

IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



IMPACT Congratulates The Women Achievers



Greetings from **IMPACT**



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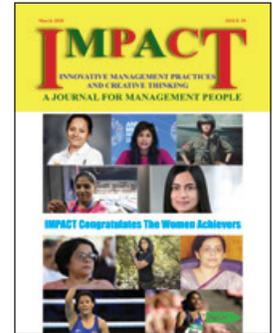
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Dear Readers,

The name of March comes from Martius, the first month of the earliest Roman calendar. It was named after Mars, the Roman god of war, and an ancestor of the Roman people through his sons Romulus and Remus. Many other cultures and religions still celebrate the beginning of the New Year in March.

Welcome to the third month of the year—or, if you were born before 150 B.C., the first! According to the oldest Roman calendars, one year was ten months long, beginning in March and ending in December. It may sound crazy, but you can still see traces of this old system in our modern calendar: because December was the tenth month, it was named for the number ten in Latin (*decem*), just like September was named for seven (*septem*). So, what about January and February? They were just two nameless months called “winter,” proving that winter is literally so awful it doesn’t even deserve a spot on the calendar.

Thanks to Shakespeare’s *Julius Caesar* we know it for another reason. Supposedly, in 44 BC, a seer told Julius Caesar that his downfall would come no later than the Ides of March. Caesar ignored him, and when the fated day rolled around he joked with the seer, “The Ides of March have come.” The seer replied, “aye, Caesar; but not gone.” Caesar continued on to a senate meeting at the Theatre of Pompey and was summarily murdered by as many as 60 conspirators.

Need more reasons to love March?

YES! 8th March is celebrated world over as International Women’s Day!

IMPACT dedicates this March issue to salute the WOMEN who achieved Success and Glory!

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Barathy on self Victory!

The great patriotic, national poet Mahakavi Subrahmanya Bharathiyar had unbounded patriotism, abundant love for freedom political and more, love for the languages-he was a master of eighteen languages which is not an exaggeration- love for the people and their tradition and culture, infectious 'optimism' and fearlessness.

In this issue, we see his beautiful poem on –“SELF VICTORY”.

Original in Tamil:

ஆத்ம ஜெயம்
கண்ணில் தெரியும் பொருளினைக் கைகள்
கவர்ந்திட மாட்டாவோ?-அட
மண்ணில் தெரியுது வானம், அது நம்
வசப்படலாகாதோ?

எண்ணி யெண்ணிப்பல நாளு முயன்றிங்
கிறுதியிற் சோர்வோமோ? - அட
விண்ணிலும் மண்ணிலும் கண்ணிலும் எண்ணிலும்
மேவு பராசக்தியே! (1)

என்ன வரங்கள், பெருமைகள், வெற்றிகள்
எத்தனை மேன்மைகளோ?
தன்னை வென்றாலவையாவும் பெறுவது
சத்திய மாகுமென்றே

முன்னை முனிவர் உரைத்த மறைப் பொருள்
முற்றுமுணர்ந்த பின்னும்
தன்னை வென்றாளும் திறமை பெறாதிங்கு
தாழ்வுற்று நிற்போமோ? (2)

Transliteration:

AathmaJeyam

KaNNIltheriyumporuLinaikkaigaL
Kavarndhidamaattavao? Ada

MaNNiltheriyudhuvaanam, adhunam
Vasappadalaakaadhoa?
ENNiyeNNippalanaaLumuyanring
Girudhiyirsoarvoamoa? – ada
ViNNilum, maNNilum, kaNNilumeNNilum
Maevuparaasakthiyae! (1)
EnnavarangkaL, perumaigaL, vetrigaL,
EththanaimaenmaigaLoa;
Thannaivenraalavaiyaavumperuvadhu
Saththiyamaagumenrae
MunnaimunivaruraiththamaraipporoL
MutrumuNarndhapinum
ThannaivenraaLumthiramaiperaadhing
Thaazvutrurirpoamoa? (2)





Bharathiyar in this beautiful poem of 18 lines brings about the means and benefits of conquering the self. Yes; he appeals to the all pervading Para Shakthi—the powerful Goddess to bless us with the skills of mastering the self or conquering the soul in the way the ancient Rishis

TRANSLATION

Things that are seen with eyes
 Will not the hands have in its possession?—hey
 Sky seen on the earth
 Will not we see in our possession?
 Thinking again and again, trying day by day
 Are we to get tired? – hey
 On the heaven, on the earth, in the eyes, in the
 thoughts
 All pervading, Great Power Goddess! (1)

What boons, prides, victories,
 How many great things;
 If we conquer selves, all will be ours
 Sure prove to be right
 Great Rishis of yore declared the truth.
 Having understood in entirety
 We get not the skills of victory over the self
 And stand in depression and disgust? (2)

have taught us through the great Vedas. When mastered and conquered, what we see with our eyes in the heaven and earth, in our thoughts and mind, we are sure to achieve. The things that are seen through our eyes, we possess in our hands! Heaven that is seen on the earth will be in our possession!

What great words of wisdom by this poet? Rightly he is called Mahakavi!

Dr. N V Subbaraman

A bilingual poet, writer, trainer, translator, thinker and speaker from Chennai 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 Aksharamanamalai. He was formerly the Deputy zonal Manager, LIC of India.



Why do we celebrate Women's Day on March 8?

The International Women's Day date was moved to March 8 in 1913. ... The day aimed to help nations worldwide eliminate discrimination against women. It also focused on helping women gain full and equal participation in global development. International Men's Day is also celebrated on November 19 each year.

International Women's Day: Gender equality benefits everyone!

The benefits of gender equality are not just for women and girls, but "for everyone whose lives will be changed by a fairer world", the chief of UN Women said in her message for International Women's Day (IWD) at UN Headquarters on Friday, being celebrated in New York, ahead of the official day.

As a "massive year for gender equality", Executive Director Phumzile Mlambo-Ngcuka said 2020 was all about "Generation Equality", in which "we're mobilizing to realize women's rights, and to mark 25 years of implementing the Beijing Platform for Action" – the historic and landmark gender equality plan drawn up in the Chinese capital.

Generation Equality is focussing on issues facing women across generations, with young women and girls at the centre.

"We don't have an equal world at the moment and women are angry and concerned about the future",

she said. "They are radically impatient for change. It's an impatience that runs deep, and it has been brewing for years".

Ms. Mlambo-Ngcuka underscored that girls are disappointed with "the stewardship of our planet, the unabated violence directed against them and the slow pace of change in fulcrum issues like education".

"My greatest impatience is with unmoving economic inequality", calling it "a driver of repeating poverty".

She asserted that policies are needed that promote equality in childcare responsibilities and provide State support to families, and those who work in the informal economy.

Though "radically impatient", Ms. Mlambo-Ngcuka said: "We are not giving up".

She cited as cause for hope, growing support in tackling gender-bias barriers; a "driving will" for change across generations and countries; and that the last 25 years "have shown us what is needed to accelerate action for equality".

