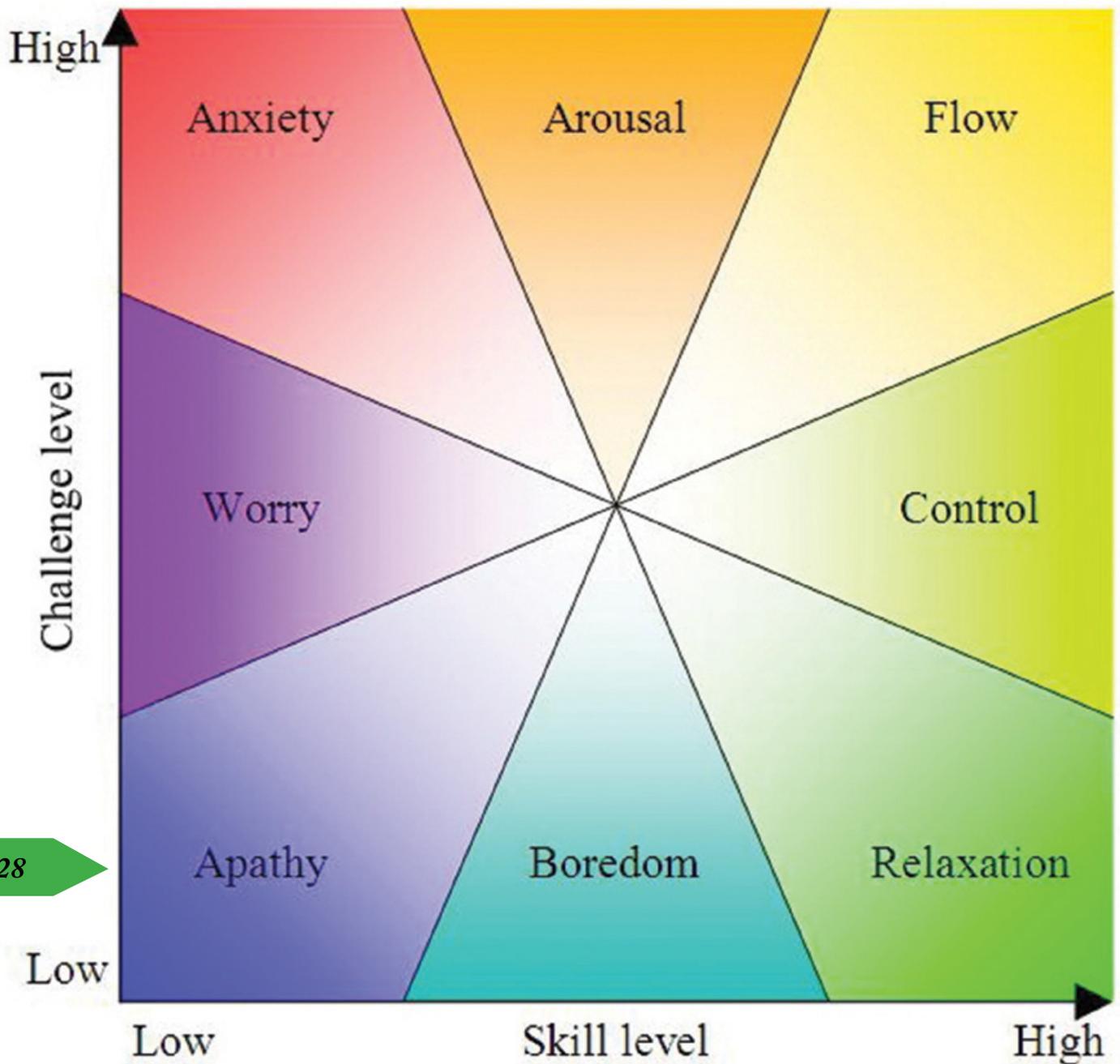


# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



# Greetings from **IMPACT**



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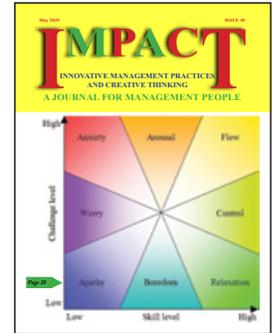
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Dear Readers,

Writing Editorial for a journal or a magazine is always a grizzly task.

The editorial should be captivative and should concur by at least a few readers, if not all! Writing an editorial is like creating a original symphony notes for others to enjoy and relish. But the funny side is, we don't know who the readers are?! It could be anybody who can read this magazine's language. It should also be well within the purview of the magazine. If anyone thinks, writing editorial is as easy as breathing, then they are correct, since they know how to breathe! But for others.....? Is a big question mark.

May is also a month for vacation lovers. Many go out for long destinations with family and rewind themselves from the work pressures. In this issue an article shows you different destinations to go and enjoy.

This May 2019 issue of IMPACT will take you to many such interesting articles, provided you have the penchant for knowing the unknowns!

Enjoy and respond....

Editorial Team

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# Matches Made in Heaven but Marriages Held on the Earth

**A** South Indian Wedding is a grand event in our country, spread over at least two days. After a few years, I had an occasion to attend such a marriage recently and I used that opportunity to observe the different happenings there and enjoyed every minute of the same.

## Mostly old people attend

Since all the youngsters are out of India nowadays, mostly retired and old people are available at this event. The youngsters whoever present in our country come only for the Reception in the evening, for the reason of non availability of Leave from their offices.

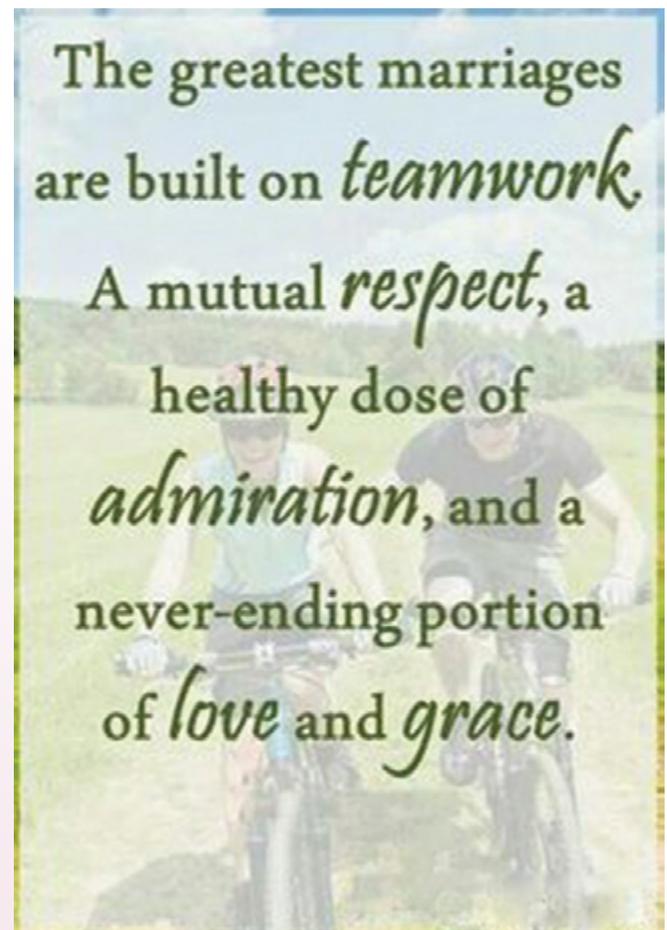
In the Iyengar marriages, the ladies are expected to wear saris in a twisted fashion- it is called 'Madisar'- which the present day girls are not familiar with and again it is one of the reasons for them to skip the marriage function and come only for the Reception in the evening, which is an informal event and not a Vedic one and hence they can shine in their latest modern outfit.

## Priests and Photographers Galore

You will find the Marriage Priest predominantly present in all the marriage photos- even the bride and the groom are not to be seen- since he hides all other people, especially if he is a slightly over-weight person!

Next the photographers just crowd the wedding couple in such a way that the audience attending

the function can't know what is happening. They come to know of the most important time of tying the Mangalasutra only by the Priest giving a signal of Heavy Drumming to the Musicians present at the corner of the Marriage Hall. This signal called 'Getti Melam' meaning Heavy Constant Drumming is in a manner of waving the Index Finger violently for a few minutes. Some people can easily mistake it as a Warning of 'I shall beat you'!





