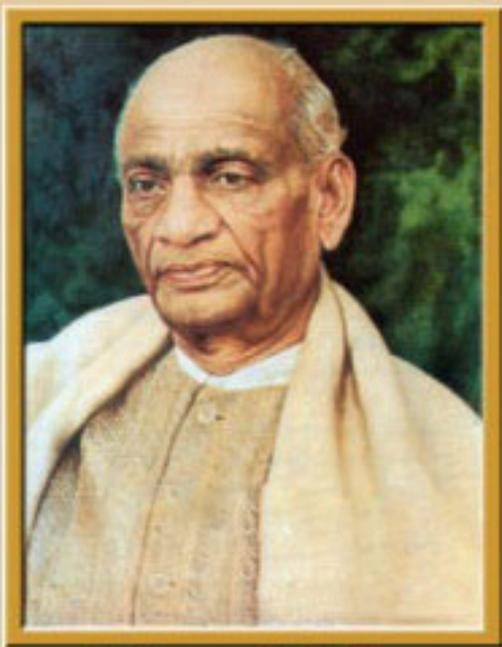


IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

Sardar Vallabhbhai Patel – The Iron Man of India



There is something unique in this soil, which despite many obstacles has always remained the abode of great souls.

Greetings from **IMPACT**



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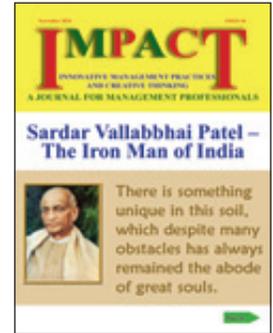
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Dear Readers,

The new normal concept has caught on after the covid19 pandemic. The world leaders are perplexed with the situation and unable to predict, when and how the present pandemic crisis will come to n end.

Sun is rising correctly. Nature is in its course. Industry leaders and the work force now have come to terms with the situation, how to live with covid19 and still be safe. Big IT Companies have informed till 2021, their workforce can work from home. Official offices are being vacated, office related transport, maintenance, electricity etcetc, are not there now, saving huge costs to the organizations. The new normal concept has slowly emerged and evolving for better working environment.

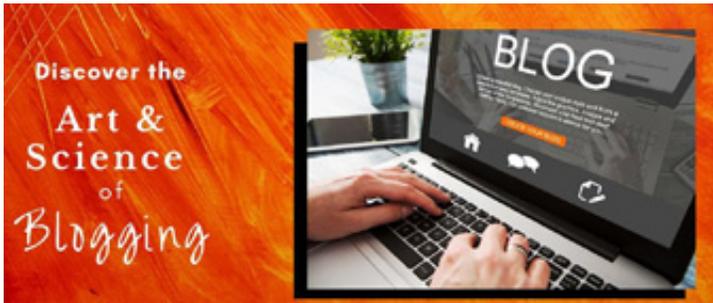
Festivals like Diwali, Christmas are going to be celebrated differently, but with the same pomp and pleasure.

India and Indians have found a new way and methodologies for a better tomorrow, taking the killer covid19 in their own stride along with them!

With the New Leadership at U.S of A, World will have different perspectives too!

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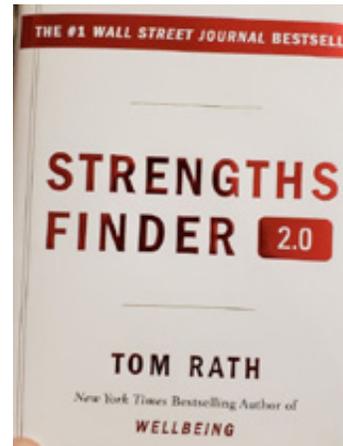
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Art and Science of Blogging

For some Blogging has become a passion and fashion! Author of this article himself is an avid blogger holding the Blog ENVIUS THOUGHTS in <https://nvsv.wordpress.com> for the past 2105 days as at the end of October with 2188 posts without a break a single day from the launch of the Blog! I only wish the readers of IMPACT do not take it as bragging but I am delighted that the World Record University U.K has offered Ph. D. for this achievement! This Blog in fact enjoys an overall view score of more than 2,77,000 views as on this day! The Blogger is Asia Pacific Book of Records holder! In this article let us have a look into the ART AND SCIENCE OF BLOGGING!

Definition of blog

A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

Today, there are more than 600 million blogs on the web. The number of bloggers in USA alone is set to reach 31.7 million users by 2020.

What is the purpose of a blog?

There are many reasons to start a blog for personal use and only a handful of strong ones for business blogging. Blogging for business, projects, or anything else that might bring you money has a very straightforward purpose – to rank your

website higher in Google SERPs, a.k.a. increase your visibility.

As a business, you rely on consumers to keep buying your products and services. As a new business, you rely on blogging to help you get to potential consumers and grab their attention. Without blogging, your website would remain invisible, whereas running a blog makes you searchable and competitive.

So, the main purpose of a blog is to connect you to the relevant audience. Another one is to boost your traffic and send quality leads to your website.

The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target audience. This means that a blog is an effective lead generation tool. Add a great call to action (CTA) to your content, and it will convert your website traffic into high-quality leads. A blog also allows you to showcase your niche authority and build a brand.

When you use your niche knowledge for creating informative and engaging posts, it builds trust with your audience. Great blogging makes your business look more credible, which is especially important if your brand is still young and fairly unknown. It ensures presence online and niche authority at the same time.

Blog structure

The appearance of blogs has changed over time, and these days blogs include a wide variety of items and

The number of bloggers in the United States



In 2020, the number
will reach
31.7 million
bloggers

widgets. However, most blogs still include some standard features and structure.

Here are common features that a typical blog will include:

Header with the menu or navigation bar.

Main content area with highlighted or latest blog posts.

Sidebar with social profiles, favorite content, or call-to-action.

Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

The above example is the basic structure of the average blog. Each item has its own importance and helps visitors to navigate through your blog.

Related video from our YouTube channel Blogs and websites

Many people still wonder if there is any difference between a blog and a website. What is a blog and what is a website? It's even more challenging to differentiate between the two today. Many companies are integrating blogs into their websites as well, which further confuses the two.

What differentiates blogs from websites?

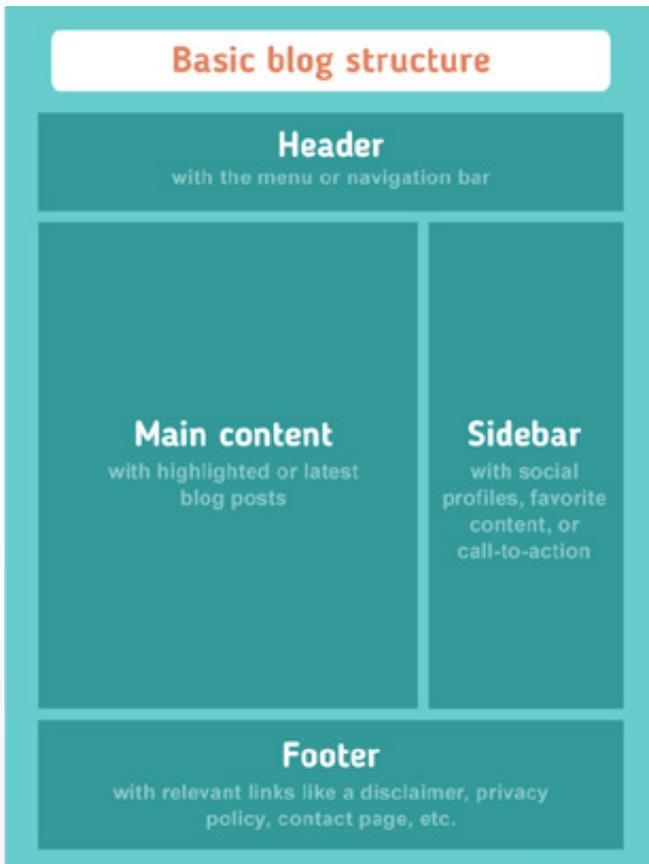
Blogs need frequent updates. Good examples of this include a food blog sharing meal recipes or a company writing about their industry news.