'Just women'

Liberian peace activist Leymah Gbowee drew loud applause from delegates at the General Assembly hall celebration. Having worked with former child soldiers in Liberia, she shared a conversation she



had had with a 14-year-old amputee who had been nine when he was recruited.

In a stark revelation of how women are sometimes viewed, he admitted to having committed rape many times saying, “isn’t that what women were made for”?

The activist also explained how the term “just women”, is used to “underrate and undervalue the work of women” and downplay their significance “on a daily basis”.

“We can’t even begin to have conversations about our human security needs because our values have been taken away”, she underscored.

“Just women’ shuts the door firmly on any idea or intention to have a conversation about equality”, but the conversation must be held, she underscored.

Ms. Gbowee stressed that in our unjust and unequal world, gender equality must be more than just numbers, spelling out: “Equality is linked to our collective humanity...to peace and justice”.

She maintained that women’s right require actionable, radical transformation through political will, financial resources and ownership.

In closing, the passionate activist urged women to “reclaim the spaces” they have lost.

“It is time for us to own our issues, we must own our agenda, we must own our narrative...the struggle for equality is a long way ahead, but with young

women on our side, we can surely win”, concluded Ms. Gbowee.

Women on the front lines

Taking the podium, the youngest female Prime Minister in the world, Finland’s Sanna Marin said that her country promotes gender equality as a cornerstone of society.

Turning to inequalities in the labour market, she maintained that “the digital gender cap poses a serious threat to the continued advancement of women and



girls”. And the only way to change this is “to get more girls coding, more women into tech, and more women into office where they can exert influence.

In support of all women and girls’ rights, she said “I will not walk back on the progress we have made... and I will push back on anyone who claims that women do not need to be present in government changes and boardrooms”.

Armed with conviction

Inspired by climate activist Greta Thunberg, 14-year-old Alexandria Villaseñor has staged a climate strike every Friday – for the past 65 weeks.

She said the wildfires engulfing her native California were a catalyst, noting that women are leading the climate movement and “creating the solutions we need for the climate crisis”.



Meanwhile, the Chair of the Commission on the Status of Women, Mher Margaryan, said: “Our world will never be at peace so long as gender equality and an exchange of basic human rights between men and women are regarded as privilege and luxury”.

Trailblazing women warriors

Secretary-General António Guterres bemoaned that 25 years after the Beijing conference, progress on women’s rights has stalled and even reversed.



“Some countries have rolled back laws that protect women from violence; others are reducing civic space; still others are pursuing economic and immigration policies that indirectly discriminate against women”, he said, adding that “bias against gender equality is growing in some countries”.

“I am a proud feminist”, avowed the UN chief. “Only through the equal participation of women can we benefit from the intelligence, experience and insights of all of humanity”.

He spoke at length about unsung women heroes, such as American scientist Eunice Foote who

proved that changes in carbon dioxide could affect the Earth’s temperature and Tu Youyou, who saved millions of lives around by turning to traditional Chinese medicine for a cure for malaria.

“It is more important than ever for men to stand up for women’s rights and gender equality”, said Mr. Guterres, which is why he is “personally committed” to increasing support for women’s rights “across the board” at the UN.

Over the next two years, he vowed to do everything in his power “to make sure women are represented in all decision-making at the United Nations, including in peace processes”.

Much to do

General Assembly President Tijjani Muhammad-Bande called on everyone, to defend gender equality as “a necessity in upholding human rights”.

Noting that no country has achieved gender parity, he stated, “we have much work to do”.

As we enter the Decade of Action to implement the Sustainable Development Goals (SDGs), the Assembly president flagged the need to mainstream SDG 5 – Gender Equality – across all of our work.

“This ensures that women and girls have the opportunity to participate equally in all decisions”, he explained.

And in commemorating ten years of the UN Women entity, he called for support to ‘Generation





Equality’ “to guarantee that equality becomes a lived experience for everyone, regardless of gender”.

“By working together...we can galvanize multilateral action to realize the human rights of all women and girls”, he affirmed.

The Celebration

The day also included what was billed as an Intergenerational Fireside Chat in which the head of UN Women, Ms. Gbowee and Ms. Villaseñor were joined by 18-year old fashion model, Aaron Philip, and feminist author and organizer Charlotte Bunch, to discuss women-related issues.

And it was capped by musical performances from UNICEF Goodwill Ambassador and Grammy Award winner, Angélique Kidjo, and other singers.

Elsewhere, hundreds of events had been mobilized to demand progress on closing the gender gap in countries worldwide. A global comic and cartoon competition, around the theme Beijing+25 and Generation Equality was launched in partnership with Belgium, France, Mexico and the European Commission, calling on the younger generation to envision how they see gender equality.

Source: <https://news.un.org/>

Readers are requested to send their management related questions.

IMPACT will get replies from management experts.

**Send your questions to:
impactjournalindia@gmail.com**

An Incident that changed the course of my Political Life

In 1964, I was elected as an Independent M.L.C from the Madras City Graduates' Constituency. A year later, I joined the Swatantra Party under Rajaji. In the 1967 General Elections, Rajaji and Anna struck an electoral alliance. Out of the 12 M.L.A seats in Chennai, one seat, namely Park Town, was allotted to the Swatantra Party. As Sowcarpet was part of Park Town, there was a mistaken notion that it was predominantly a 'North Indian' Constituency and one Mr. Kamdar was tentatively chosen as the candidate by Rajaji.

In the meantime, a few months earlier, there was a downpour of heavy rains in Chennai and Vyasarpadi was inundated. During Anna's visit to the area, I had accompanied him. While we

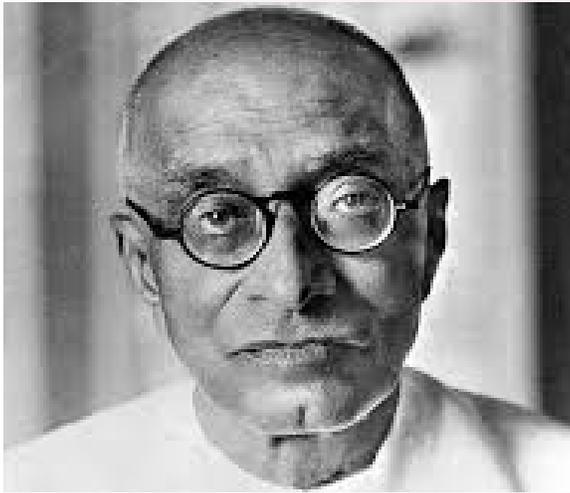


were progressing, we came across a huge cluster of huts inhabited by a sizable Adhi Andhras whose mother tongue was Telugu. As I was well versed in Telugu, I talked to them in Telugu, asking them to

come and express their grievances to Anna, the future Chief Minister! The crowd got excited and narrated their woes in Telugu, which I translated in Tamil for the benefit of Anna. He was extremely pleased with me. I had forgotten the whole episode.