Earlier days, the photographer will hover around the audience swiftly with his dazzling nights that many people will close their eyes or they will be in some uncomfortable postures! But nowadays, the photographer uses the Drone Camera which flies over your heads with a buzz sound and photograph without you even realizing it.

### Assigned Roles

The Wedding has become an event and there is an Event Management Team who arrange things precisely as per the requirements. They even give assigned roles to the elders and ladies of the Teams of the Bride and the Bridegroom like who should do what and at which time. They simply only call out your name and you have to be ready on the spot. If you are not there by chance, there is a Duplicate ready, just like in films!

### Bridging Relationships

Wedding is a Bridging event for bringing people closer and together. People who have not met for years come together at the marriage. Some times, it heals the old wounds. The old bitter memories are forgotten.

Although some times I feel that there should be simple marriages with just 4 or 5 people from each

side without much expenditure like booking a big Hall, arranging grand feasts- usually, a lot of wastage is there- and paying huge money for decorations etc. Maybe, Marriage is one occasion, which brings people together- otherwise, who has got time to visit friends and relatives?

Of course, we have to take care of excess food by having an arrangement with some NGO who will utilize that food for the poor and the needy.

### Marriages are made in Heaven

No doubt, Rab Ne Banadi Jodi- God makes the Couples.

But we have to conduct the marriages on the Earth protecting the environment as well as avoiding wastage and ostentation.

Nowadays I don't wish people "Have a Good Day". Instead I say "Make a Good Day". Yes, we have to make the days of others Good, so that it automatically makes our day Great.

This applies to marriages too.

Let us make all Weddings Great and Memorable.

**R. Venugopal**

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



# How to create a cult business

If people refer to your business as a cult, is that a bad thing? According to managing director of the ninth-fastest-growing company in Australia, brand guru Glen Carlson, it's the holy grail of business.

"I'm talking about groups of people so invested, they instinctively want to spread the message and convert new users for you," Carlson, founder of Key Person of Influence, says.

When cult becomes culture, Carlson says, business really hits the sweet spot.

"Take a look at brands like Harley Davidson. Loads of their customers get tattoos of their logo down their leather-clad arms," he says.

"GoPro has a cult following, so does Linux, Reddit, Apple, Alcoholics Anonymous – the list goes on."

Expecting \$3 million in sales this year, Carlson's own cult following was more accidental than deliberate.



"It started off just me and my business partner wanting to be known for the success of our clients, and caring deeply about what we did."

In retrospect, it was being "cult crazy" about both "what" they were offering, and "how" that led to success.

"You can't perfume a pig. You need core quality of product. But if you just focus on that you've missed the point," he says.

"We're talking about branding that captures the hearts, souls and imaginations of the market, and creates enough community that it transcends traditional brands."

## Stronger than customer loyalty

Australian tea company Madame Flavour quickly gathered a fan base when the first tea bags hit the supermarket shelves replete with hand-signed letters from founder Corinne Noyes.

"People responded in an intensely personal way, saying, 'I love everything about it, right down to the texture of the paper'," Noyes says.

Savvy to regular customer feedback in previous roles working for large corporates with "big trusted brands", Noyes says there is marked difference in the flavour of customer relations her business has cultivated.

"We now measure our success by the percentage of love letters we receive," Noyes says.



“Cult’s a strange word but certainly some of the language that we receive from customers – ‘I’m an addict’, ‘I’m a raving fan’, ‘I have to tell everyone in the office’ – points to something stronger than just a loyal customer.”

On track to achieve sales of \$5 million this year, ultimately Noyes says, it’s about giving fully of yourself.

“Especially in a sea of generic multinational brands, you’ve got to believe in what you’re doing, put your heart on the line and put yourself in the picture.”

## People buy from people

Placing himself front and centre is how the host of Australia’s top marketing podcast Tim Reid found his “tribe’.

“Anyone can shine a light on marketing, and there are people a lot smarter than me. The feedback I get is that I’m myself. I trip over my words and have a laugh. People buy from people,” Reid says.

Founding The Small Business Big Marketing Show eight years ago, and now generating revenue in the “hundreds of thousands,” Reid credits his following to creating a “feeling of belonging”.

“The bottom line is every single one of us want to belong to something, whether it’s a brand or a belief system,” Reid says.

“By talking directly to the everyday anxieties, problems and pressures of my audience, people feel connected.”

## Glen Carlson’s 5 tips for building a cult following

### 1. Have a compelling vision for your clients

It’s one thing to have a company vision. It’s another to have a clear vision for your customer’s future. Know, care and communicate the dream your customers fantasise about.

### 2. Invest in community

Spend time, money and energy fostering community and connections among customers and alumni. What could you do that doesn’t cost the world, but would cultivate a sense of community?

### 3. Share and defend your values

Tell the world what you think. Pick a fight with an ideology you oppose and encourage people who don’t like it to take a walk. They won’t like you (and you shouldn’t care), but those who agree with you will respect you for taking a stand.

### 4. Create a niche

Cults are made up of a small group of people who think differently than the majority. If you’re trying to help everyone, you’ll end up helping no one. Pick a really specific demography, geography and psychographic and build something especially for them.

### 5. Have a common language

A culture is a micro-niche that grows because you have a community that believes in your vision and values. Embed jargon into your communication in a way that serves your clients while creating a common language for your community.

*Claire Dunn*

*Source Courtesy: <https://www.culteducation.com>*

# Habits of Highly Effective People

## Important Balance

“The Goose and the Golden Egg,” is the story of a poor farmer who one day visits the nest of his goose and finds at her side a glittering golden egg. Though he suspects a trick, he decides to take it home where he learns to his delight that the egg is actually pure gold. Every morning thereafter, the farmer gathers one golden egg from the nest of the goose, and soon becomes fabulously wealthy. As he grows rich, however, he also grows greedy and impatient with the output of the goose. In an attempt to get at once all the gold in the goose, he kills and opens it, only to find nothing.

The moral of this old fable has a modern ring to it. Like the foolish farmer, we often emphasize short-term results (golden eggs) at the expense of long-

term prosperity (the goose). Indeed, it seems that we are often more concerned with doing things right (efficiency) than with doing the right things (effectiveness). In his attempt to be efficient, the farmer became grossly ineffective; he destroyed his capability for getting the desired results.

## Habit 1: Be Proactive

This is the habit of personal vision, means taking responsibility for our attitudes and actions. It is breaking the word “responsibility” into two parts: response/ability. Proactive people develop the ability to choose their response, they give importance to their values and decisions than their moods and conditions. The more we exercise our freedom to choose our response/ability, the more proactive we become.



Proactive Vs. Reactive	
Proactive People	Reactive People
<ul style="list-style-type: none"> <li>Do not Blame anyone or anything.</li> <li>Behavior is a product of their <b>conscious choice</b>, based on <b>values</b>.</li> <li>They <b>carry their whether</b> with them.</li> <li>They are still influenced by external stimulus – but their response is <b>value</b> based choice or response.</li> </ul>	<ul style="list-style-type: none"> <li>Blame circumstances, conditions &amp; conditioning.</li> <li>Behavior is a product of their <b>conditions</b>, based on <b>feelings</b>.</li> <li>If whether is good, they feel good, if it is bad, they feel bad.</li> <li>Reactive people build their lives around others emotions.</li> </ul>

### **In short**

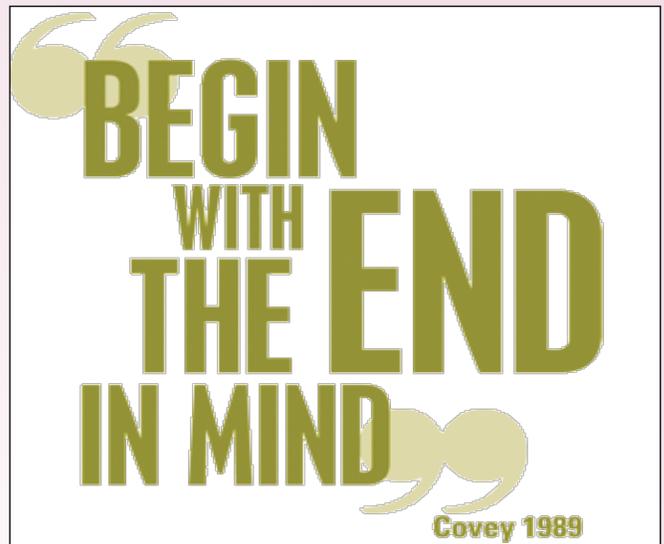
Taking initiative

- Keeping commitments
- Taking responsibility
- Holding oneself accountable for results
- Exerting a positive influence on results

### **Habit 2: Begin with the End in Mind**

This is the habit of personal leadership, meaning to begin each day with a clear understanding of your desired direction and destination. Management is concerned more with efficiency and speed along that course.