Blogs also promote reader engagement. Readers have a chance to comment and voice their different concerns and thoughts to the community. Blog owners update their site with new blog posts on a regular basis.

Read more: How to Start a Blog (in 2020): The Free Beginner's Guide

Key elements that identify a blog post from a static website page include a publishing date, author reference, categories, and tags within a byline. While not all blog posts have all of those byline elements, static website pages do not have any of these items. From a visitor perspective, the content on a static site will not change from one visit to the next. However, depending on the blog owner's publishing schedule, the content on a blog will offer something new each day, week, or month.

On the other hand, websites consist of the content presented on static pages. Static website owners rarely update their pages.



In the early stages, blogs became mainstream, as news services began using them as tools for outreach and opinion forming. They became a new source of information.

Through blogging, businesses saw a positive way to improve their customer's level of satisfaction. Blogs assist companies in keeping clients and customers up to date. Also, the more people that visit your blog, the more exposure and trust your brand gets.

Personal and niche bloggers saw the potential to reach more people interested in specific topics. Through a blog, visitors can comment and interact with you or your brand which helps you to create a network of loyal followers.

Did you know that you could earn money through blogging? Once your blog receives enough attention and fans, you can investigate ways of monetizing your blog. Through the blog, you can offer your services and sell products.

What is blogging?

In the early 2000s, blogging emerged in a variety of forms when several political blogs were born. Blogs with how-to manuals also began to appear. Established institutions began to note the difference between journalism and blogging.

Definition of blogging

Blogging is a collection of skills that one needs to run and supervise a blog. This entails equipping a web page with tools to make the process of writing, posting, linking, and sharing content easier on the internet.

Why is blogging so popular?

It's important to mention that the popularity of blogging grows with each passing day!

To answer the question 'what is blogging', we need to look at the factors behind its rise.

Who is a blogger?

In recent times, bloggers have become famous for various reasons. Blogging has become an alternative career or side gig to many. Seeing this, even more people are choosing to join the blogging ranks.

So who are bloggers? Bloggers are individuals who love sharing parts of their lives with you. They post on various topics from arts, home designs, carpentry, and finance articles. Bloggers are mobile and don't need to be in one place. They live on the internet!

Definition of a blogger

A blogger is someone who runs and controls a blog. He or she shares his or her opinion and knowledge on different topics for a target audience.

Why are many people blogging today?

Would you want to have a blog of your own? Yes!



Most people today are creating blogs for a variety of reasons. Every human being has their own story to tell. Through the internet, bloggers can communicate to a massive number of people.

Why is blogging so popular?

Blogs allow you to talk about any topic you are interested in and express your opinion. You'll find some bloggers writing on every activity that took place during their day. These activities may range from small things like waking up to major issues like human rights and climate change! Remember

Why is blogging so popular?

-  It became a mainstream source of information
-  Through blogging, companies keep clients and customers up to date
-  Through a blog, visitors can comment and interact with you or your brand
-  You can earn money through blogging?

that as a blogger running your own blog, you need to focus on the topics that you are passionate about and through that focus strive to become one of the best blogs on the web.

Are bloggers getting paid?

Our blogging industry survey proves that bloggers do earn money, but this is not a get-rich-quick kind of profession. Before you can start monetizing your blog, you need to build both your Google SERPs ranking and your niche influence. Those tasks take a lot of time and quality content. Money-making opportunities won't present themselves until you've gained some credibility in the field. So, get down to business.

Here's how you can make good money as a top-ranked niche blogger:

Selling ad space on your blog privately or via Google AdSense.

Becoming an affiliate partner privately or through ad networks.

Selling your own digital products such as eBooks and tutorials.



Selling memberships for access to exclusive content or advice.

Using your blog as a content marketing tool for your business.

If you're starting a blog as a way to market and boost your existing business, you probably won't be selling ad space or memberships. However, you can create and start offering exclusive digital products such as eBooks, guides, or online courses as a lead capturing tool in exchange for visitors' email addresses. That way, you'll nudge them one step further down your sales funnel.

Want to start a blog on your own?

Creating your own personal blog takes a few steps. First, you need to decide on a name for your blog, also called a domain name. Then, you need to choose the best blogging platform for your needs. We recommend going with a self-hosted platform. There are a few choices when it comes

to self-hosted platforms, but the most popular is WordPress.org.

The next step is to choose a web hosting service. For new bloggers, we strongly recommend Bluehost, a company that powers over 2 million websites worldwide. You will get a Free domain name when you sign up with them and if you don't like their services, they offer a 30-day money-back guarantee.

Disclosure: FirstSiteGuide is supported by our readers. When you purchase through links on our site, we may earn an affiliate commission. We test and try all the products that we recommend.

Recommended tool:

Type in the desired domain in the "new domain" box and BlueHost will show you whether it's available or not. If not, it will provide you with a list of similar names for you to choose from.

Conclusion

We hope that you've learned some helpful information about the world of blogging. If you've managed to start a blog, then your next step is to work on your blog content in order to keep your future readers satisfied and engaged. Feel free to check out our extensive list of blogging resources which will help you to run and grow your new blog!

ENVIUS THOUGHTS

Coming back to this Blog, it is purely a Literary Blog on its 2015th day and 2188th post with an overall view score of over 2,77,000 from more than 200 countries.

What I started as one post Blog on "MY TRYST WITH LIC" in June 2015, continues till now and has become a passion! Most of the times I spent on my computer is on ENVIUS THOUGHTS only! I also market my Blog in a serious fashion!

Top 10 Reasons for Students to Blog

Blogging...

- 1 Promotes collaboration
- 2 Establishes a home-school connection
- 3 Improves writing and digital literacy
- 4 Showcases student accomplishments
- 5 Gives students a voice
- 6 Teaches digital citizenship
- 7 Gives students a global and authentic audience
- 8 Creates a digital portfolio
- 9 Is cross-curricular
- 10 Develops critical thinking skills

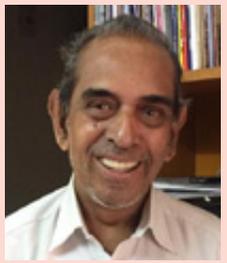
1. Deciding the daily post in advance and scheduling atleast for three or four days in advance.
2. Communication about the days post through Twitter, Face Book, Pinterest, Tumblr, Linked In and Whats app.
3. Daily morning between 3 and four a good morning message will go to my whatsapp viewers:
 “Good morning again! Second post of the day “ITHACA POEM 656-Memories Belong To No One!“ is in Envious Thoughts in <https://nvsr.wordpress.com/> for your kind read and response. Thanks.”
4. Watching very very frequently, the number of views for the day and registering the same in a diary! Registering at least 4 times!!!
5. Acknowledging suitably the responses received.
6. Finding out the significance of the day to make a posting on it. If the day is not significant in any way, general themes on

Bharathiyar, Thiruvalluvar, Bhagwan Ramana, my translations and so on.

The Blog is on and on and I hope to continue as long as my body and mind cooperate! I am delighted at the asking for the post by viewers if they do not receive the message before 5am!

Mr. 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 Aksharamananmalai. He was formerly the Deputy zonal Manager, LIC of India.



Sardar Vallabhbhai Patel – The Iron Man of India

31st October - Sardar Vallabhbhai Patel's birthday was celebrated with great enthusiasm by Prime Minister Narendra Modi and others all over the country. However, Congressmen keep on asking why PM Modi makes so much 'fuss' about Sardar Patel? The answer is simple. Please read the following from my book on Kashmir written 20 years ago. "Kashmir problem was created by Pandit Nehru because he kept it as his personal preserve. If only Pandit Nehru had allowed Sardar Patel to handle the accession of Kashmir, too, along with 500 odd states that Sardar Patel dexterously handled, there would have been no Kashmir Problem today. Even in the case of Kashmir, if Sardar Patel had not suddenly butted in and woken up Pandit Nehru, we



would have lost the whole of Kashmir, along with Srinagar.