Months later, during January 1967, after the DMK's alliance with Swatantra Party had been finalised, there was on an unexpected call from Rajaji. On seeing me, he quietly asked me "How about your contesting as M.L.A from Park



During later days, I often used to wonder how, my accompanying great Anna during his Vysarpadi visit and our encounter with the Telugu speaking people on that fateful day, changed the course of my political life, pushing me into active politics of Tamilnadu for decades, thanks to immortal Anna. Otherwise, I would have faded away as a Member of the Legislative

Town?” I told him “Sir, I have three more years as M.L.C”. He said “I know. But Annadurai spoke to me this morning and told me that you are good in Telugu and as Park Town Constituency is dominated by Choolai and Kosapet, where more than forty thousand people speak Telugu, he felt that you would be an ideal candidate. You better go and file your nomination”. The fact that I contested and won against a powerful Congress candidate etc, are part of history.

Council which was later abolished.

Dr. H.V. Hande

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



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- * Willing to Learn and Grow

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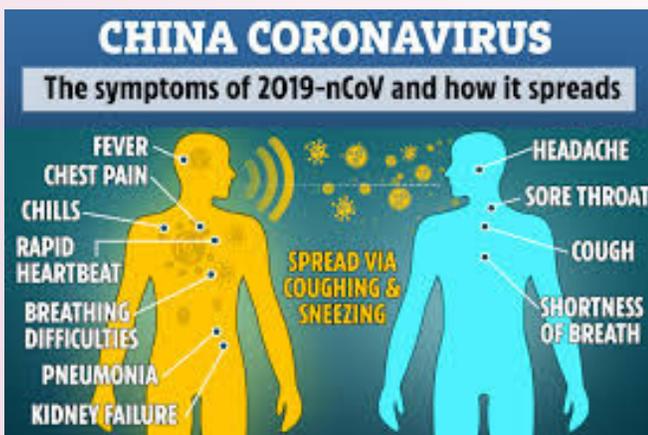
Indian Authorities Propose Use of Homeopathy to Prevent Corona virus

The Indian government's Ministry of AYUSH, which promotes alternative medicine systems in the country, released a health advisory on January 29 that advocates the use of homeopathy and traditional remedies, such as Indian systems of medicine, to ward off infections of the newly circulating 2019-nCoV coronavirus. This includes the use of a homeopathic preparation called Arsenicum album 30C and two drops of sesame oil in each nostril each morning for prevention, and Unani medicines (treatments based on the teachings of Hippocrates and Galen) to mitigate symptoms of coronavirus infection. While AYUSH cites centuries of practitioners' experiences with these products as evidence behind its advice, the media and the scientific community criticized the guidance as being counterproductive in dealing with a serious health emergency.



"It is profoundly irresponsible of the Ministry of AYUSH to endorse homeopathy as this entirely undermines public understanding of science and medicine, and elevates pseudoscience with potentially dangerous consequences," says David Robert Grimes, an Irish science writer who has published research showing homeopathy to be ineffective, in an email to The Scientist. Grimes has argued that the proposed mechanisms of homeopathy are implausible when analyzed from a physical and chemical perspective, and says that it is not surprising, therefore, that the biological effects of homeopathy cannot be measured in large-scale clinical trials.

To date, more than 31,000 people in more than two dozen countries have been infected with 2019-nCoV, including three confirmed cases in India. According to the World Health Organization, there is no intervention yet identified that can treat the





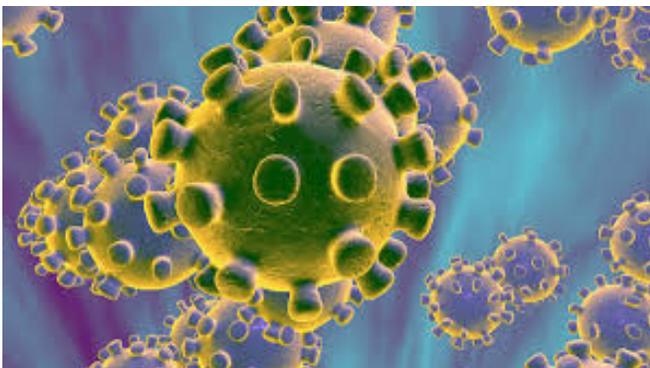
virus, although a number of studies are underway to find therapeutics and develop a vaccine.

Using homeopathy as an alternative therapy risks forfeiting effective causative or symptomatic treatments or—if such treatments are not available—creating a false sense of security.

—Edzard Ernst, University of Exeter

Until then, the US Centers for Disease Control and Prevention says the only way to prevent infection is to avoid contact with the virus and people who are sick, to wash your hands, and not touch your face. But the Central Council for Research In Homeopathy (CCRH) of the Ministry of AYUSH claims that there are other preventive options.

Anil Khurana, who heads the CCRH, tells The Scientist that Arsenicum album 30C, a homeopathic solution prepared by diluting aqueous arsenic trioxide until little or no arsenic remains that is used in respiratory disorders and has been in widespread use for more than 220 years with a good safety record, was found to be an effective prophylactic during the swine flu epidemic in India in 2009. A study conducted



by Robert Mathie of the British Homeopathic Association and his group, in collaboration with the CCRH, reported in Homeopathy that of the various homeopathic medicines given to patients with swine flu symptoms, Arsenicum album was most successful in reducing fever, cough, runny nose, sore throat, and headache. There was no control arm. In another, placebo-controlled trial conducted by the CCRH, homeopathic medicines were also found to reduce flu-like symptoms.

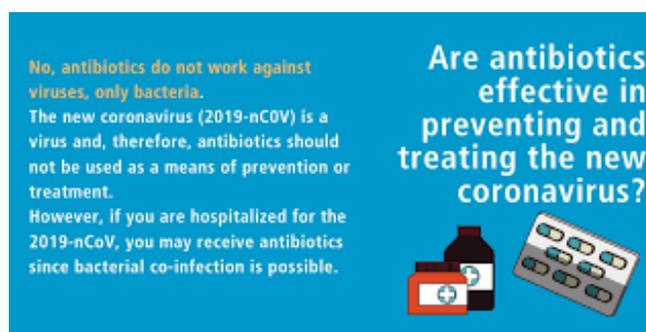
These results led the CCRH to look to possible homeopathic interventions against the new corona virus. Before any 2019-nCoV infections had turned up in India, scientists at CCRH collated the clinical features of a recent cluster of cases in China that was published in The Lancet on January 24, which they fed into a tool called the homeopathic repertory. The repertory is a database of historic texts on homeopathy, and when practitioners enter symptoms, the tool fetches the texts' recommendations on which medicine needs to be given. "Every time we repertorize a patient, we are pretty much consulting all these generations of homeopaths that have contributed to this database," says Bernado Merizalde, a homeopathy practitioner at Thomas Jefferson University in Philadelphia and the prime general secretary of Liga Medicorum Homeopathica Internationalis, a homeopathic doctors' association. By matching the clinical features, the repertory found Arsenicum album 30C to be a suitable fit for the current outbreak.