Effective people realize that things are created mentally before they are created physically. They write a mission or purpose statement and use it as a frame of reference for making future decisions. They clarify values and set priorities before selecting goals and going about the work. This avoids reaching the top of ladder & realizing that the ladder was put against wrong wall.



The second or physical creation follows from the first, just as a building from a blueprint. If the design is good, the construction will go faster and better. Quality, after all, can't be inspected into a product; it must be designed and built into it from the beginning.

### **In short**

- Developing vision
- Establishing/clarifying mission

# **Fresher's Required for Digital Marketing**

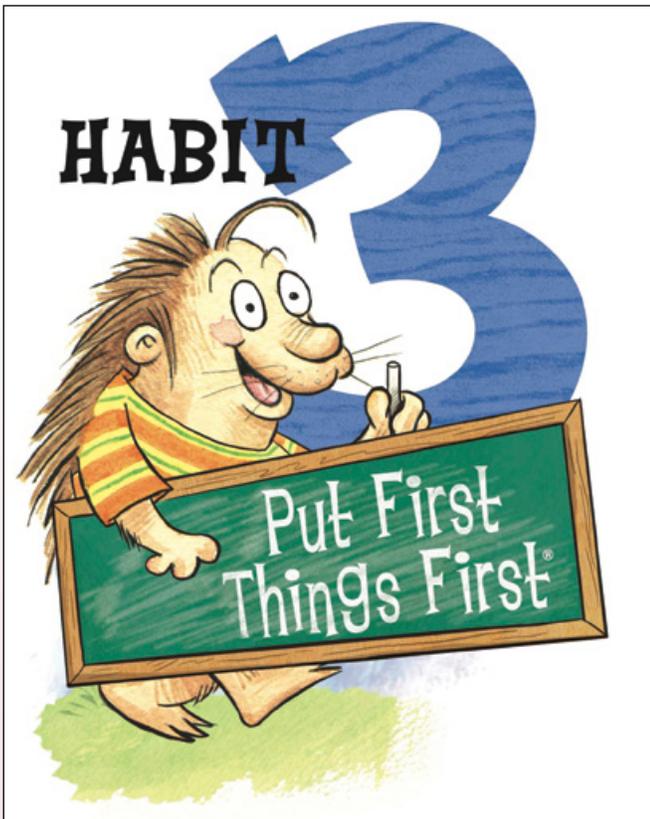
- \* **Fire to Achieve**
- \* **Willing to Learn and Grow**

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inforesource@gmail.com**

- Setting team/personal goals
- Aligning goals to mission-critical priorities
- Focusing on outcomes

### Habit 3: Put First Things First

This is the habit of personal management, and it involves organizing and managing time and events around the personal priorities identified in Habit Two.



Pareto principle says that about 80 percent of the desired results flow from a few -20% of “high leverage” activities. To “leverage” our time, we should devote less attention to activities that are urgent but unimportant, more time to those things that are important but not necessarily urgent.

#### The Time Management Grid

Urgent things act on us and we usually react to them. But we must be proactive to do the important but not urgent things. Only by saying “no” to the unimportant can we say “yes” to the important

### In short

- Executing strategy
- Focusing on important rather than merely urgent priorities
- Defining tasks to achieve key goals
- Eliminating low priorities
- Prioritizing tasks
- Using planning tools

### Habit 4: Think Win-Win

Win-win is the habit of interpersonal leadership. In families and businesses, effectiveness is largely achieved through the cooperative efforts of two or more people. Marriages and other partnerships are interdependent realities, and yet people often approach these relationships with an independent mentality, which is like trying to play golf with a tennis racket – the tool isn’t suited to the sport.

Win-win is the attitude of seeking mutual benefit. Win-win thinking begins with a commitment to explore all options until a mutually satisfactory solution is reached, or to make no deal at all. It begins with an abundance mentality. People with a scarcity mentality believe that there is only enough for the best; they seek win-lose solutions.



And people who are kind but lack courage usually end up with the lose-win leftovers. Effective people model the win-win principle in their relationships and agreements.

The win-win performance agreement clarifies expectations by making the following five elements very explicit: desired results, guidelines, resources, accountability, and consequences.

### **In short**

- Improving business relationships
- Collaborating effectively
- Negotiating in a Win-Win mode
- Resolving conflicts
- Making Win-Win performance agreements

### **Habit 5: Seek First to Understand, Then to be understood**

The fifth habit is the habit of communication-one of the master skills in life, the key to building win-



win relationships, the essence of professionalism. Doctors diagnose before they prescribe; top sales people pre-assess needs and sell solutions to problems, not products.

While solving problems one must exercise empathy, seeking first to understand the point of view of the other person. Empathic listening is deeply therapeutic because it gives people "psychological

# WANT TO EARN ADDITIONAL INCOME DURING YOUR SPARE TIME?



think different,  
explore your options  
earn something extra

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air.” Once people are understood, they lower their defenses.

### In short

- Communicating persuasively
- Defusing high-tension situations
- Listening effectively
- Providing productive input and feedback

### Habit 6: Synergies

This is the habit of creative cooperation or teamwork. For those who have a win-win abundance mentality and exercise empathy, differences in any relationship can produce synergy, where the whole is greater than the sum of its parts. Synergy results from valuing differences by bringing different perspectives together in the spirit of mutual respect. People then feel free to seek the best possible alternative, often the “third alternative,” one that is substantially different and better than either of the original proposals.



### In short

- Leveraging diversity
- Making decisions/solving problems collaboratively
- Valuing differences
- Collaborating creatively
- Developing innovative solutions

### Habit 7: Sharpen the Saw

This is the habit of self-renewal. As the farmer in the fable learned from sad experience, success has two sides: the goose, which represents production capability, and the golden egg, the production of desired results. It is wise to keep both sides in balance. The habit of sharpening the saw regularly means having a balanced, systematic program for self-renewal in the four areas of our lives: physical, mental, emotional-social, and spiritual. Without this discipline, the body becomes weak, the mind mechanical, the emotions raw, the spirit insensitive and the person selfish.



### In short

- Achieving life balance
  - Practicing continuous improvement
  - Practicing self-renewal
- (From 7 habits of effectiveness- Stephan Covey....)

### Conclusion

It's the law of the harvest; we reap as we sow. We will enjoy a successful harvest if we cultivate these seven habits of effectiveness and live in accordance with the underlying principles.

(Author is Consultant & Freelance Trainer)

**Jayprakash B. Zende**  
*Consultant in employee involvement & freelance trainer*



# 25 Interesting Facts About Earth That You May Not Know

**W**e may live in different houses, but we all share a common space which is considered to be the entire humanity's home. We are talking about Earth, the only place in the universe where human life is possible.

It is true that we are all moving towards seeking planets from neighboring solar system, and galaxies but for now, the Blue Planet is the only planetary body in the universe that can sustain human life.

We've all been living on Earth since day 1, but how much do you really know about the Earth? We are all caught up by the bustle and hustle of modern day life that we forget to take the time to truly appreciate our home planet.



*Earth at Night.*

## 1. The Earth- What's in a Name?

Mercury, Venus, Saturn, Neptune. Notice how all planets of the Milky Way are named after Gods and Goddesses of Greek and Roman Mythology?

The word, Earth has Old Saxon and Germanic origins. It features an Indo-European base, "er" which in turn resulted in the natural formation of the words ertho and erde in Germanic, aarde in Dutch, and earth in English.

Nobody really knows as to who came up with the name, Earth as most ancient civilizations ultimately refer to the land and soil as Earth, the planet where all humans live in. This is one of the many Earth facts which will remain hidden or unanswered for now.

## 2. The Earth is Alive?

The earth isn't just a place where living things can survive and thrive as it is postulated to be a giant living organism itself. The Gaia Hypothesis claims that the Earth is an organic system which has the ability to self-regulate in order to maintain life as we know it.