Prem Shankar Jha in his book 'KASHMIR 1947' - page 135 - OXFORD PRESS has the following to say 'Field Marshal Manekshaw was, in 1947 a Colonel. He had accompanied Shri V. P. Menon ICS, to Kashmir when the latter had gone to secure the Instrument of accession of Jammu and Kashmir. As the Colonel serving in the Directorate of Ministry of Defence (Planning), after returning to Delhi, he accompanied Shri V. P. Menon ICS, to the Prime Minister's residence on the morning

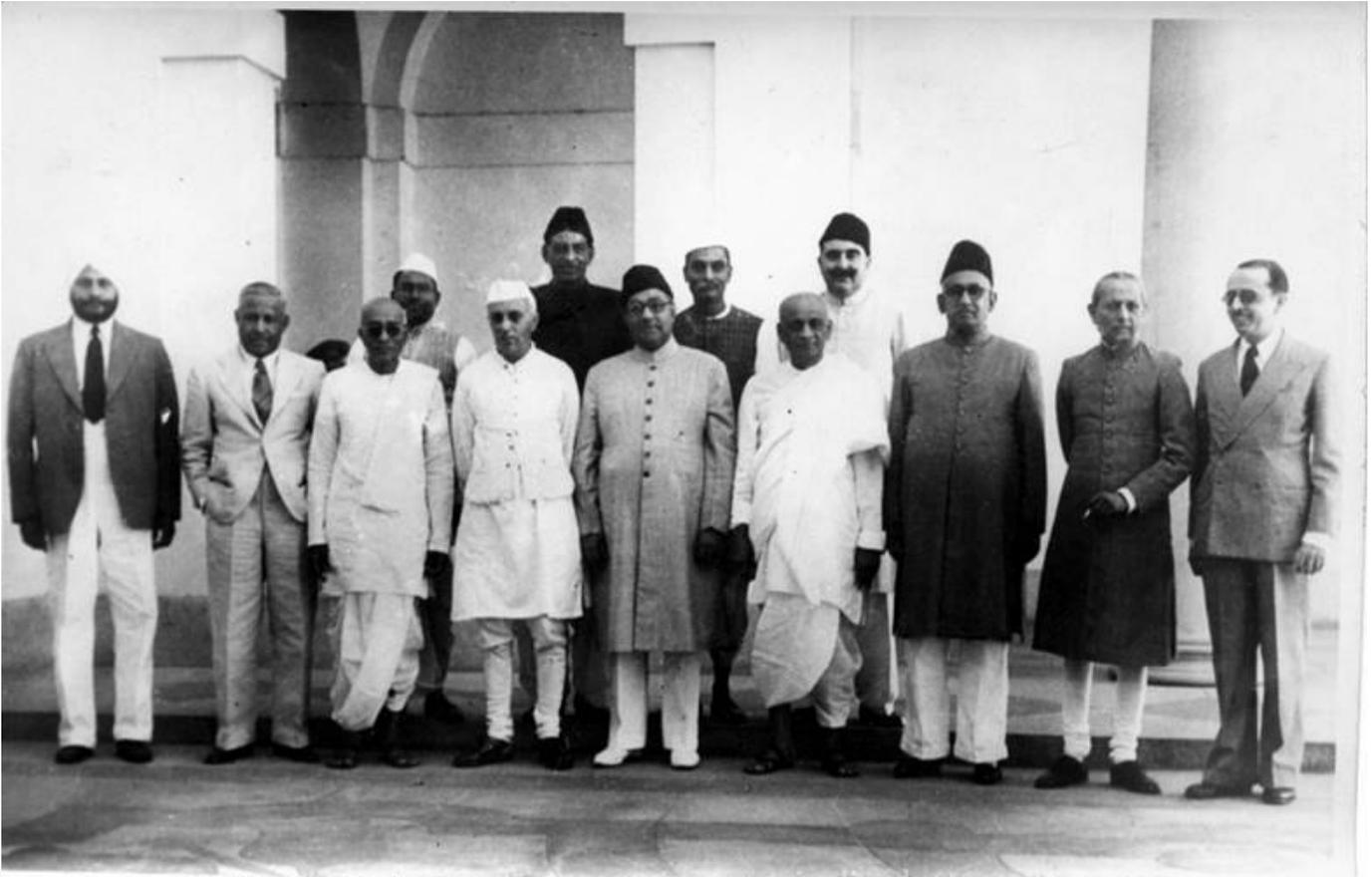
of 27 th October 1947. Pandit Nehru was closeted with Lord Mountbatten and Sardar Patel, Field Marshal Manekshaw has the following to say in an interview given to Shri Prem Shankar Jha at New Delhi on 15 th December 1994.

Field Marshal Manekshaw states 'At the morning meeting, V. P. Menon ICS handed over the (Accession) thing. Mountbatten turned around and saw me. 'Come on Manekji (He called me Manekji instead of Manekshaw)! What is the Military situation? I gave him the Military situation, and told him that unless we flew troops immediately, we would lose Srinagar, because going by road would take days, and once the tribesmen got to the airport in Srinagar, we couldn't fly troops in. 'Everything is ready at the airport' Manekshaw continued, 'As usual, Nehru talked about the United Nations, Russia, Africa, Godmighty, everybody, until Sardar Patel lost his temper. He said, 'Jawaharlal, do you want Kashmir, or do you want to give it away ? He (Nehru) said, 'Of Course, I want Kashmir'. Then Patel said, ' Please give your orders'. And before

Fresher's Required for Digital Marketing

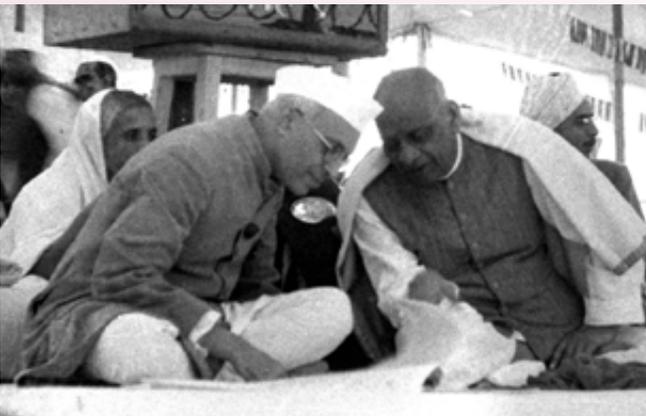
- * Fire to Achieve
- * Willing to Learn and Grow

Send Your Resume to:
inforesource@gmail.com



Nehru could say anything, Sardar Patel turned to me and said, 'You have your orders'.

“ I walked out, and we started flying troops at about 11 O’ clock or 12 O’ clock. I think it was the Sikh regiment under Ranjit Rai that was the first lot to be flown in. And then we continued flying troops in. If the operation had been delayed by a few hours, not only Srinagar but the entire Jammu and Kashmir would have been occupied by Pakistan’, concludes Colonel Manekshaw”.



There are several situations, like for instance in the case of Hyderabad, when Sardar Patel saved the Nation by over riding Pandit Nehru. This is why Prime Minister Narendra Modi has resurrected from History, the tall figure, the Iron man of India, conveniently forgotten by the Congress, because he does not belong to the ‘dynasty’.

Dr.H.V. Hande

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



10 Happiest Countries in the World

Happiness is a difficult thing to measure, but one initiative at the United Nations has been trying to figure it out. Every year, the U.N. Sustainable Development Solutions Network publishes its World Happiness Report—a study that examines the connections between happiness and development, all while encouraging policymakers to place more of an emphasis on the former. Around 1,000 people in each U.N. member state rate their quality of life on a scale from 0 to 10, while researchers cull data from six areas: GDP per capita, life expectancy, social support, trust and corruption, perceived freedom to make life decisions, and generosity. The World Happiness Report 2020 was released recently, and the results are...not surprising (i.e. every Nordic country made the cut)—but we still recommend checking out the top 10 list below. Who knows? Maybe just reading about these places will put a smile on your face today.