The basic premise of homeopathy is that a medicine that produces a set of symptoms when given to a

healthy person under controlled settings can be prescribed in a highly diluted form to a diseased person with those same symptoms, explains Kushal Banerjee, a homeopathic physician based in New Delhi. This is what is known as Similia similibus curentur in homeopathic parlance, a Latin phrase that means “like cures like.” Kalyan Banerjee, Kushal’s father and a renowned homeopathic practitioner, says that by boosting the immune system of the body, Arsenicum album can potentially reduce the virulence of the coronavirus, thereby tempering disease intensity.

“We don’t claim 100 percent protection with Arsenicum album. Just taking the medicine will not work,” says Khurana. “All general measures for airborne infections have to be taken.” He further adds that if people get infected, they should promptly seek medical care.

Such caveats do not assuage the concerns of homeopathy’s detractors, who say there is no rigorous scientific evidence to indicate homeopathic remedies can prevent coronavirus infection or mitigate symptoms. “The claim of some homeopaths that homeopathic remedies are effective in treating or preventing coronavirus infections is not based on any evidence at all,” Edzard Ernst, an emeritus professor at the University of Exeter in the UK and a critic of homeopathy, tells The Scientist in an email. Ernst points to a study that found no difference between Arsenicum album and a placebo in preventing fever after vaccination. Other studies in which homeopathy was found to be ineffective include one on acute respiratory tract infections, another on middle ear infections, and yet another on influenza-like illness.



“Using homeopathy as an alternative therapy risks forfeiting effective causative or symptomatic treatments or—if such treatments are not available—creating a false sense of security,” says Ernst. “In any case, it would be a waste of resources.”

Even among proponents of homeopathy, there is disagreement about the best way to prevent the coronavirus. Mitchell Fleisher, the second vice president of the American Institute of Homeopathy, says that the Lancet article that scientists at CCRH used to come up with their advice does not provide enough information on symptoms to make an accurate homeopathic prescription.

He says that perhaps the best way to validate the therapeutic value of homeopathy would be to perform a comparative clinical outcome study of acute coronaviral infection by giving individualized homeopathic medicines to one experimental group and allopathic medicines to another, with a minimum of 250 patients in each group. “A careful and honest, statistical analysis of the study results will speak the scientific truth,” he says.

Countering Fleisher’s proposal, Grimes says that this is completely unethical. “Homeopathy has no plausible mechanism of action, and it is downright irresponsible to suggest it in a trial for a serious potential pandemic. Large scale studies of homeopathy have clearly shown over decades the same result—that it simply does not work,” he says.

Source : <https://www.the-scientist.com/>

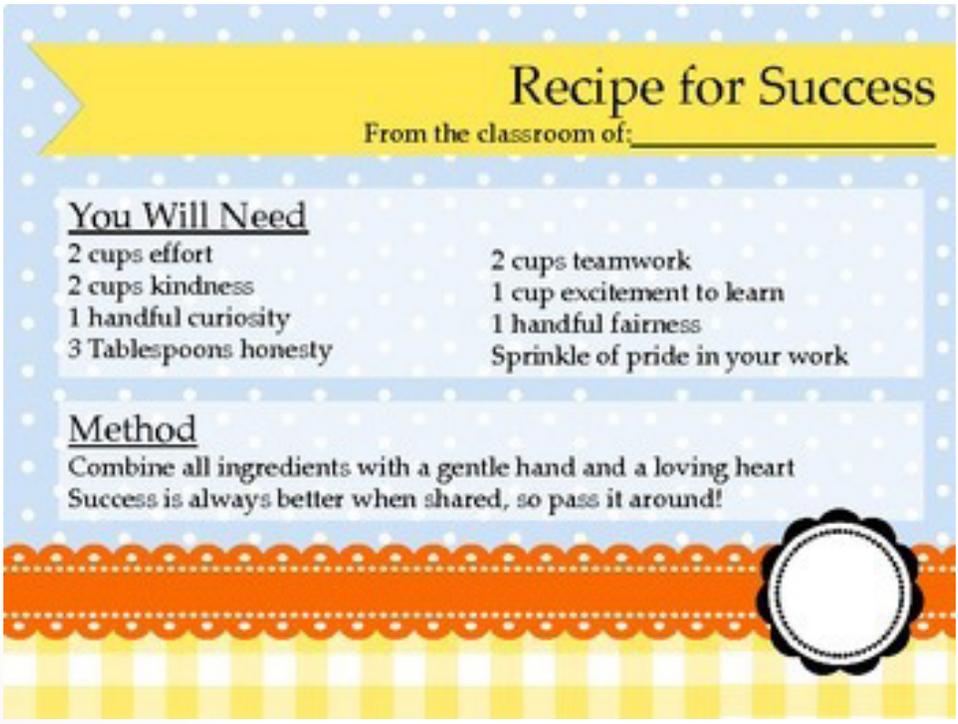
Author: Alakananda Dasgupta is a freelance science journalist and physician based in New Delhi, India.

No Pain No Gain

Once some workers were in search of some good rocks for construction of a Temple in their village and they found a few good solid ones and the rocks were taken in a cart. On reaching the village, the village mason started the work with his hammer and other equipments. One rock immediately shouted “ Don’t break me, I am afraid of physical pain and I can’t bear it”. The mason took pity on it and just used it as it was as one of the steps to climb to the Temple. Then the worker went to the next rock and asked jocularly “ What about you? Are you also afraid of pain like your friend?” The second rock replied “ No Sir, you can break me or do anything you like. Since you have taken the trouble of bringing me here from my original place, you have every right on me”. The mason warned “ Don’t take it lightly, I shall hammer you, I shall chisel you and it will be terribly painful. Then if you cry or plead, I can’t stop in the middle”. The second rock simply agreed, while the first rock which escaped the hammer, was laughing inwardly and appreciating itself for its trick of avoiding the pain. A few months

passed, the Temple was built, the first rock became the stone to climb towards the Temple, whereas the second one which underwent a lot of pain due to hammerings and chiseling became the Statue of the Goddess at the Temple. Now the first rock lamented “ We are both from the same mountain and we were brought here on the same day for the same work of building a Temple but I have become the stepping stone and every one coming to the Temple is trampling over me, jumping over me and dusting their dirty legs on me to reach the Temple, whereas you have become the Goddess and each person is worshipping you daily with reverence, decorating you with scented flowers, showering you with milk and honey and cleaning





elders and I go by the majority opinion- this is the logic.

4. Some even take to the lottery system- Head or Tail- and then decide.

5. Only a very few are passionate and are prepared to undergo any hardship to achieve the end result.

6. Again those few people do the thing they want to do, irrespective of what others say, facing a lot of physical and mental pain and succeed and be happy.