Studies are underway to prove that there truly is a system which connects the biological and physical processes that transpire among living creatures that inhabit the Earth. And with all the advancements in the field of Earth Science, we are closer to finding out if the Earth is actually a sentient, self-regulating living organism.

## 3. The Earth's Scar

The Andes is popular to millions as it is known to be the largest and longest mountain range on Earth.



*Andes from space.*

It is located along the Western part of South America featuring a length of about 4,300 miles and a width of 420 miles. It spans through seven countries namely Argentina, Chile, Peru, Bolivia, Colombia, Venezuela, and Ecuador.

It is quite impressive, but it is actually the Mid-Atlantic Ridge, majority of which is found underwater, that is the largest and longest on Earth. In fact, it is considered to be the largest geological feature of planet Earth, which is 6,200 miles long.

#### 4. Explosive Fact

Another amazing feature of the Earth is that it has almost 500 volcanoes worldwide. About 80% of the Earth, that which is found above and below the surface, are made of volcanic soil.

#### 5. Theia, The Twin

One of the most interesting facts about Earth is that it used to have a twin planet, named Theia. Some 4.5 billion years ago, a planetary body which was postulated to be large as the planet Mars, shared the same orbit with Earth.

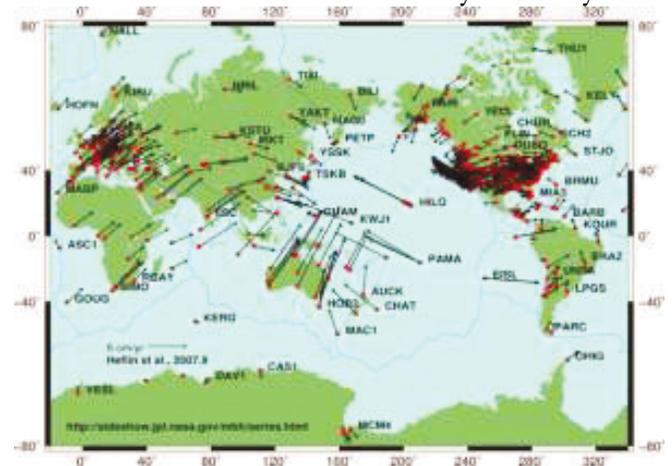
A collision between Earth and Theia transpired soon after, which resulted in the formation of the Moon.

### 6. Earth, ever-moving

A supercontinent will be formed 25 million years from now. This is due to the constant movement of the tectonic plates. The rate of movement differs from one continent to another. In the Pacific, the plates move faster at 4cm per year, while the rate of movement in the North Atlantic is at 1cm annually.

### 7. The History of Pollution

It was between the late 18th century and early 19th



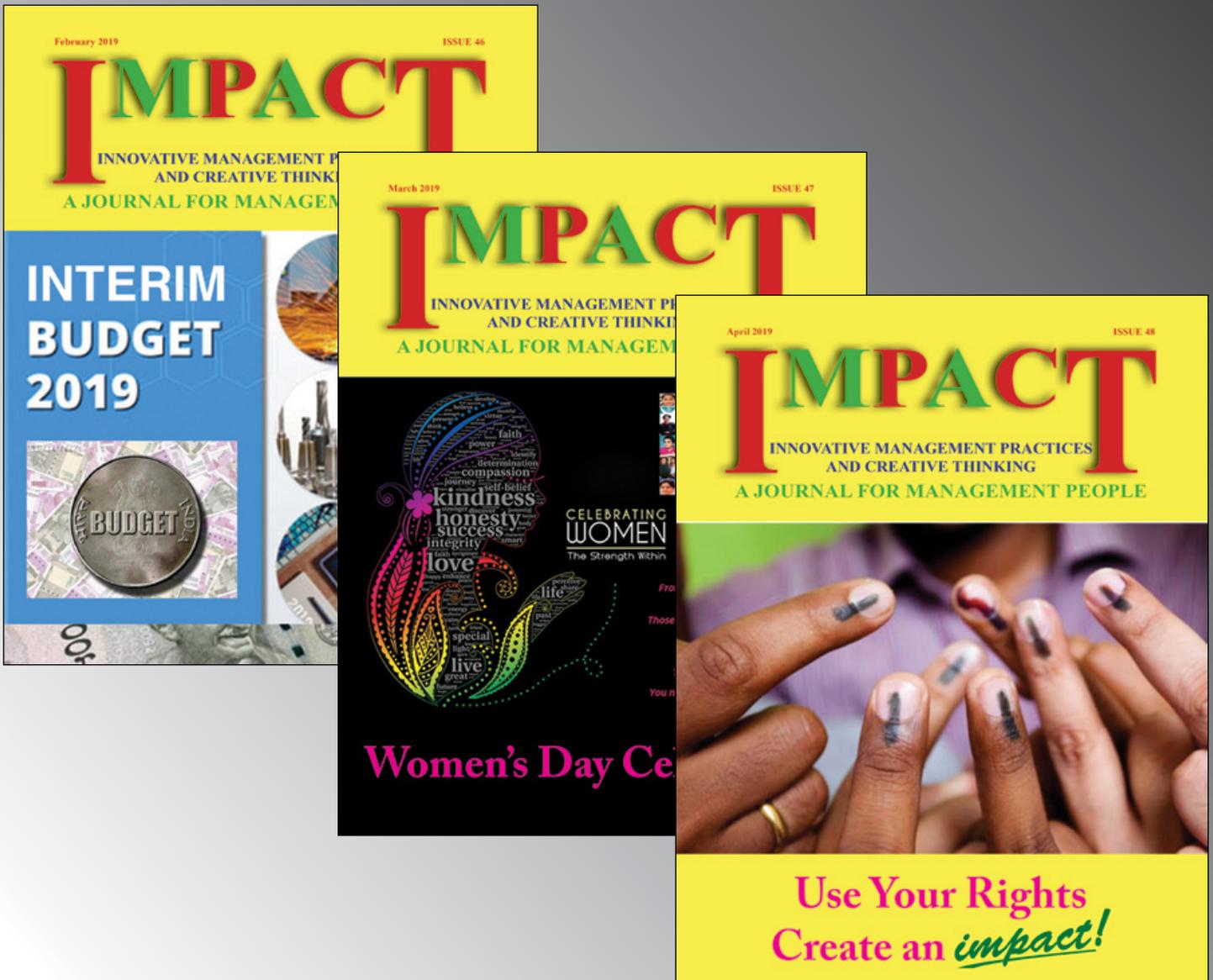
*Global plate motion.*

century that the Industrial Revolution boomed and flourished throughout developing countries across the globe.

Not only did it bring economic change to the scene, but environmental changes as well. More air, water, and land pollutants were introduced to nature. Natural resources started to be abused and depleted during this period, which ultimately resulted in the degradation of the environment in astronomical levels.

What can we do about it? It all starts with education – it is through understanding of the interesting facts about Earth’s remarkable qualities that we can encourage conservation and help us enjoy its wonders for generations to come.

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Arumbakkam, Chennai - 600106.

## 8. The Color of Earth

The Earth is popularly dubbed as the Blue Planet. Astronauts who first went to space describe the entirety of Earth as blue. This is due to the fact that 71% of the planet is covered by bodies of water.



*Blue Planet.*

## 9. The Earth is Hot

Aside from the sun as Earth's main source of heat energy, humans could theoretically survive without the sun's heat as the planet's inner core is hot enough to supply energy to its inhabitants.

It is estimated that the core temperature is between 5,000 to 7,000 degrees Celsius. It is just as hot as the sun's surface too!

## 10. Unique Tectonics

Planet Earth is the only planet of the Milky Way which features tectonic plates.

## 11. Space Dust

There are approximately 30,000 space particles and dust that enter the Earth's atmosphere annually.

Fortunately, the majority of this debris burns up when it enters the earth's atmosphere, resulting in shooting stars instead of giant craters.

## 12. The Earth isn't Round

The accurate description of the Earth's figure is oblate spheroid. This means that it is spherical, but also flattened from its two opposite poles.

The rotating motion of the earth results in centrifugal force, which in turn causes the planet to retain its disk-shaped figure.



*Leonid Meteor Shower.*

## 13. Water Matters

Although water has been detected in neighboring planets, it is only on Earth that water can be found

across three states of matter namely solid, water, and air.