This gallery was last published in March 2019. It has been updated with new information.

10. Luxembourg

Luxembourg made quite the upward leap—from 14th to 10th—bumping top-ten darlings Canada and Australia down a few pegs. With a population under 600,000, the small country offers high salaries and a strong social security system to help its citizens after retirement. But before you jump to the conclusion that money is actually buying



happiness in Luxembourg, it has many other perks that have nothing to do with cash, including a great healthcare system and excellent work-life balance (probably due to the mandatory five weeks of vacation time).

9. Austria

Austria made the cut this year with high scores in life expectancy and GDP per capita. Remember



when we mentioned that taking a bike ride might help with happiness rankings? Well consider this: Biking is one of our favorite ways to get around Austria (well, at least its wine country).

8. New Zealand

Sure to fuel an already burning rivalry, New Zealand beat its neighbor Australia, who didn't even make the top 10, this year. Condé Nast Traveler readers say, year after year, that Kiwis are a warm, welcoming bunch, but according to the U.N.'s research, a lot of



that comes from satisfaction not only when they're out and about, but also in the workplace. We would guess the country's vast natural wealth—its beaches, vineyards, and mountains—plays a role, too.

7. Sweden

This year, Sweden remained in the seventh spot. A high GDP per capita, which it shares with many of its Nordic neighbors, is not the sole reason, either:



An emphasis on social equality that is built into the education system starting in kindergarten, 16 months of paid family leave that can be split between a couple after a new child is welcomed into a family, and free day care also make Sweden the best country for women, according to a separate study. Basically, an emphasis on work-life balance leads to a happier populace. Turns out feeling productive and rested leads to major smiles. Are you listening, New York City?

6. Netherlands

The biggest stat from the Netherlands this year? That its happiness levels have barely changed (we're talking less than 0.03 percent) between 2005 and 2019. And in the Netherlands, it turns out, happiness starts young. A 2013 Unicef report rated



Dutch children the happiest in the world, based on a number of metrics related to educational well-being, safety, and health. Vincent van Gogh was the exception, not the rule.

5. Norway

Norway has been dropping in the ranks since 2017 (when it held the top spot), and this year it comes in as the fifth-happiest country in the world. But there's not too much to complain about. The mix of a well-integrated government welfare system and a thriving economy built on responsible management of its natural resources (good riddance, fossil fuel-powered cars) means that very few are left



behind, and the feelings of social support, trust in government, and economic well-being that come from that all contribute to overall happiness.

4. Iceland

Iceland ranks high in terms of the proportion of respondents who said they felt like they had a fellow citizen to count on when the going gets rough. This perhaps became most obvious in the wake of the country's post-2007 financial collapse and subsequent revitalization. You'd think that the perpetual flood of American tourists into Reykjavik might have dealt a blow to the residents'



happiness—it's got to be a little harder to get that dinner reservation than it used to be, after all—but when it comes to well-being, the Icelanders are unfazed. Perhaps it has something to do with the fact that they can always escape the city to a countryside that looks like another planet.

3. Switzerland

Switzerland (which moved up three spots this year) is a country where everything is voted on, from how many vacation days workers should have to how many immigrants should be allowed

Readers are requested to send their management related questions.

IMPACT will get replies from management experts.

Send your questions to:

impactjournalindia@gmail.com



into the country, and referendums down to the local level happen many times a year. This system of direct democracy means that Swiss citizens feel an unparalleled sense of participation in their country's evolution, from landmark decisions on human rights to whether a new traffic light should be installed in their neighborhood. The Swiss are known to be insular, and it can be off-putting to first time visitors, but there is a strong social fabric held together by a belief that every voice matters, which can go a long way toward feeling content.

2. Denmark

Denmark remained in the number two spot this year. The country rates near the top in all the metrics the data geeks at the U.N. pored over for the report—life expectancy, social support, and generosity among them—but it is also a country hugely committed to renewable energy production (39.1 percent of its energy was wind-generated in 2014). Home to the world's most bike-friendly city and a coastline that



you could spend a lifetime exploring, the country's happiness certainly comes in part from a respect for the planet it's built on. But a recent study from the Copenhagen-based Happiness Research Institute (whose existence is probably reason enough for a top spot) narrows down Denmark's happiness to a number of different categories, including trust in the government, economic security, freedom, civil participation, and work-life balance. Our main takeaway from the institute's continuing research is that if you want to be happy, the first step is to stop stressing about how happy you are...and go for a bike ride.

1. Finland

For the third year in a row, Finland is number one when it comes to happiness. The country consistently ranks among the top education systems in the world, occasionally beaten out by countries like South Korea, Japan, and Singapore. Much of



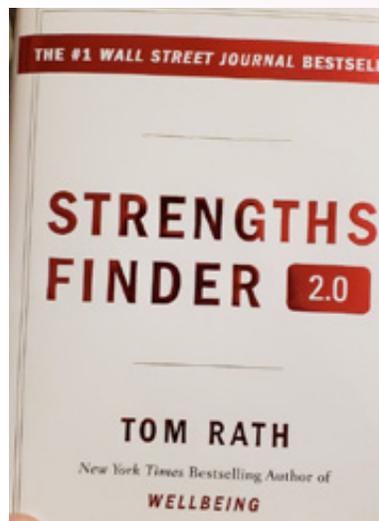
that educational success comes from a widespread reverence for teachers, who are required to have a master's degree (state-funded), and a pedagogical system that focuses less on quantitative testing and more on experiential learning and equal opportunity.

Source Courtesy: www.cntraveler.com

Book Review

Strengths Finder 2.0

By
Tom Rath



This book is a new and upgraded version of the Strengths Finder Assessment to discover your Strengths. It has a more customized version of your Top 5 Theme Report with 50 Ideas for Action- 10 for building each Theme.

Printed by GALLUP PRESS, 1251 Avenues of the Americas, 23rd Floor, New York- NY 10020.

Price- 21.95 USD

Often our talents go untapped. From the cradle to the cubicle, we spend more time to fixing our shortcomings than to developing our strengths. To help people in this regard, Gallup brought out a book called Now,

Discover Your Strengths in 2001. Now this book- Strengths Finder 2.0 gives an improved version of assessment of talents.

The Top 5 Themes are:

- Input
- Activator
- Learner
- Futuristic
- Positivity

Finding Your Strengths

When we are able to put most of our energy into improving our talents, there is still a lot of room

for growth. So the maxim “ You can be anything you want to be, if you just try hard enough” can be changed into the following:

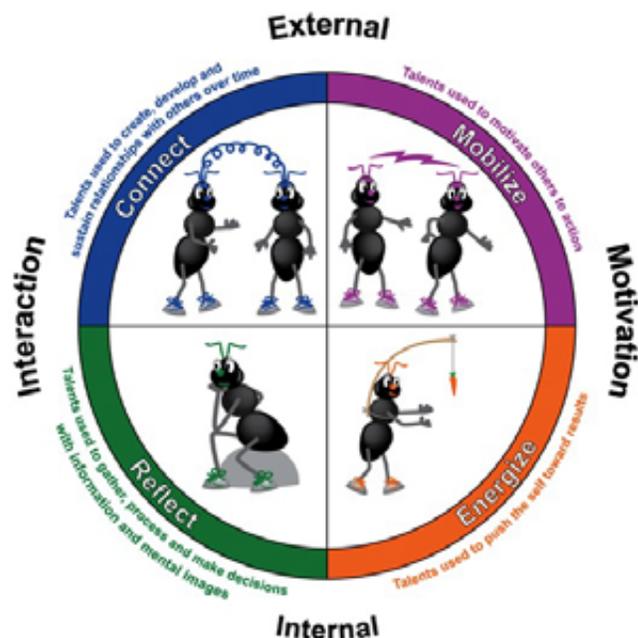
“ You can not be anything you want to be- but you can be a lot more of who you already are.”