The Recipe for Success

you every morning. What an unlucky fellow I am! I too should have allowed the mason to deal with me, as he wished. I was afraid of physical pain for a few days, but now I have great pain every day and I will continue to have this pain for ever, whereas you were prepared to undergo physical pain for a few days but you are enjoying every moment of your existence now”.

Attitude decides the Altitude in life, although knowledge, personality and hard work are the main essentials of life.

In our real life too, are we looking for a temporary easy way for that particular moment, being afraid of pain and not thinking of permanent gain by patiently undergoing whatever pain that comes the way?

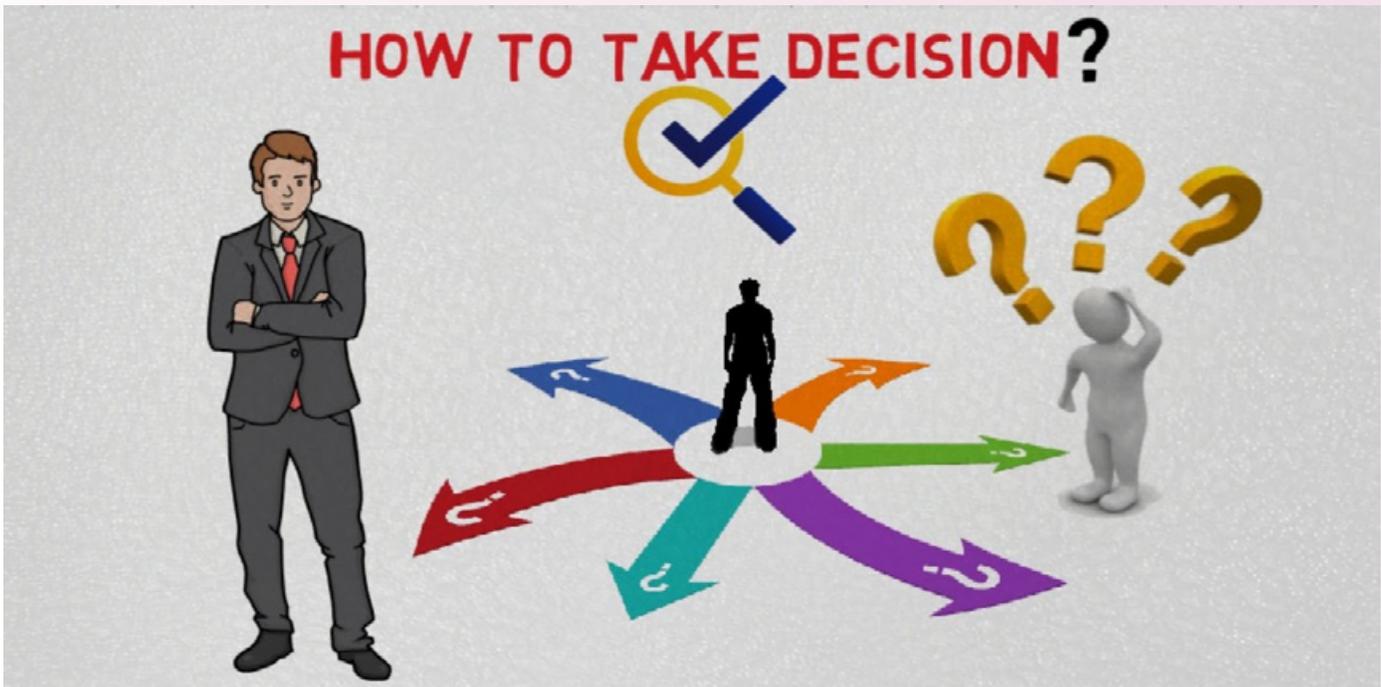
Let’s not be afraid of failure since there is nobody in this world who has not failed or made a mistake in life. Failure or mistakes do not make the end of

How do we take decisions?

Most of our decisions are based on the following:

1. Based on your parents or elders say, especially in the matter of education.
2. All my friends are in the IT Field, so I will also go to the same field- many reason it out.
3. I don’t know what to do- I am totally confused. I consult two or three friends or





a person's life. Failures are not the stopping stones but the stepping stones to victory.

Cultivate the right attitude- find out at what you are good at it and pursue it vigorously and steadfastly.

You have to do whatever you love.

If this is not possible, let us start loving the job what we do, instead of brooding over what you could not achieve. If you can't marry the girl you loved, you start loving the girl you married!

If you have choices, choose the Best.

If you have no choice, do your Best.

Stop comparing with others, your neighbors and friends- this will only add to your woes.

Don't indulge in this virus of comparison.

No one is perfect- let's accept our limitations and forge ahead.

But one thing is sure- You can't win without working for it and taking pains to achieve your ultimate goal.

Yes friends, NO PAIN NO GAIN.

In a lighter vein

I was asking a group of students as to what they want to become. Different replies came- some wished to become a Doctor, some an Engineer, some a CA and what not.

Varun mentioned " I want to become a multi-millionaire".

Next was the turn of Pooja, who said " I want to become Mrs. Varun!"

R. Venugopal

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



First In India (Women)

First Women's University

Maharshi Karve starts SNDT University in Pune with five students in 1916.

First Woman to hold a Union Cabinet post

Vijaya Lakshmi Pandit

First Woman to hold a Union Foreign Minister's post

Sushma Swaraj(2014)

First Woman youngest minister of a state

Sushma Swaraj (She became the cabinet minister of Haryana when she was only 25 yrs old)

First Woman governor of Independent India

Sarojini Naidu, in charge of United Provinces

First Woman president of UN General Assembly

Vijaya Lakshmi Pandit (1953)

First Woman Prime Minister of India

Indira Gandhi (1966)

First Woman IPS Officer of India

Kiran Bedi (1972)

First Woman to win Nobel Peace Prize

Mother Teresa (1979)

First Indian Woman to climb Mount Everest

Bachendri Pal (1984)

First Indian Woman to win Booker Prize

Arundhati Roy (1997)

First Woman President

Pratibha Patil (2007)

First Woman Speaker of Lok Sabha

Meira Kumar (2009)

First Indian Woman to become "Miss World"

Rita Faria

First Woman judge in Supreme Court

Mrs. Meera Sahib Fatima Bibi

First Woman Ambassador

Miss C. B. Muthamma

First Woman to climb Mount Everest twice

Santosh Yadav

First Woman President of the Indian National Congress

Mrs. Annie Besant

First Woman Chief Minister of an Indian State

Mrs. Sucheta Kripalani

First Woman chairman of Union Public Service Commission

Roze Millian Bethew



First Woman Director General of Police (DGP)

Kanchan Chaudhary Bhattacharya

First Woman Lieutenant General

Puneeta Arora

First Woman Air Vice Marshal

P. Bandopadhyay

First Woman chairperson of Indian Airlines

Sushama Chawala

First & Last Muslim Woman ruler of Delhi

Razia Sultana

First Woman to receive Ashoka Chakra

Niraja Bhanot

First Woman to cross English Channel

Arati Saha

First Woman to receive Bharat Ratna

Indira Gandhi

First Woman to receive Gyanpith Award

Ashapura Devi

First Woman Headmistress in school

Savitribai Phule

First Indian woman who reached Antarctica

Mahel Musa

First Indian woman who become an individual member of International Olympic Committee