## 14. Longer Days Ahead

We have approximately 24 hours in a day, but it is expected that after about 250 million years, a day will last 1.5 hours longer due to the slower rotation of the Earth around its axis.

## 15. The Brightest of them All

Although it is known that Venus is the brightest celestial body in the sky, Earth is comparatively brighter when observed from outer space. The factor which makes our planet the brightest among all the planets of the Milky Way is water.

## 16. The Earth is Moving

Pressure being released from the inner core and the constantly moving tectonic plates result in almost 1 million earthquakes per year; majority of which are never felt or recorded even by seismometers.

## 17. The Speed of Light

It takes exactly about 8 minutes and 20 seconds for sunlight to reach the earth. This means that the heat and light that we see and feel on a warm, sunny day is energy emitted by the sun from 8 minutes past.



*Sunset – light 8 minutes 20 seconds away.*

## 18. Speeds of Earth

The Earth's surface rotates on its axis at 1,000 miles per hour. Consequently, the planet travels through space at 66,700 miles per hour. But how come we do not feel that our planet is moving at a dizzying rate?

This is due to the fact that the Earth is rotating at a constant speed and is partly due to the gravitational pull of Earth.

## 19. Four Seasons

The occurrence of 4 seasons is not in any way related to the distance of the Earth from the Sun, but rather due to the way the planet is tilted on its axis. The obliquity or Earth's tilt is currently at 23.4 degrees and is expected to change slightly over time.

## 20. First Photo Opportunity

From an altitude of 65 miles, the first photo of the Earth from space was taken using a 35-millimeter motion picture camera that was carried by Sputnik 2. It was in 1946 that the first discernible photo was made possible by a camera developed by the engineer, Clyde Holliday.

The first full face and colored portrait of Earth was later taken from the DODGE satellite in 1967.

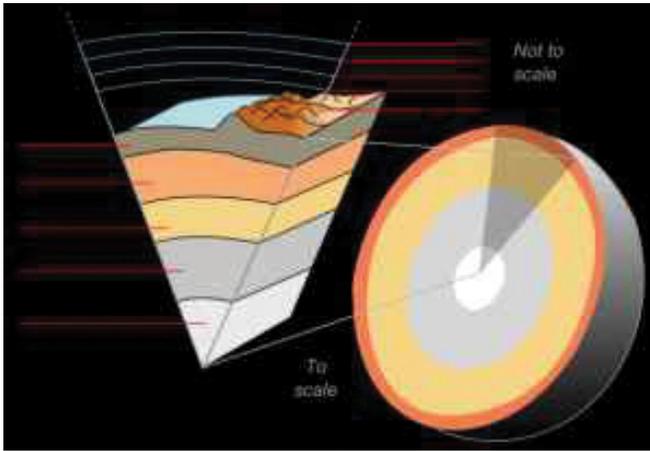
## 21. Earth's Core

The core of the Earth can be found 3,700 miles down towards its center. The inner core is made up of a solid iron-nickel alloy.

## 22. Gravity Difference

The pull of gravity differs all over the globe, depending on your distance from the earth's core.

This means that due to the gravitational pull, you are technically lighter or heavier in certain locations in the globe, though you'll never feel it.



*Cutaway of the Earth.*

### 23. Water Percentages

97% of water on Earth can be found in the oceans, while only 3% of water can be found in fresh water reservoirs and fresh water supply.

### 24. A satellite and Companions

The Moon is not the only celestial body that rotates around our planet. Asteroids 3753 Cruithne and 2002 AA29 are also known to orbit the planet as well.

### 25. Our only home

Although space missions are being deployed in outer space for the past few decades, these programs are



*The Earth and Moon From Mars.*

primarily programmed to look for extraterrestrial life and space research. There are still no possibilities of life even with the nearest planetary body, Mars.

For now, the Earth is the only habitable place in the Universe. For now.

These amazing facts about the world can definitely help humans to further participate in the cause of saving Mother Earth.

*Source Courtesy: <http://opishposh.com>*



### about April 2019 Issue

Dear Sirs

I liked the new feature- 25 Weird and Fun Games.

The piece on the Takeaways from the life of Rajnikant is highly refreshing. His real name is Shivaji Rao Geikwad. He has risen from the low- a role model for one and all.

The article on how to prepare for an interview will be significantly beneficial for the youngsters.

Hearty congratulations to the entire Editorial team of the IMPACT.

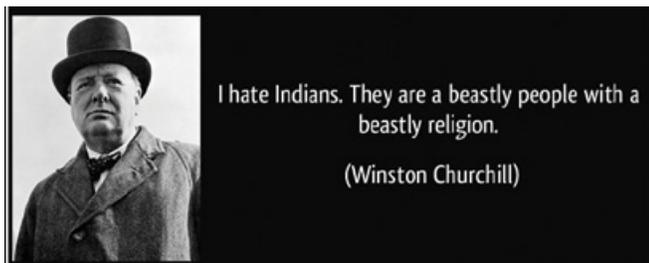
**With regards**  
**R. Venugopal**

# What Happened in the house of Commons on 03-06-1947

In the U.K General Elections took place in September 1945 a few months after the World War II. India's arch enemy, Winston Churchill of the conservation party lost, and the Labour party headed by a noble Clement Atlee came to power. As U.K's Prime Minister, Clement Atlee who worked with great speed and declared that India would be free from 15.08.1947.

Two months earlier, on 03/06/1947, Prime Minister Clement Atlee passed the "Independence for India Act" in the House of Commons. The leader for the opposition Winston Churchill could not digest this. He opposed the bill and spewed "Power will go into the hands of rascals, rogues and free booters. Not a bottle of water, not a loaf of bread shall escape taxation. Only the air will be fresh and the blood of these hungry millions will be on the head of Atlee. These are men of straw of whom no trace will be found after a few years".

Look at the irony. After 70 odd years, India's GDP has exceeded England's GDP. Many of the British



## Clement Atlee

- Clement Atlee was the Prime Minister of Great Britain and Northern Ireland from 1945 to 1951.
- Under Atlee, won the election for Prime Minister by a landslide over Winston Churchill who had just lead Britain though WWII.
- Part of his term was during the decolonization of a big part of the British Empire, where India, Burma, Ceylon, and Pakistan gained independence.
- His government made the major industries and public utilities as well as the creation of the National Health Service, nationwide.



Clement Atlee: In Office - 27 July 1945 – 26 October 1951

Companies have been bought by India. The pitiable England's Prime Minister

Theresa May has put her foot in her mouth and does not know to come out of BREXIT! UK is in utter chaos. India is far ahead.

Winston Churchill who predicted India's disappearance must be in his grave turning twinkle.

### Dr.H.V. Hande

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



# 25 Offbeat Destinations in India for an Awesome Experience

**T**ired of the known tourist trails? Seeking to get away to a new place? The offbeat destinations in India offer an awesome experience. Escape the hustle-bustle of cities and indulge in incredible experiences. Vacations in these lesser-known locales of the country are truly memorable. Avoid crowds, explore raw natural beauty and unusual cultures, and get to experience a plethora of new things.

Nowadays, more and more people are looking for destinations off the charted routes. Furthermore, the offbeat destinations in India offer the thrill of a relaxing getaway but also some cherished memories.

Here is a list of 25 offbeat destinations in India that are known for an awesome experience:

## 1. Mawlynnong, Meghalaya

Mawlynnong in Meghalaya, is one of the must visit offbeat places in India. Blessed with the charm of



North East India, Mawlynnong has been awarded as the cleanest village in Asia in 2003. The eco-friendly village community will give you some amazing lessons on life.

The scenic bliss of the town is refreshing for your senses. There are waterfalls to visit, caves to explore and most importantly walk on the Living Roots Bridge. Created out of the roots of the trees, the bridges are truly a wonder. Don't stop at just this town, backpack throughout Meghalaya.

## 2. Halebid, Karnataka

Halebid in Karnataka is one of the ancient temple towns of South India. The town is untouched



by tourist crowds, therefore a beautiful offbeat experience. Known as Dwarasamudra, gateway to the seas, Halebid is the capital of the Hoysala Dynasty for about 150 years.

Sacked by the armies of Malik Kafur in the early 14th century, the town fell into a state of ruin. Even in the ravaged state, the town's glory still remains undiminished. Spend time exploring the temple ruins of Halebid. You can also combine your tour with a visit to Belur along with Jain monuments at Shravanabelagola.