It is necessary that we become conscious of any blind spot in our talents. Although our talents keep us on track, these blind spots can at times derail our pursuits. So you should be aware of your potential and your limitations.

Applying Your Strengths

Some of the important Themes for developing your strengths are:

1. Adaptability
2. Command
3. Communication
4. Competition
5. Consistency
6. Discipline
7. Empathy
8. Focus
9. Futuristic
10. Harmony
11. Individualization
12. Positivity
13. Responsibility
14. Self Assurance
15. Strategic.



A Reference Book for Decades

While this book can be read in one sitting, we can use it as a reference for decades.

Loaded with a great number of strategies for applying your strengths, this book will change the way you look at yourself.

Let us read this book and discover our strengths.



R. Venugopal

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



Sacred Sound: The Source and Significance of Mantra

We meditators devote a part of each day to something many people would consider strange: listening to the sound of our mantra.

We sit quietly with our backs straight and our legs folded while a sacred sound reverberates in the field of our awareness. When I first started studying yoga, I wondered what made this mantra so special. How does it lead us to our Higher Self?

The yogis say that if you really want to understand what mantras are and how they work, you have to understand that sound is God—literally. But the word “sound” in Sanskrit means something radically different from what it means in English. It took me years of research, both talking to yogis from India and reading yogic texts and commentaries, to get a handle on this important teaching.

The yogis say that if you really want to understand what mantras are and how they work, you have to understand that sound is God—literally.

One of the first and most interesting things I learned is that another term for sound is vak, meaning simply “word.” If you had a strict Christian upbringing like I did, this should start ringing bells. You’ll probably recall that in one very famous passage the Bible says, “In the beginning was the Word, and the Word was with God, and the Word was God” (John 1:1). I remember stumbling over this in catechism class in eighth grade. “The Word

was God.” What on earth was that supposed to mean? To be completely honest, I don’t think my pastor knew either, though he clearly sensed it must mean something profound.

I discovered that if I really wanted to understand this I needed to turn to yoga, where the true inner significance of these ancient teachings has been

-  **Mantra Of Protection**
-  **Mantra Poderoso Para**
-  **Moola Mantra**
-  **Power Affirmations**
-  **Ra Ma Da Sa**
-  **Satnam Sri Waheguru**
-  **Soham Shivoham**
-  **The Essence**
-  **Vibration Of Abundance**

AWAKENING CHAKRAS WITH MUDRAS and MANTRAS

LAM	 ROOT CHAKRA MULADHARA (SURVIVAL) Base of Spine, on Pelvis		Thumb & index fingers touch. Arms straight, hands on knees. Chakra Sound... Long L-A-A-A-M
VAM	 SACRAL CHAKRA SWADHISTHANA (CREATIVITY) Hips		Place Hands in your lap with your palms facing upwards, right palm resting on top of left. Chakra Sound... Long V-A-A-A-M
RAM	 SOLAR PLEXUS CHAKRA MANIPURA (WILL POWER) Two inches Below Navel		Place Hands between your heart and your stomach. Chakra Sound... Long R-A-A-A-M
YAM	 HEART CHAKRA ANAHATA (Love) Heart		Right Hand: Index finger & thumb touching at Heart Centre. Left Hand in same Mudra resting on the knee. Chakra Sound... Long Y-A-A-A-M
HAM	 THROAT CHAKRA VISHUDHA (EXPRESSION) Throat		Hand by Stomach, fingers interlaced & thumb tips touching. Focus on Throat Chakra. Chakra Sound... Long H-A-A-A-M
SHAM	 THIRD EYE CHAKRA AJNA (INTUITION, WISDOM) Third Eye		Hands in front of the lower part of your breast. Middle fingers stand up tips touching, other fingers bent at first joint as shown. Chakra Sound... Long S-H-A-A-M
OM	 CROWN CHAKRA SAHASRARA (SPIRITUAL CONNECTION) Crown		Hands in front of your stomach, fingers interlaced. Little fingers pointing upwards. Chakra Sound... Long O-U-U-U-M



What is OM?

AUM is everything. It is the source.
It is the vibration & consciousness
of the entire universe.



Infinite State:
Infinite or absolute
consciousness. Cannot be
expressed by a sound.

Unconscious State:
Deep Sleep, or Death

Maya:
Illusion
preventing us
from infinite
state.

Dream State:
Your experience
of the world
without being
fully awake or
deeply asleep.

Conscious State:
Being awake, &
experiencing life
through the 5 senses

carefully preserved. According to the Kathaka Samhita, “God was alone in the beginning; the Word was there also. She (the Word) united with Him (the Creator). She became pregnant and left him. She gave birth to all the beings in manifestation, and then she returned to God.”

The text is comparing the relationship between God and the Word to the sun and moon. In the beginning (on the day of the new moon) it appears as if God (the sun) is alone, but in reality the Word (the moon) is with the sun. As the moon moves away from the sun over the first half of the month, it grows larger, like a pregnant woman’s belly. On the day of the full moon, when the moon is furthest away from the sun, it begins to “give birth,” and

gradually its crescent gets smaller and smaller until the moon “unites” with the sun again on the next new moon day.

The yogic text uses this beautiful image to suggest how God can be alone and with the Word at the same time, and (given that the moon’s light is really just reflected sunlight) how God and the Word are also in essence the same.

But what is “the Word”? The Greek word for “word” used in the Bible is logos. Logos means “meaning.” Shabda, vak, and logos—none of these ancient terms refers to just any old noise you happen to hear in the street. They’re talking about sounds that are impregnated with intelligence, sounds with

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ॐ	श्री	ही	क्री	हूं
Om	Shrim	Hrim	Krim	Hum
ऐ	फट्	क्रौ	स्वाहा	कूी
Aim	Phat	Krom	Svaha	Klim
ह्रूं	हौ	द्री	स्फे	प्लूं
Hum	Hraum	Drim	Sphem	Plrem
कूी स्वाहा	ठः	प्री	ठंठं ठःठः	स्फ्री
Klrim Svaha	Thah	Prim	Tham Tham Thah Thah	Sphim
ह्रूं	हुं	ह्रस्वफ्रे	गं	ब्लूं
Hrum	Hrum	Hskphrem	Gam	Blum

mystical power. These are sounds that not only carry information but create order and shape reality.

What does it mean to say that God speaks?

“And God said, ‘Let there be light,’ and there was light” (Genesis 1:3). The Bible illustrates that God’s will manifests through the medium of sound vibrations that are infused with the creative potency of his limitless intelligence. This is a core principle of every mystical tradition I’ve ever studied. The ancient Egyptians too, for example, claimed that Thoth (the Divine Mind) created the cosmos simply by speaking it.

Words No One Else Hears

What does it mean to say that God speaks? India’s oldest mystical text, the Rig Veda, provides a clue. “The Word has four levels. Only the wise know

these divisions. Three are hidden: you can’t hear them. Only the fourth is the word you recognize, the kind spoken by men” (Rig Veda 1.164.45).

So the first level (vaikari) represents the ordinary physical words you hear with your ears. The siddhi, or power associated with this level, is the ability to transmit your ideas to other people and to understand their ideas in turn, using the medium of spoken languages. That’s completely obvious, but what’s not so obvious are the three categories of hidden words the Rig Veda mentions.

Yogis explain that the second division (madhyama) is mental sound, the words you hear in your mind when you think. No one else hears them! You and I are communicating right now at this level. I translate my thoughts into black squiggles on a piece of paper and you read them. You haven’t heard me speak a word, yet you know exactly what

I'm thinking. Centuries ago, when the alphabet first arrived in Scandinavia where my family is from, the Norse were amazed that people could communicate without speaking to each other. Literacy was considered a fantastic spiritual power. Today we take this siddhi for granted.