Nita Ambani (2016)

First Indian woman mountaineer to scale the seven continental peaks

Premlata Agrawal

First woman amputee to scale Everest

Arunima Sinha

First twins ever to conquer Mount Everest

Tashi and Nancy Malik

First Indian woman scientist selected as fellow in London's Royal Society

Gagandeep Kang

First women defense Minister of India

Smt. Nirmala Sitharaman

First woman Finance Minister of India

Smt. Nirmala Sitharaman

First woman Chief Minister of Delhi

Smt. Sushma Swaraj

First Visually Impaired Women IAS Officer

Pranjal Patil

Source : <https://www.onlinegk.com/>

10 tips to take your business to the next level

In a fiercely competitive environment, it is imperative for advisers to distinguish themselves as financial doctors or financial guardians. For that, building a solid foundation of integrity, setting up processes and systems, and rendering impeccable advice is crucial!

Furthermore, investors/clients expect advisers to understand their needs so they can receive 'personalised' prudent advice. Imagine going to a doctor who writes a prescription without taking cognizance of your physiology and medical history – the results would be disastrous, isn't it?

Besides being transparent, following the best disclosure norms and maintaining confidentiality is necessary.

Here are 10 things advisers should do to grow their business to the next level:

1. Be ethical

Do not resort to pushing products. Some advisers have failed to holistically understand what's best for their clients. Hence, clients have lost faith in them.

Stand up for ethical advice, be a financial guardian to clients by thoroughly understanding what they need. This will earn trust, confidence, and exponentially help grow the financial advisory business.



2. Focus on educating investors and not product selling

We live in an information age. Every investor is bombarded with loads of information about new products almost every day. So, help clients slice and dice the information well by sensibly and simplistically guiding them through the complicated maze of finance.

Instead of forcing them to look at more products, educate them about the product types, applicability and how they work, whereby even they will recognise and appreciate what's best for them.

3. Build a relationship with your client

Advisers must treat their clients with enough care, much as they would do to their family and close friends; after all, it's a relationship! Be empathetic

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towards them and provide a piece of prudent advice following high fiduciary standards at all times in your practice. By doing this, clients would begin to value the effort their advisor takes. There is an old saying, “No one cares how much you know, until he knows how much you care.”

4. Focus on client service

When the relationship with clients is built, the focus should be serving the client. Hence, be

available for clients on email, call or sometimes even personally visit them to address any queries and apprehensions. Set a process to handle client’s queries, so that scaling operations is possible. It should be a delightful experience for all clients. Remember, good service is always appreciated and endorsed by clients.

5. Build robust processes and systems

To scale up your practice, having robust processes and systems in place is important. Many big companies are successful because they have robust processes. Processes make businesses scalable; because once they are set, the entire sales funnel is in place and thereafter one needs to add more leads to get more clients. So, work on perfecting the processes and systems and get maximum conversions from one level to another.

6. Become tech-savvy

Technology is serving to be an enabler in almost everything in our life. It has made life easy and is



Governance



the way forward. So, try integrating technology in financial advisory practice – be it data software, CRM, etc. – that can help manage the business efficiently and focus on serving clients promptly.

7. Leverage social media and educate investors

Businesses today can reach out to billions of people through social media today, and more so, the younger ones – the future investors. India is a young nation and advisors have a majority of their target audience online these days on social media.

Therefore, advisers should leverage this to build relationships and start engaging with millennials and gen-next on social media. Advisers may share interesting updates, quotes, investing tenets, infographics, investor education guides, financial news updates, and so on.

8. Stand by the client at all times

Sometimes, a client may encounter a rough patch in the path to wealth creation. It is imperative that the adviser stands by him/her during such times – much as what's expected of a guardian.

Investors/clients would appreciate this, and a rapport that instils the needed confidence/support will be built. Thus, be in constant touch with clients. Remember: Financial guardians are the custodian of people's wealth.

9. Ask for referrals

Advisers following the aforesaid aspects in their business or practice will earn a referral from happy clients. That is what good relationships do -- work to mutual advantage. So, in this endeavour make it a point to seek feedback and ask existing clients for referrals in a convincing way.

10. Work hard, but adopt a smart approach as well

Don't just try to work hard to add more clients. Research has proved that people who buy once (in the adviser's case, people who invest) will be more than happy to do it again and again if they like the product and/or service bought. So, work on becoming more likeable (through better relationships, better service, better investor education, social interaction) and get more and more business from the existing clients.

For clients to stick around for the long term, it is important for advisers to build a relationship founded on integrity, ethics, and prudent business practices. This will help earn their trust, respect, confidence, and reap substantial rewards in the form of higher client retention and referral rates in the long run.

Source: www.morningstar.in

Author:

Jimmy Patel, MD & CEO, Quantum Mutual Fund, on practices that will help advisers grow their business.

10 historic 'firsts' by women in the last decade

In the last decade, we have seen many women become pioneers. They have broken glass ceilings, conquered mountains and achieved many new feats. With the new decade approaching, it is inspiring to look back and see women be the 'firsts' in many fields and stand as inspirations for generations to come.

Presenting 10 women with "first-of-its-kind" achievements in the last decade.

Arunima Sinha is the first female amputee to climb Mount Everest. She achieved the feat in 2013, two years after she lost her leg when pushed from a running train by thieves. She is also the world's first female amputee to conquer Mount Vinson, the highest peak in Antarctica. The 30-year-old has also summited Mount Kilimanjaro in Africa, Mount Kosciuszko in Australia, Mount Elbrus in Europe, and Mount Aconcagua in South America. Arunima is a Padma Shri awardee.

Gita Gopinath became the first Indian woman to be appointed as the chief economist at the International Monetary Fund (IMF) in 2018. The Harvard educated economist is the second Indian after Amartya Sen to receive permanent membership in the Economics Department at Harvard. In 2011, she was chosen as a Young Global Leader by the World Economic Forum. In 2014, she was named in the Top 25 Economists under 45 list by the IMF. She was awarded the Pravasi Bharatiya Samman, the highest honour for

a person of Indian origin. She was also named in the Bloomberg 50 by Bloomberg Businessweek in December 2019.

Avani Chaturvedi Flight Lieutenant became the first Indian woman fighter pilot to fly solo in a Mig-21 in 2018. The MiG-21 aircraft is known to have the highest take off and landing speed in the world at 340 kmph, making her achievement even more inspiring. Along with her cohorts, Bhawana Kanth and Mohana Singh Jitarwal, the trio became the first women combat pilots of the Indian Air Force. They were inducted in the IAF Fighter Squadron in June 2016.