### 3. Chembra Peak, Kerala

An exciting trekking trip, the Chembra Peak in Kerala is one of the best offbeat destinations in India. It is located in Wayanad district, at 6,900 ft in the lush lap of misty Western Ghats. The peak is popular for adventure enthusiast trekkers and nature lovers. In fact, to get to the peak it's mandatory to get permission passes from the Forest Department for the safety of trekkers and preservation of wildlife.



En-route to the peak, a heart shaped lake locally named Hridaya Saras, enchants the visitors. From the peak you can enjoy panoramic views.

### 4. Ziro, Arunachal Pradesh

One of the most beautiful places in Arunachal Pradesh, Ziro is blessed with beauty, bliss and incredible experiences. Away from the touristy trails, Ziro is among the beautiful offbeat destinations in India. Puffy white clouds float in the horizon. Beautiful green patches and rice fields are visible as far as the eye can see. In addition, the Apatani



tribe welcomes you with their friendly smiles and you would love to know their way of life. The Ziro music festival is a great time to visit. Don't just visit Ziro stay there as a local.

### 5. Majuli, Assam

The largest river island in the world, Majuli is one of those places you must visit once in a lifetime. Located on the banks of Brahmaputra River, the island spread over 421.65 square kilometers is one of the must visit place in Assam. The island of Majuli is only accessible via ferries which can be taken from Jorhat. One of the potential contenders of UNESCO World Heritage Sites, Majuli has a unique culture. Mostly tribals inhabit the lands. In addition, festivals, food and the serene charm are the highlights of the town.



## 6. Champaner – Pavagadh, Gujarat

One of the UNESCO World Heritage Sites, Champaner is a historical treasure. Nestled in the



Pavagadh hills, this one of the interesting offbeat places to visit in Gujarat. Here you can actually imagine the olden days. The Champaner-Pavagadh Archaeological Park is a delight of Hindu and Islamic styles of designs which date from the 8th to 16th century. The ruins include agricultural buildings, mosques, and a fortress. This site was once an important religious shrine and point of pilgrimage. Despite its ruinous condition today, it is as special as it is intriguing.

## 7. Khajjiar, Himachal Pradesh

Away from the touristy towns of Himachal, Khajjiar is an unexplored beauty. The offbeat town in Himachal Pradesh is known as “Mini Switzerland



of India”. Beautiful, yet blessed with serene charm the town is replete with hills, lakes and meadows. Trek in the scenic environs or go for long walks, it’s absolutely blissful. Visitors can also partake in various adventure sports like paragliding, horse-riding, zorbing and the like. Khajjiar can be easily visited throughout the year, the summers are pleasant while the winters come with snow. When the cities become too much for you, escape to Khajjiar.

## 8. Hemis, Ladakh, Jammu & Kashmir

Ladakh is itself offbeat, favored by adventure lovers. One of the less talked about places in Ladakh, Hemis is a beautiful place surrounded by snowcapped



ranges all around. Pay a visit to the Hemis Gompa. The monastery is beautiful and one needs to spend time here. The Hemis National Park, the home to the snow leopard is thrilling. Carry your camera, if luck favors you can capture a click. Hemis makes you forget buzzing cities. Enjoy the simple pleasures and spend night stargazing, you will truly love it.

## 9. Gokarna, Karnataka

Of the many beautiful beach towns, Gokarna is one of the offbeat secrets of India. Famous for its pristine, unspoiled beaches, Gokarna is a temple town primarily, with a slow and relaxed atmosphere, which makes for a very pleasurable offbeat holiday. Away from crowds, the shores of the Karnataka town is drenched in beach bliss. Hire a motorbike and explore



the town. Pay a visit to the ancient temples. Enjoy watching the sunrise and sunset. Go for a swim in the waters anytime. The shacks on the beach have great food, great music and interesting people.

## 10. Patan, Gujarat

One of the newest addition to India's UNESCO World Heritage Sites, Patan in Gujarat will make for a lovely offbeat holiday places to travel to.



Dating back to 745 AD, Patan, the former capital of the Chandva Rulers is dotted with lovely temples, lakes, and beautiful step walls. Ran Ki Vav being the most prominent one. Built in the 11th century, this grand step-well of Maru-Gurjara architectural style is designed as an inverted temple as obeisance to life-giving water. Patan is quite famous for Patola sarees, one of the finest hand-made textiles in the world.

## 11. Manas National Park, Assam

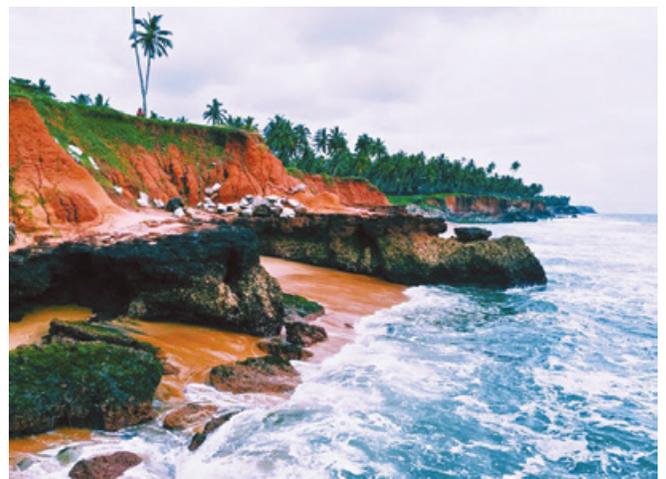
A gem of North East, Manas National Park at the foothills of the Bhutan-Himalayas in the state of Assam is one of the awesome experience. It is one of the first reserves of Project Tiger in 1973 blessed with unique biodiversity and landscape. The wildlife sanctuary has substantial population of Royal Bengal Tigers and was inscribed as World Heritage Site. The last species of Pygmy Hog survive in the wilderness of Manas and nowhere



else in the world. It is one of the offbeat places in India, where adventure abounds and tourist can have a wonderful time.

## 12. Varkala, Kerala

Snuggled on the shores of Arabian Sea, Varkala in Kerala is a quaint paradise. Replete with clear,



pristine beaches, hills, shrines, lighthouses, the beach town is one of the best offbeat places in India. Once you are here, pay a visit to Papanasam beach, where sadhus perform holy rituals. A holy spring flows by where pilgrims take a cleansing bath. Treat yourself to adventure sports like paragliding and parasailing. Escape the cities, the crowded shores and come to Varkala for a quiet vacation. Opt for Ayurveda or learn yoga and meditation. Go swimming, sunbathing or just sit on the shores.

### 13. Mandu, Madhya Pradesh

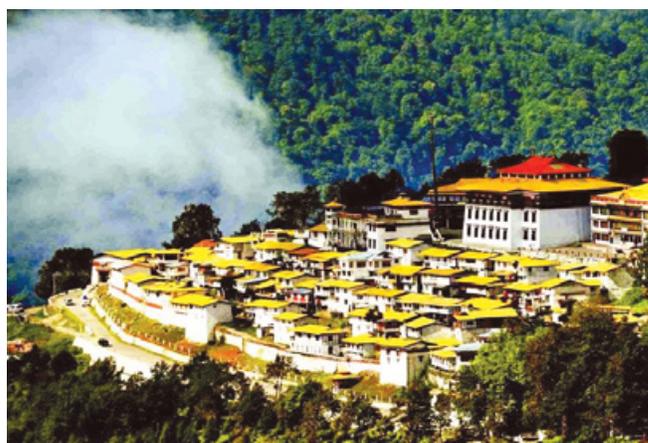
A name which completes the list of amazing offbeat destinations in India, Mandu in Madhya Pradesh is not just a place, but an experience one must not miss. The town of Mandu is testament to the love between Prince Baz Bahadur and



Rani Roopmati. One can actually relive the days of the bygone era here. Explore the awe-inspiring Islamic architectural brilliance displayed in Mandu Fort, Jahaz Mahal, Jami Masjid, Hindola Mahal, Baz Bahadur's Palace, Rewa Kund etc. The slow soothing pace of Mandu makes you forget the concepts of time, you are in a world of its own.