For yogis, though, there's another siddhi that occurs when they master this level through deep meditation. It's telepathy, the ability to mentally hear what other people are thinking. My teacher, Swami Rama, was adept at this. I remember I once seriously considered cutting one of his classes so I could watch one of my favorite Shakespearean dramas on TV. I didn't do this, and needless to say, I didn't mention it to anyone. But during his lecture that evening Swamiji kept interrupting himself to tease me about my love for Shakespeare.

The third level (pashyanti) is the visual imagery you see with your mind's eye. You can communicate with yourself without using words at all when you sit and fantasize. Einstein was able to develop the

Peace Mantra of Hinduism

ॐ द्यौं शान्तिः रन्तरिक्षः शान्तिः पृथ्वी शान्तिरापः
 शान्तिः रोषधयः शान्ति वनसपतयः।
 शान्तिर्विश्वेद देवाः शान्तिब्रह्मा शान्तिः सर्वः शान्तिः
 शान्तिरेव शान्ति सा मा शान्तिरेधि।
 हरी ॐ शान्ति शान्ति शान्ति ॐ

Om Dyau Shanti Rantariksha Gwam
 ShantiPrithvi Shanti Rapah
 Shanti Roshadhayah Shanti Vanas Patayah
 Shanti Vishwed Devah Shanti Brahma Sarvag Wam
 ShantiShanti Reva Shanti Sa Ma Shanti Redhi
 Om Shanti Shanti Shanti Om

**Translation - "May the heavens be at peace, may the sky be at peace, may the Earth be at peace, peace to the water, peace to the trees and nature, may the gods be at peace, that peace unto Brahma (the creator) and may we humans realise that peace.
 Om Peace Peace Peace Om."**

	ॐ मित्राय नमः om mitrāya namaḥ <i>Prostration to Him who is affectionate to all.</i>
	ॐ रवये नमः om ravaye namaḥ <i>Prostration to Him who is the cause for change.</i>
	ॐ सूर्याय नमः om sūryāya namaḥ <i>Prostration to Him who induces activity.</i>
	ॐ भानवे नमः om bhānave namaḥ <i>Prostration to Him who diffuses Light.</i>
	ॐ खगय नमः om khagaya namaḥ <i>Prostration to Him who moves in the sky.</i>
	ॐ पूष्णे नमः om pūṣṇe namaḥ <i>Prostration to Him who nourishes all.</i>
	ॐ हिरण्यगर्भाय नमः om hiranyagarbhāya namaḥ <i>Prostration to Him who contains everything.</i>
	ॐ मरीचये नमः om marīcāye namaḥ <i>Prostration to Him who possesses rays.</i>
	ॐ आदित्याय नमः om adityāya namaḥ <i>Prostration to Him who is God of gods.</i>
	ॐ सवित्रे नमः om savitre namaḥ <i>Prostration to Him who produces everything.</i>
	ॐ अर्काय नमः om arkāya namaḥ <i>Prostration to Him who is fit to be worshipped.</i>
	ॐ भास्कराय नमः om bhāskarāya namaḥ <i>Prostration to Him who is the cause of lustre.</i>

theory of relativity because he used his imagination to visualize light speeding through the universe, rather than thinking about it with words. The other physicists of his time had been unable to make this mental leap because they thought only in words, and there weren't any words for relativity yet! The siddhi associated with the mastery of this level is clairvoyance, the ability to psychically see events at a distance.

The fourth level (para) is intuitive understanding, grasping the very essence of a concept, pure



meaning which isn't cloaked in words or images. Sometimes you simply know. You have no evidence, no concrete thoughts, no clear images, but there's a distinct feeling that something is true. Mastery of this level gives virtual omniscience. Great yoga masters can quote at length from scriptures they've never read, and offer detailed correct information about subjects they've never studied. They don't have to do any research. They don't even have to think about it. They just know.

Beyond these four levels is transcendent, undisturbed, living intelligence itself, called Vag Devi, "Goddess of the Word."

The Chhandogya Upanishad (7.2.1) says, "Truly, if there were no Word, there would be no knowledge at all." Without these four stages of sound, we couldn't know anything, because we would know everything at once. The Word allows us to understand one object, image, or concept apart from another. The Word is maya, the force that "measures the unmeasurable," the entry gate for infinite consciousness into a finite world.

The Silent Sound

Beyond these four levels is transcendent, undisturbed, living intelligence itself, called Vag Devi, "Goddess of the Word." She's the source of all knowledge, which you experience as the silence of lucid, tranquil awareness in deep meditation. This Goddess (shakti or the energy of consciousness) has existed from the beginning, exists together with God (shiva or pure awareness), and is God, just like

the Bible says. God and Goddess truly are one. The siddhi that Vag Devi grants is enlightenment.

Surprisingly, the Rig Veda (1.164.34–35) says you can find the Word at the summit of the sky. It's talking about the north star. All heaven revolves around the pole star, yet the pole star itself never moves. It represents Vag Devi, the supreme still point of consciousness around which all existence revolves.

Vag Devi, the supreme wordless Word, is the source of all mantras. According to tradition, the first sound that emerged from her at the beginning of this world cycle was the gayatri mantra. This is the mother of all mantras, the purifying mantra many yoga students chant every day. (Translated into English it goes: "Om. With loving reverence we meditate on the divine inner Sun, the most splendid light in all the worlds. Please illuminate our minds!") From this beautiful prayer all other mantras emanated.

The yogis say that when we pursue any vibration whatsoever in this universe back to its initial impulse, we find divine awareness. All mantras lead us back through the four levels of sound to their source in the living silence which contains all knowledge.

"He who doesn't know the beginningless sound of wisdom, the highest point of heaven where the gods dwell, what does he know of wisdom? Only those who sit quietly with focused minds know this inner truth" (Rig Veda 1.164.39).

By
Linda Johnsen,

Linda Johnsen, MS, is the author of numerous books including *Lost Masters: Sages of Ancient Greece*.

Source Courtesy: yogainternational.com

Strategies to make IMPACT in New Management Role

Among us some join a new company in a senior management capacity. In such a case, what to do if you want to make a mark and want to show the team you are the right choice. You want to be seen as a decisive and fair leader. You want to show that you are bringing value. You want to justify to the other managers at the company that you being hired rather than them being promoted was the right thing. And you also want to show to your boss that he made the right call hiring you. So how do you do all of that? Have a plan for 100 days!

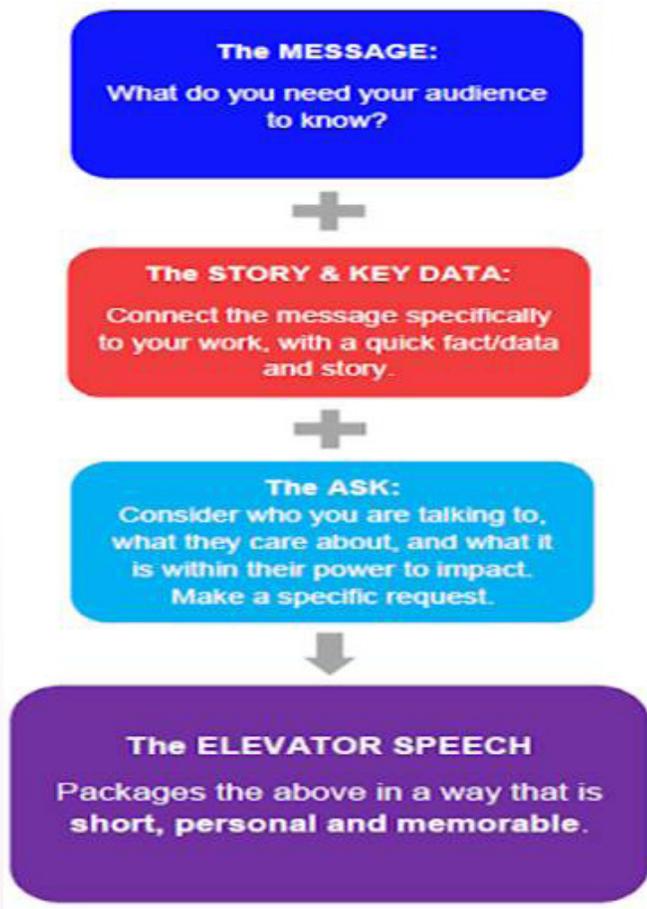
As the 6P rule goes (Perfect Prior Preparation Prevents Poor Performance), do your homework and have a clear plan on what you want to achieve over the first hundred days. Share the plan with your new boss and even with the team and follow through.