Aruna Reddy became the first Indian gymnast to win a medal at the Gymnastics World Cup. She won the bronze in women's vault at the World Cup held in Melbourne. The 23-year-old gymnast trained for over 13 years before she was able to achieve this feat. The Hyderabad native also has a black belt in Karate and was a trainer before she joined gymnastics. She is supported by the Go Sports Foundation under the Rahul Dravid Athlete Mentorship Programme.

Dhivya Suryadevara became the first female CFO of General Motors, when she was appointed to the post in 2018. Born and raised in Chennai, she is a chartered accountant and has degrees from Ethiraj College of Women and University of Madras. She also holds an MBA from Harvard Business School. She joined GM in 2004 and since then, has



climbed the ranks to the top of the organisation. In 2013, she was appointed the CEO and chief investment officer of GM Asset Management. In 2015, she became the Vice President of Finance and Treasurer. In 2017, she became Vice President of Corporate Finance at General Motors. She was also named in Fortune's 40 Under 40 list in 2015 and 2018.

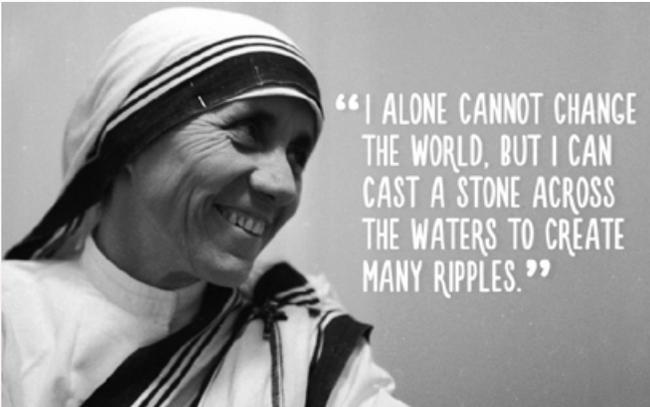
Indu Malhotra became the first woman to be raised directly from the bar to the Supreme Court. In 2018, Indu Malhotra became the new judge of the Supreme Court, only the second woman to hold the post of Senior Advocate at the Supreme Court. Sign up for Newsletters Check out our popular newsletters and subscribe She entered the legal profession in 1983 and in 1988, qualified as Advocate-on-Record in the Supreme Court. In 2007, Indu was designated as a Senior Advocate by the Supreme Court of India. She has been appointed Amicus Curiae by different benches of the Supreme Court in many matters.

Sudha Balakrishnan became the first ever CFO of RBI in May 2018. Before taking over as CFO, she was vice president with the National Securities Depository Ltd (NSDL), India's first and largest

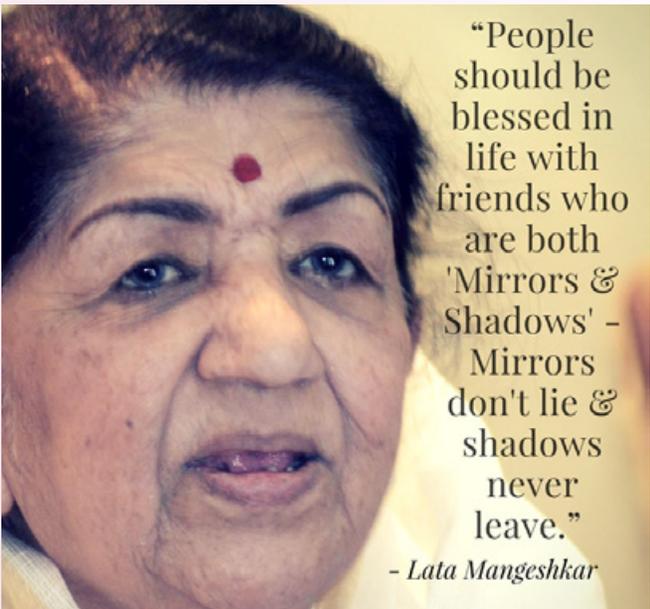
depository. She will be the 12th executive director of RBI and will have a term of three years. Sudha is a chartered accountant and was selected for the position after a search by RBI that lasted for a year. She will be in charge of the government and bank account department, which processes government transactions like payments and revenue collections such as taxes. She will manage the RBI balance sheet and oversee the central bank's investments in India and abroad.

Seema Rao is the first Indian woman commando trainer. Breaking into the male-dominated sphere, Seema has trained over 15,000 soldiers in a close quarter battle. She is also a qualified medical doctor and has an MBA in crisis management. She is one of only 10 women in the world who is trained in Bruce Lee's developed martial art form of Jeet Kune Do.

Mary Kom became the first boxer in the history of the AIBA World Championships to win eight medals in the world meet. At this year's championship, she won the bronze in the 51 kg category. She has six gold medals from her previous attempts. The World Olympians Association granted her the use of post-nominal letters OLY,



“I ALONE CANNOT CHANGE THE WORLD, BUT I CAN CAST A STONE ACROSS THE WATERS TO CREATE MANY RIPPLES.”



“People should be blessed in life with friends who are both 'Mirrors & Shadows' - Mirrors don't lie & shadows never leave.”

- Lata Mangeshkar

which signifies a sports person’s ongoing role in society as an Olympian, living and promoting Olympic values.

Hima Das was the first Indian athlete to win gold at the IAAF World Under 20 Athletics Championship. She went on to win gold and silver medals at the Asian Games held in Jakarta in 2018. In July this year, Hima won five gold medals at various events in Poland and the Czech Republic. She made it to the ‘Forbes India 30 Under 30’ list. She has also been appointed as the country’s first youth ambassador to UNICEF India this year.

source: <https://yourstory.com/>





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4 Investing lessons from the Yes Bank Debacle

Yes Bank investors are a bruised lot.

Thanks to the bank's aggressive lending strategy and concentrated exposures, the quality of its loan book deteriorated. The bank then erred by trying to hide the stress using technicalities. And the downfall was rapid.

In hindsight, all of us are smart. Yet, there are valuable lessons we can all learn from this saga.

Stock and Ladder tackles this by looking at the red flags that were evident all along.

1) Promoter feuds spell trouble

Make no mistake about it: a management's acumen, foresight, integrity, and motivation all make a huge difference in shareholder returns.

- Seth Klarman

The management plays a pivotal role in investor's wealth creation. Corporate history is replete with examples of feuding promoter families involved in boardroom battles, public spats and an "open war" to wrest the management control.

Not only does this tarnish the company's image, but diverts the attention of the management towards managing the adverse PR and firefighting, when it actually should be focused on strategizing and overseeing the direction of the company.

Needless to say, over time this could lead to destruction of shareholder wealth.

Something similar happened in Yes Bank's case too. The differences among promoter families (Kapur Vs Kapoor) began as early as 2009 when Ashok Kapur met with an untimely death. Ever since, his wife Madhu Kapur has been fighting the Kapoor's in the court. You can read some background on it here.

