension of those efforts. Fresh journalism will make your brand relevant in your followers' social streams. Curated content also allows you to scale your campaigns with the pace of the web, without exhausting all of your resources on original content.

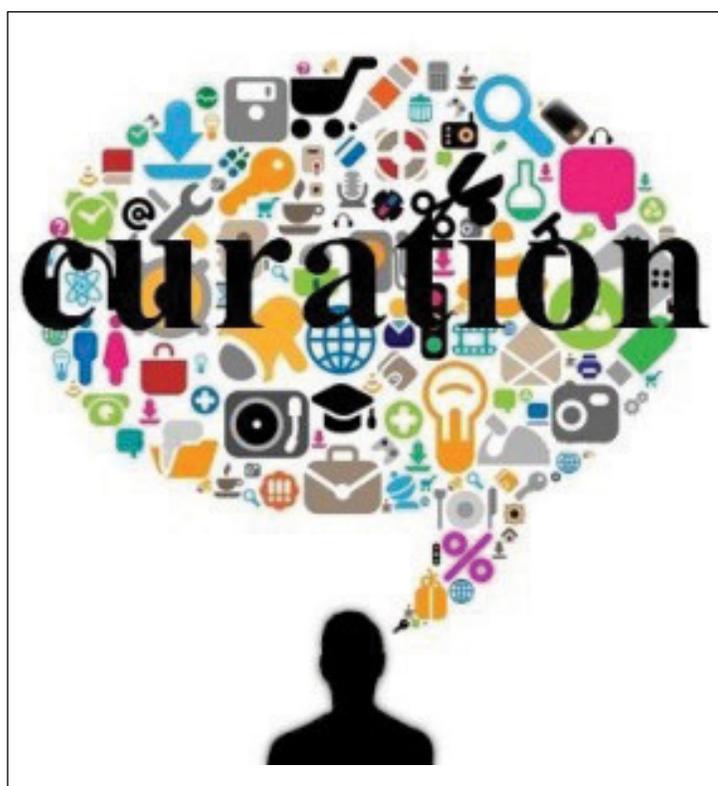
For B2B brands, the goal is typically to become a recognized thought leader on channels like LinkedIn. Posting high-quality news content demonstrates that your brand is on top of all major industry trends.





B2C brands can use curated content to show their personality on Tumblr or Pinterest, while attracting new followers with viral-worthy posts. Savvy marketers will share links that send quality traffic back to the sites they manage, rather than sending users away to another site (you'll need to license content if you want to publish full articles from third-parties on your site).

Regardless of your marketing objectives, you need compelling, timely content to join the conversation. And if you earn a reputation as a top content curator, you can start hosting the conversation on your pages - just as a publisher would.



How do I find the best content for my brand?

Brand managers could just dive in and see what types of content resonates on their social channels. But most brands will want to develop a content strategy first so that there is a plan and basic guidelines for everyone on the team. Social media is a two-way conversation that no one can control and having a content strategy helps minimize risks to the brand's overall equity.

When we develop content strategies for our Fortune 500 clients at NewsCred, we start with an audit of existing owned content assets (articles produced in-house, product guides, videos etc.), and then analyze the brand's target audiences. We also look at other thought leaders in the brand's sector for inspiration and note which news articles get the most shares and likes. This informs our game plan to hit the marketer's objectives and engage the brand's audience over the course of the campaign. The content strategies we develop will also inform the proper ratio of original vs. curated content for each social media channel. The end result is an editorial guide that includes a curation playbook for social media managers.

After your brand has developed its content strategy, you'll likely seek out a marketing technology solution that suggests the perfect news articles for social. Platforms like NewsCred use powerful algorithms to identify the best articles based on a variety of factors like the quality of the sources and the significance of trending topics. Once you combine curation technology with quality content, your brand will be ready to take its social campaigns to the next level.

By Stefan Deeran

courtesy: <https://m.huffpost.com/us/entry/3383706>

# Enhance your Profitability and Market Share...



- **Marketing & Advertising Consultancy**
- **Event Management**
- **Corporate Financial Assistance**
- **Psychological Services**
- **Custom Made Software**

*from*



**Contact:**

URL: <http://resourceindia.co.in>

Email: [inforesource@gmail.com](mailto:inforesource@gmail.com) ;

[info@resourceindia.co.in](mailto:info@resourceindia.co.in)

ISBN