Day 0 (Before you even start)

The higher the position the more preparation is needed since you are expected to hit the ground running. You don't want to show up on the first day and have no clue what the company culture looks like, what the major challenges are, what the expectations from you are, what the industry looks like, who the customers and main competitors are, and what questions you should ask. You don't want to be seen as ignorant the very first day on the job. First impressions die hard. You don't need to know every single detail, it would be too difficult for an outsider to discover anyway, but you need to understand the major themes. Before you even start you should:

- Meet with your future boss to understand your mission, why you are being brought on board
- You need to research the competitive landscape and understand the business at the level any outsider can
- You need to know how the company is doing, what its mission is what it claims to stand for (you will have opportunity to verify these when you start)
- If possible you should also ask around and research what the customers and former employees say about the company
- And you need to prepare a couple of ready to deliver speeches (like elevator pitch) about who you are, why you are here, what

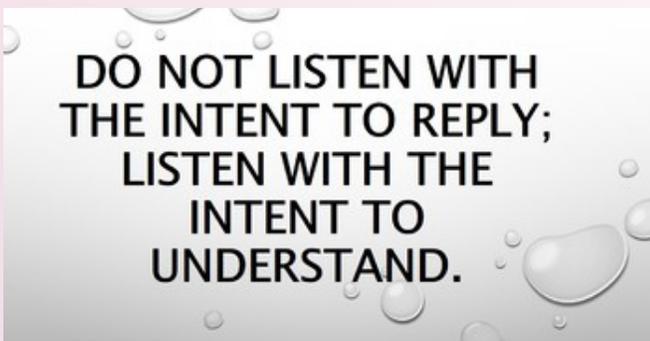


you believe in, and why people should listen to you since you need to be setting some expectations from day one

Day 1 – 40 (Listen & Understand)

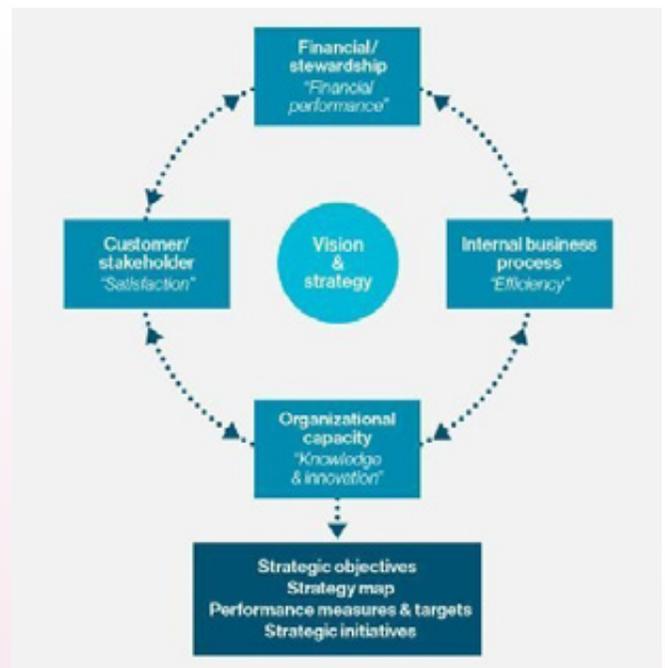
The very first day is the day when your listening journey starts.

The first weeks on the job needs to be for you to understand the company and the people you will work with. You already have some understanding



from your previous research but now you can dig into details. Key things to do in the first forty days are as below:

- Meet with your management team and every single team member (if the team is small enough) or at least with key employees (if you are heading a large organization), listen and understand various aspects of the company, its mission, culture, values, and who is on board
- Meet with representatives from other departments to understand what their roles are, how your team fits the picture, and to start building relationships
- Meet with key partners, vendors, 3rd parties and understand the relationships
- Spend time with a person who formerly held the job, or someone who is at similar level in the company to understand the history and expected future
- Clearly define the role with your boss and understand what are the boundaries and communication channels between various groups
- Sit with your boss and agree on performance goals for the first year (or whatever timeframe makes sense for the company’s business model)



How to Retain Great Employees



Communicate expectations clearly



Allow employees to use their talents and skills



Provide a platform for employees to speak their minds freely



Make staff members feel appreciated



Provide quality management or supervision

- Build relationships with all key stakeholders (employees, management, partners, customers)
- Identify strengths and weaknesses of the organization that will help you formulate your next actions

Day 41 – 100 (Strategize & Set expectations)

You have a long list of meetings behind you. You have heard the points of view of all the key stakeholders. You have an understanding of how the company operates, what are the core values, and hopefully, have a good grasp on how things are being done. Now is the time to set up a plan:

- Review the current performance plans and formulate strategy going forward
- Identify the biggest opportunities both in the

- market as well as for internal improvement
- Develop a SWOT analysis (or whatever framework you decide to use to clearly state your views of the company or department) and compare with current thinking of the management team
- Decide what are we going to bet on and what are we going to cut (this is always the most difficult decision since most likely you wouldn't be able to do everything and you need to keep yourself and the team focused on what matters the most)
- Agree on values and culture we are trying to create and point out what values you believe the company lives based on the interviews you had with the employees.
- Start working on plugging holes in the team (if any) to support the strategy
- Set the tone (leadership style) and clearly articulate the expectations you have from the team

10 Strategies for Project Execution

 <p>Begin with the End in Mind By keeping the end in sight, you're more likely to stay aligned with strategy.</p>	 <p>Get Buy-In If your team doesn't understand the strategy, they're not going to know what to do.</p>
 <p>Leaders Have the Skills It's crucial to have the correct combination of skills, from business to technical, in order to get the job done.</p>	 <p>Build High-Performing Teams The right team, with the right skills, who are informed on strategy, will lead to success.</p>
 <p>Monitor with Accountability Keep the lines of communication open, and follow the progress of performance of your team.</p>	 <p>Listen to Lead A leader doesn't bark orders, but seeks feedback and fosters a dialogue with the team to better communication.</p>
 <p>Be Flexible Every project is different. You must be open to change and nimble in your response to it.</p>	 <p>Celebrate Note small wins and milestones, boosting morale by acknowledging teamwork.</p>
 <p>Team Effort There's no "I" in team. Everyone works together towards a common goal.</p>	 <p>Fail Better Don't let failure creep up on you when it's too late to do anything about it.</p>

- Establish credibility and acceptance by the organization by leading by example and generally behaving in a trustworthy manner .

Day 100+ (Execute)

Once your hundred days passed you should be in full execution mode. But before you get to the day to day nitty gritty work you probably want to close the on boarding loop with couple more action items:

- Review the 100 days with your boss
- Review organizational structure, make changes as needed and put together developmental plans for the team aligned with strategy
- Create sense of urgency and execute on the strategy agreed

I know that the above list is may not be comprehensive and is prone to change due to

specific circumstances related to the role in question and the company and what will differ is the depth and details into which you will want to dive. The key takeaway is that “listen and understand” is more important than “having a quick impact” unless you are being brought in for a turnaround situation.

Syed Fazlullah Khan

Certified Project Manager (IPMA C) and MRICS with over 3 decades of qualitative experience in the Construction Industry. Formerly he was working with ETA Properties & Investments Pvt.Ltd., Chennai as Head – Projects. Presently, he is a Project Management Consultant for many Projects.