LESSON: Promoter infighting is a red flag. There is no one-size-fits-all formula. Do a careful analysis with the available information before deciding the next move.

2) Corporate governance matters

Managers that always promise to 'make the numbers' will at some point be tempted to make up the numbers.

- Warren Buffett





Minority “outsider” shareholders are mostly at the mercy of the “insider” management when it comes to shareholder wealth creation. Managements perceived to be honest with a history of actions supporting their integrity are usually rewarded with a premium by the market. The opposite is also mostly true.

Does the mention of Satyam, Kingfisher airlines, Fortis, Ricoh India ring a bell? All had issues of corporate governance to outright fraud which resulted in massive destruction of shareholder wealth.

In the case of Yes Bank, the massive under-reporting of non-performing assets to the tune of Rs 6,355 crores in 2016-17 should have been a case for concern. The difference was three times the originally disclosed figures.

The second instance is a conveniently structured financial deal done to raise money on the strength of Yes Bank shares to tune of Rs 1,700 crores by Rana Kapoor’s family investment vehicles. (The actual modus operandi of sophisticatedly structuring the deal is in itself worth reading to comprehend how influential promoters can game the system.) The management chose to keep the shareholders in the dark on this transaction. Recently this very transaction caused further misery for shareholders due to the invocation of the pledge by the lenders.

LESSON: Corporate governance is a serious matter and shortcomings in this area are severely punished by the market. Your investing antenna

should be up for such instances. After a thorough assessment of the situation, if you are unsure, it is better to err on the side of caution and exit.

3) There is no buy-and-forget strategy

When the facts change, I change my mind.

– John Maynard Keynes

Even if you are a long-term investor, you cannot turn a blind eye to key market developments. Should you do so, it could be financially disastrous.

The Yes Bank stock has plummeted by 85% over a span of six months, and not without reason.

The trouble started with the regulator not giving the incumbent CEO an extension and insisting that a new one be appointed. Then the proverbial skeletons started tumbling out of the closet one by one and the counter was hit with a flurry of bad news. The latest being the invocation of pledged shares at a fraction of the original price.

Please do not conflate buy-and-hold with buy-and-ignore. Just because you have a long holding period doesn’t mean you ignore developments and act accordingly. Neither does it mean that you blindly hope that things will change. Hope is not a sensible strategy.

Warren Buffett, who epitomizes long-term investing, has also shown that when facts change he has the flexibility in thinking to quickly change his mind. His U-turn on airline stocks or liquidation of his entire position in Tesco just a year after hiking his stakes are classic examples on how you need to regularly validate your investing premise.

Buffett explained the Tesco investment in his 2014 shareholder letter:

At the end of 2012 we owned 415 million shares of Tesco, then and now the leading food retailer



in the U.K. and an important grocer in other countries as well. Our cost for this investment was \$2.3 billion, and the market value was a similar amount.

In 2013, I soured somewhat on the company's then-management and sold 114 million shares, realizing a profit of \$43 million. My leisurely pace in making sales would prove expensive. Charlie calls this sort of behavior "thumb-sucking." (Considering what my delay cost us, he is being kind.)

During 2014, Tesco's problems worsened by the month. The company's market share fell, its margins contracted and accounting problems surfaced. In the world of business, bad news often surfaces serially: You see a cockroach in your kitchen; as the days go by, you meet his relatives.

We sold Tesco shares throughout the year and are now out of the position. (The company, we should mention, has hired new management, and we wish them well.) Our after-tax loss from this investment was \$444 million, about 1/5 of 1% of Berkshire's net worth.

LESSON: When facts change. re-validate your investing thesis. Learn to cut your losses and not let your losers run. Do not try to catch a falling knife; buying more of the same on the basis of hope, just to average your purchase is not a sound strategy. Always keep in mind that risk is permanent loss of capital.

4) Don't be gullible when it comes to market predictions or analyst calls

If stock market experts were so expert, they will be buying stock and not selling advice.

– Norman Augustine

Not too long ago, one could see an entire spectrum of analyst recommendations right from an outright BUY to an outright SELL with a HOLD in-between. Obviously some got it very wrong and absolutely no one had a target less than Rs 100, leave alone the 40's level where the scrip is currently hovering around. An article in Economic Times noted that while FIIs offloaded the stock, and Rana Kapoor's holding declined drastically, it was individual investors who were the biggest stakeholders.

Bold predictions made with confidence can sway many. I find it extremely strange and slightly unnerving to think that a section of the investors look up these pundits and analysts for tips and insights to make their investing decisions.

Unless one has the powers of a Nostradamus or is related to Paul the Octopus, the chances of predictions being consistently right is virtually non-existent. Paraphrasing what J K Galbraith said, "The only function of stock market forecasting is to make astrology look respectable".

LESSON: Seek information but never seek tips and advice. View analyst recommendations skeptically. Take stock market predictions with a pinch of salt.

Source: <https://www.morningstar.in/>

Five Tips And Tricks To Be More Kind In Your Daily Life

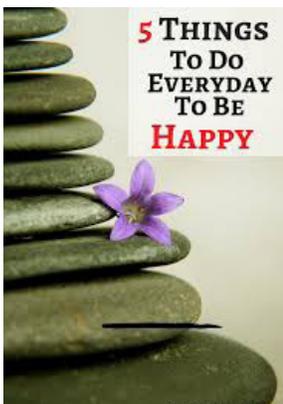
In contrast to what most of us believe, being kind not only makes others around us comfortable, but it also makes us feel better inside and out. Researchers have found out that people who show empathy to others are more likely to remain happy.

In other words, even from a selfish point of view, being kind pays. Hence the reason why you might want to try out these five tips and tricks to be more kind in your daily life:

1. Ask others about themselves

To avoid becoming self-centered, try to know more about others' lives without coming across as an overly intrusive person. Ask people questions about themselves and how they are doing. These things will show them that you care about them and want to know about their perspectives and experiences.

2. Say 'Please' and 'Thank You' more often



This may seem small and insignificant, but you will be surprised by the studies which show what difference they can make. Saying 'Please' and 'Thank you' along with a smile goes a long way in boosting your interpersonal relationships.

3. Offer your help freely and often

Whether it be coworkers doing office projects or just holding the door open for someone at the portable photo booth or offering to help to carry stranger's groceries, offering your help to those around you one of the best ways you can become more empathetic.

4. Adopt a positive body language

Your body can communicate a kind and open nature. Try to smile more and make eye contact so that others can have the impression that you are invested in the conversation and taking it seriously. Carrying a casual smile, as if you are posing in front of a photo booth for rent, is more enough to make others comfortable in your presence.

5. Give compliments to others

Praising others and not just yourself is a huge factor that can transform you into a much kind and more helpful person. Small compliments like, 'you look fabulous today' or 'I like your shoes,' can make the recipient appreciated and happy and may even turn out to be the high point of their day. Plus, the more you do it, the more it will be easier for you to see the positive attributes of others.

Source: <https://thriveglobal.com/>

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