### 14. Tawang, Arunachal Pradesh

The scenic town of Tawang in Arunachal Pradesh comprises the charm of North East India. Popularly known as the birth place of the sixth Dalai Lama, the picturesque town is a holy site of Tibetan Buddhism in India. Visit the Tawang Monastery



and Taktsang Gompa for bliss. Adventure also abounds here. Visit the Sela pass, Bumla Pass, the ethereal Shonga-tser Lake, Nuranang Waterfalls and Pankang Teng Tso Lake. The magnificent Gorichen Peak inspires adventure with us. Scaling the heights is an ultimate challenge. Tawang offers one of the best offbeat vacations in India.

### 15. Tadoba, Maharashtra

Unexplored and abundantly blessed with plenty of wildlife, we come to the next offbeat destination India on our list, Tadoba. The town in Maharashtra is known for Tadoba National Park, Tadoba-Andhari Tiger Reserve, Tadoba Lake, Erai dam, Moharli and Khosla village. It is often named as the 'Jewel of Vidarbha'. Perfect for wildlife vacations and to spend time away from cities, Tadoba is one of the best kept Tiger Reserves in India and the largest in Maharashtra. Go for safaris or opt for a jungle stay.



## 16. Lunglei, Mizoram

A true offbeat town, Lunglei is the second largest city in the beautiful state of Mizoram. It is a mix of natural beauty, attractions and delights in the quaint corner of North East India. Things to do on



an offbeat vacation in Lunglei include visit the stone bridge after which the town gets its name. Spend time exploring Khawnglung Wildlife Sanctuary, which is home to the unique species. Do visit the Saikuti Hall. Here you can enjoy a glimpse of the intriguing heritage of Mizoram through art, concerts and celebrations.

## 17. Mokokchung, Nagaland

Tribal, rustic and an experience of a lifetime, Mokokchung in Nagaland is one of the top offbeat destinations in India for an awesome experience. Home of the Ao tribe, the town is cultural and intellectual capital of Nagaland. It is known for rich



hospitality, rich traditions and festivals. The attractions to check out in this offbeat town comprise of Changkikong Range, Langpangkong, Fusen Kei and Mongzu Ki Caves, Changtongya, Longkhum Village, Longritzu Lenden Valley, Tangkum Marok Spring, Mokokchung District Museum, Mokokchung Park, etc. Just arrive with your bags and these friendly folks will make sure that you have a great time.

## 18. Talasari Beach, Odisha

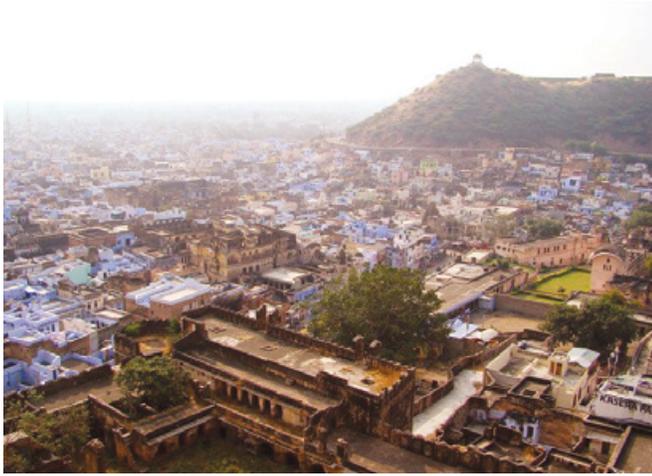
Almost a secret, as it is very less frequented, the Talasari beach is one of those offbeat places vacations are unforgettable memories. The shores are calm and peaceful. Talasari fascinates tourists with its backwaters, which one needs to cross to reach the sea. The tropical weather all year round makes it a popular destination for those looking for solitude. The scenic charm is something you cherish on your



stay. The estuary of the Subarnarekha River is seen in a distance further adding to its beauty. There are very few tourist facilities which further enhance its charm.

## 19. Bundi, Rajasthan

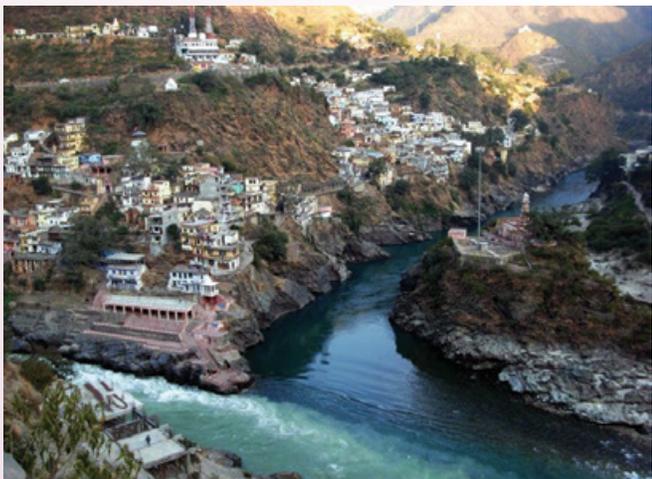
Rajasthan is one of the most visited places in India. One of the small towns in the state, Bundi is one of the best places for an offbeat getaway. The 12th century town is known for magnificent palaces and havelis, wonderful forts and temples. Take a look at awe-inspiring paintings at Chitrashala. Explore the relics of the old days. Enjoy the simple pleasures of the desert town. The Bundi Festival is a spectacular



culmination of traditional art, culture and crafts, which is a good time to plan your trip. The mix of desert life and a glimpse of colorful culture await at Bundi.

## 20. Devprayag, Uttarakhand

Devprayag is a place of holy confluence of two sacred rivers namely Bhagirathi and Alaknanda. The merger in turns form the most worshipped river in our country, River Ganga. The celestial town is positioned at an elevation of 830 metres



above sea level. Pay a visit to the holy places such as Sangam, Raghunath Ji Temple, Dhaneshwar Mahadev temple, Danda Nagaraja temple. It is the winter home of Pandas, the priests of Badrinath. Adventure lovers can also indulge in activities such as white-water river rafting, kayaking, rock climbing, trekking and rappelling.

## 21. Spiti, Himachal Pradesh

Hidden in the high altitudes of Himachal Pradesh, Spiti is one of the offbeat places you must visit once in a lifetime. Located at an altitude of 14,931 ft, it has a challenging personality. If you are seeking



adventure, solace or to escape the cities, then Spiti is definitely where you should be. The stark mountains have spots of green which are dotted with ancient monasteries. In addition, trekking, camping, mountain biking and other adventures enhance the thrill. Spend time in the villages of Ki, Kibber, Kaza, etc. Take a bike trip from Manali to Spiti for a memorable holiday.

## 22. Chopta, Uttarakhand

Chopta is a scenic hill station in Uttarakhand. In contrast to the tourist crowded hill towns, Chopta is relatively unknown. Watch the snow-covered



peaks in the backdrop. The green slopes and grassy meadows have a relaxed vibe. It is certainly a perfect spot to take a break from the city life. Enjoy the lesser pleasures of life in the picturesque town. If you are keen on adventure then Chopta serves as a base to trek to Tungnath temple and the Kedarnath wildlife sanctuary. You can also trek to Chandrashila peak. Enjoy natural bliss on your offbeat holiday in Uttarakhand.

### 23. Kalimpong, West Bengal

Kalimpong is one of beautiful hill stations of North East India. The town in West Bengal is off the charted tourist routes. A little way from Darjeeling, you can enjoy an idyllic offbeat vacation here.



Enjoy the picturesque bliss of mountains. Above all, the exclusive views of the striking snow laden Himalayas are awe-inspiring. If you seek to escape the demanding city life, the town definitely goes for a rejuvenating aura. Go for walks through towering pine trees and rolling hills with the chirping birds for company. The pure mountain air helps you discover inner peace.

### 24. Nubra Valley, Ladakh

Truly a miracle of nature, Nubra Valley in Ladakh is one of the true offbeat places in India. The valley in Ladakh is a unique site; in fact a fusion of a desert, lush fields and a small town. A visit to Nubra valley opens a multitude of opportunities. Explore the desert complete with sand dunes inhabited by



double humped Bactrian camels. Enjoy the scenery of lush greenery fed by two rivers. In addition, discover quaint villages at the foothills of ancient monasteries. An incredible experience, Nubra Valley is one of the most amazing locations in India and one you must visit.