Habits of Highly Creative People

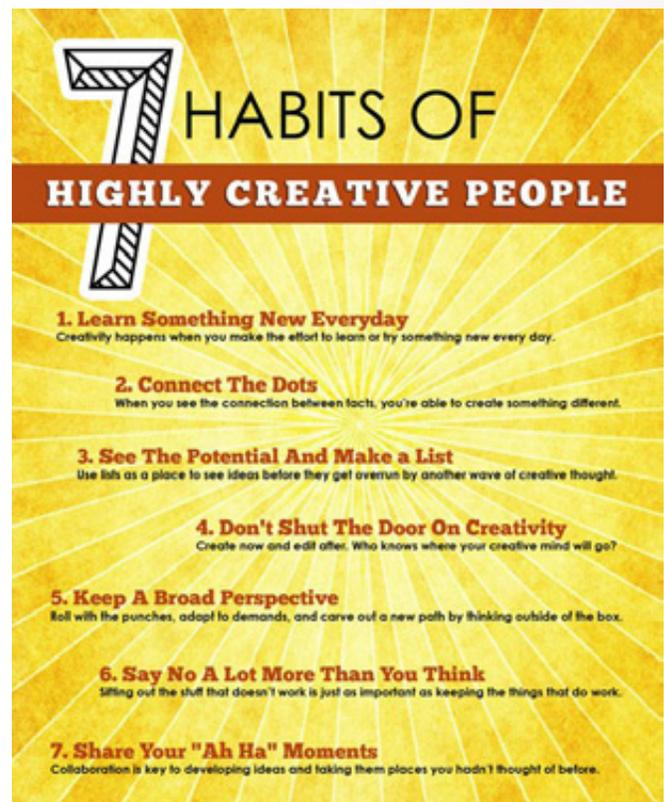
Friends, naturally you will ask me a question why there is increasing awareness about creativity these days. In my opinion, there are two major reasons.

1) This is perhaps because we feel that creativity will remain a typically human mental possession. So far, man was proud of his intelligence, more so of his rational thinking. However, the computer science advanced with leaps and bounds giving rise to Artificial intelligence. On 11 Feb 1996, the IBM computer program 'Deep Blue' defeated the World Grand Master Gary Kasparov and made the headline news. That shook man's pride in his own rational thinking! He, therefore, turned his attention to creativity- a mental capacity hopefully beyond the reach of computer as long as they are lacking awareness and understanding of what they are doing

2) Let us look at the progress of industrialization, first it has started with manufacturing then followed by mass production, that time the competitive edge was volume of production. After that, competitive edge was quality. Then there was an era of cost and industries providing products & services of good quality at cheaper cost got competitive edge. In my opinion now, in next stage, innovation is likely to dominate industries. More innovative companies are going to get competitive age. So now, if you want to become competitive you must become innovative and creativity gives basic material for innovation.

Many people believe that creativity is inborn and only a few are creative but it is not true. Everyone is born creative. In the process of growing up, educating ourselves and adapting to our environment one slowly adds blocks to our creativity and we forget that we are creative. The difference between creative person and not so creative person is not in creativity that they are born with but in creativity they have lost.

Now, real question is how to enhance your creative ability? One of the possible way is to observe the



habits of creative people, identify the ones which you will feel will work for you and then make a plan to Cultivate few to boost your creative ability levels. In the process you can brighten your life.

- **Creative people are bubbling with curiosity.**

Curiosity is a strong desire to know or learn something. Creative people are wonderful people. They always enjoy newness in every moment. They always have lot of right questions in their mind. They keep asking what, why, when, where and how. Having many questions lids to confusion but having many right questions lids to creativeness. A questing mind is an open mind and only open mind can be creative. It is said a questing stance sensitze the mind in a very special way and it is able to sense

what would have been missed otherwise,

- **Creative people are problem-friendly**

When there is a problem, some people become so nervous that they cannot think what to do. First reaction is to find someone to blame. To face a problem becomes problem to such people. On the other hand, creative people are problem friendly. They are always ready to face problems. They see problems as opportunities to improve the quality of life. For them facing problem is never a problem. Problem solving is a fascinating life experience to them. Problem comes into your life to convey some message. If you run away from them, you will miss the message.

- **Creative people value their ideas**

Creative people understand value of their ideas and always try to utilize it. Ideas are like rabbits, they disappear fast. Hence, creative people always carry small note pad with them and note the ideas whenever it appears. Habit of immediately noting down idea whenever it occurs avoids loosing or missing it forever.

- **Creative people welcome and face challenges**

Creative people look for challenges. There is brightness in their eyes when they see challenge. They work hard to overcome these challenges. Challenges bring best out of individuals. This is the reason to welcome them

- **Creative people are full of enthusiasm**

Creative people are always bubbling with enthusiasm. Enthusiasm is Fire of passion that burns within us which fuels our journey to success. Enthusiasm is a Greek



word that means God within. This is greater asset than money, power, & influence. It is like an electric current that keeps your engine of success running constantly year after years in motion. Creative people are enthusiastic about their goals.

- **Creative people are persistent**

Very rightly, James N. Watkins says, “A river cuts through a rock not because of its power but due to its persistence.” A creative person understands the true meaning of persistence. They know that people may initially reject, ridicule their ideas. They also understand it takes time to accept new ideas. However, they do not give up; they continuously thrive for new and new ideas to improve quality of life.

- **Creative people are perennially dissatisfied**

Creative people are aware of their dissatisfaction and unfulfilled desires. However, this does not lead to frustration. In fact, they use this to realize their dreams.

- **Creative people are optimists**

Creative people have deeply held belief that most, if not all, problems can be solved. No challenge is too big to overcome. After all, they are human being. They do get frustrated, depressed but they positively react to these and improve the situations to the best of their ability. Creative people always look at the brighter side of life.

- **Creative people make positive judgment**

New ideas are always delicate. They can gate killed very quickly. The ability to hold on judging the ideas is important in the process of creativity. Much time great ideas start as crazy ideas. If it subjects to criticism at early stages the ideas, are killed and never get a change to be developed into something useful and useable. This does not mean

that there is no room to criticism or judgment in creative process but there is apt time and place and creative people recognize this.

Creative people understand that the first idea comes to fruition have the ability to stick with their ideas and see them through even when the going gets tough. This separates creative people from others. Stick-ability is the key for great ideas. Creative people do not stick to ideas as it stops further ideas. Hence, creative people love the process of generation of ideas. Not necessary the idea

- **Creative people recognize the environment in which they are most creative.**

Creative people do most of their thinking in an environment, which is most conducive to their creativity. If they are unable to influence their physical environment, they recreate their ‘favorite’ creative environment in their mind. But if management wants creative ideas from their employees they must create conducive environment in which employee will forward their creative ideas.

- **Creative people are good at reframing any situation**

Being able to reframe experience and situation is a very powerful skill. Creative people have this skill. Reframing allows you to look at the situation from the different angle. In addition, the different views have the power to change entire perception of the situation. Reframing can breathe new life into dead situation. It can motivate demoralized teams. It helps one to spot opportunity that you would have missed otherwise.

- **Creative people are friendly with the unexpected**

Creative people have the knack of expecting the unexpected and finding connections between unrelated things. It is this ‘special quality of mind’,

**CREATIVE PEOPLE ARE CURIOUS,
FLEXIBLE, PERSISTENT
AND INDEPENDENT WITH
A TREMENDOUS SPIRIT
OF ADVENTURE AND
A LOVE OF PLAY.**



HENRI MATISSE

that evokes serendipitous events (discovered by chance) in their life. Having sharpened the art of making happy discoveries, they are able to evoke serendipity more often than others are.

- **Creative people are not afraid of failure**

Creative people understand that the energy that create great ideas also create errors. They know that the failure is not the opposite of success. In fact, both failure and success are on the same side of the spectrum because both are the result of attempts

made. Creative people look at failure, as a station on the way to success, just a step away from it.

I wish you all meaningful and bright life.

Jayprakash B. Zende

*Consultant in employee
involvement & freelance trainer*





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