### 25. Valley of Flowers, Uttarakhand

The Valley of Flowers in Uttarakhand is one of the most beautiful offbeat places one can visit in the country. The entire valley is titled an UNESCO World Heritage Site. It is blessed with indigenous mountain flowers, insects, butterflies and avifauna. In the rainy season, the valley looks like a carpet of flowers as almost 300 species of flowers in every possible shade



bloom in the valley. You can reach the valley only after trekking. Once you have seen the breathtaking beauty you will not find it hard to imagine heaven.

**Debashree Chakraborty**

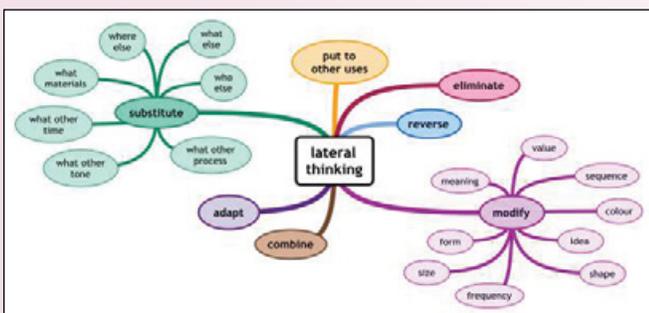
*Source courtesy: <https://www.indianholiday.com>*

# 5 Tools for Entrepreneur(s) to Develop and Excel

We are fascinated by and perpetually in awe of people who accomplish, grow, connect and utterly excel in so many different ways and verticals that they seem almost superhuman. Though we won't all accomplish as much as these super performers have, **at the very least we can use set of simple mental tools (they all seem to make excellent use of) to train our brains to think like them, which will give us massive advantages regardless of what we choose to pursue.**

## 1. Lateral Thinking

The human brain is wired to see things in terms of black and white; safe and unsafe, good and bad, love and hate...alas, very little in life is actually black and white, and the greatest advantages tend to appear in gray areas. Lateral thinking is the ability to look at something, be it a problem or an object, and see far more options than appear to most people. You see the black, and the white, but also all the shades of gray, and maybe some colors as well. You could think of it as the ability to blend logic and imagination harmoniously.



A way of thinking that seeks a solution to an intractable problem through unorthodox methods or elements that would normally be ignored by logical thinking. They need *Lateral Thinking*.

*Dr. Edward de Bono* divides thinking into two methods. He calls one “vertical thinking,” which uses the processes of logic--the traditional, historical method. He calls the other “lateral thinking,” which involves disrupting an apparent thinking sequence and arriving at the solution from another.

So what's the best way to develop better lateral thinking skills? Riddles which force you to think outside the box to reach an answer are one of the best ways to hone lateral thinking. One can also learn Lateral thinking by attending training seminars or certification course.

## 2. Systems Thinking

Our brains like to oversimplify things, and as such they tend to focus in on parts of a problem or thing, often discarding the nuances of the complex whole in the process. We miss the forest for the trees, so to speak. Systems thinking involves understanding how all the pieces of a system work together and impact one another, and using that knowledge to make more informed decisions. Empathy is a facet of this, as empathetic people are better at seeing and understanding things from someone else's perspective.



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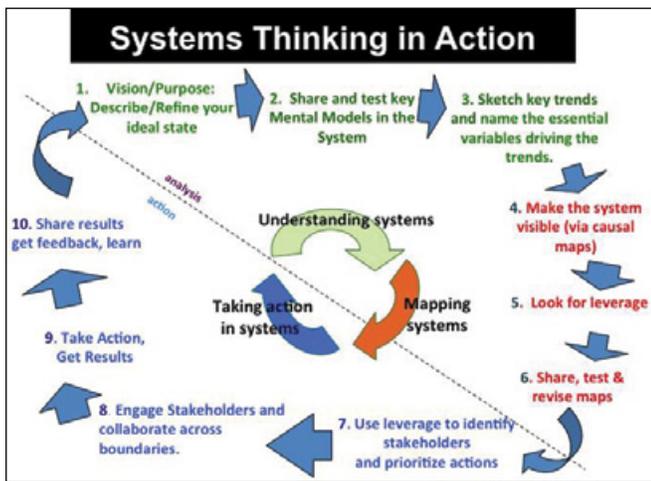
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Systems thinking is difficult, and often imprecise as it can involve a lot of estimation and guesswork, but it's a much better approach than honing in on a single part.

To develop this trait, work to rekindle your childlike curiosity. Explore things, try to be more aware of your surroundings, and ask yourself "How does this work?" as often as you can. Most importantly, you need to try and see things from alternate perspectives.

### 3. Self-Awareness

As Paulo Coelho wrote, "If you conquer yourself, then you will conquer the world." You can't truly conquer that which you don't truly understand, and very, very few people truly know themselves. That said, I would say this is by far the most common characteristic of top performers -- they know themselves, both strengths and weaknesses, exceptionally well. They seek constantly to understand themselves even better. They meditate, they write notes or keep a journal. They read and study psychology, philosophy and neuroscience to better understand who they are, and why they do what they do.

These are the three keys to mastering self-awareness: meditation, introspection through writing, and constant study into the nature of self.

### 4. Mushin

Mushin is a Japanese word that translates roughly to "no mind." It is a state of clarity without active thought, fully in the moment, aware of your surroundings to an intense degree but only softly focused.

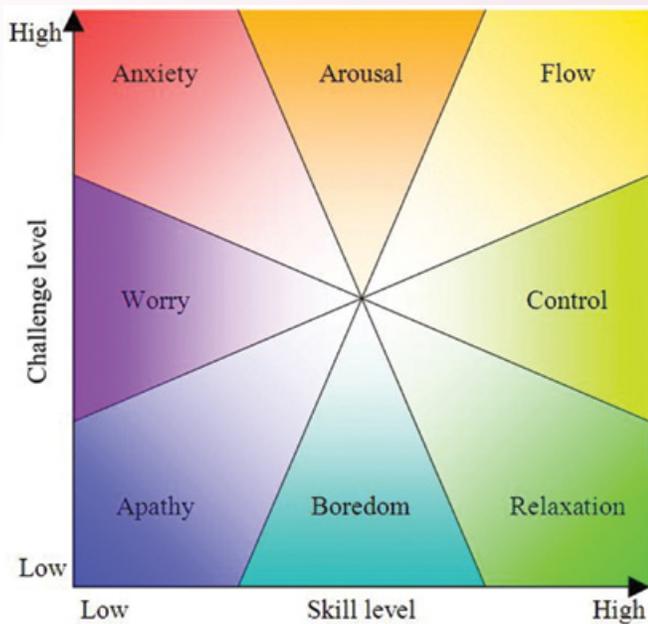
This is a state sought by monks, meditators of all varieties and martial artists around the world. It is in many ways comparable to, but not exactly the same, as Flow. It's really, really hard to describe effectively in English, as we have no real parallel. If you're a fan of fantasy books, Robert Jordan's *Wheel of Time* series would describe this as The Flame



and the Void. Many high performers seek this state through various avenues. There is no better frame of mind in which to live, if you can achieve it. To do this, you need to master two key things: Meditation, as we've already discussed in regards to self-awareness, and Flow, which we'll dig into next.

### 5. Flow

Last, but far from least, is a state researched and coined by Mihaly Csikszentmihalyi in 1975 the concept has been widely referred to across a variety of fields (and is particularly well recognized in occupational therapy). Numerous books have been written on the subject, e.g. *The Rise of Superman* by Steven Kotler.



professional gamers to extreme athletes, all are familiar with this state. For high performers, who often have to juggle a ton of data and data streams and complex decisions, **the ability to get into flow states is critical for effective performance.** Once you come to understand what it is, you'll be able to look at your life and the activities you perform and find better, more frequent ways to slip into flow.

**For those who want to achieve, grow and excel, whether in a big way or a small one, it starts by changing yourself using above set of five mental tools into the best possible version of you.**

Mushin and Flow are tightly connected states, albeit at opposite ends of the spectrum. Where Mushin is a relaxed, loosely focused state of awareness, Flow is an intense, highly focused state of awareness. Call it what you will -- in the zone, dialed in, etc -- flow occurs when you are intently focused on a task, at the edge of your abilities, and getting instant feedback on your efforts. From programmers to

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



Readers are requested to send their management related questions.

IMPACT

will get replies from management experts.

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