

IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



Empowered
Women



Greetings from **IMPACT**



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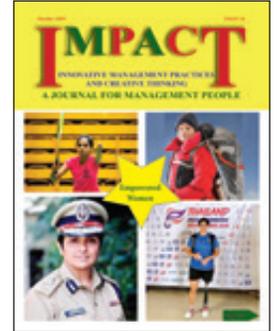
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Dear Readers,

During October 2019, Indian and Chinese Prime Ministers met at Chennai, Maamallapuram, should blossom as a good relationship between our two countries. IMPACT acknowledges and applaud the behind the scene officers and security personnel of both the countries, who should have spent many sleepless nights for this well publicized meet.

This issue of IMPACT carries articles on Management, which throw light on Indian methodologies in Principles and Practices of Management from our Great Epics.

Also, this issue carries an article on October Birth stones, meant for people who believe in gemmology.

Happy reading and look forward to your kind response.

Editorial Team

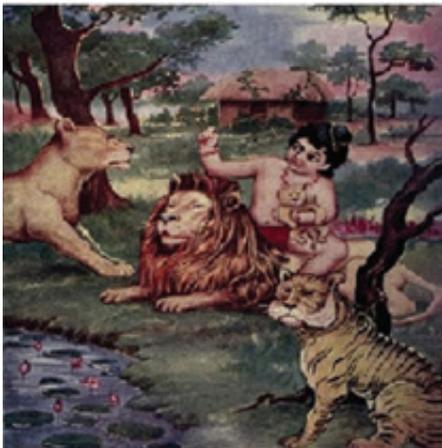
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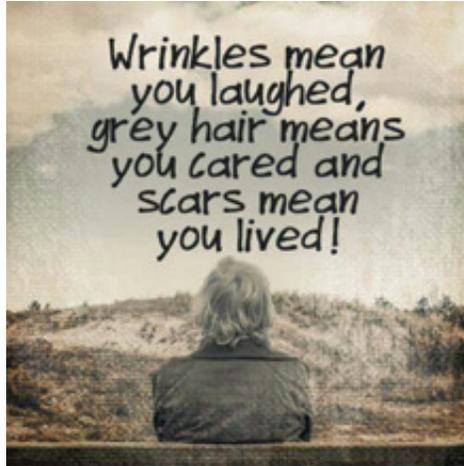
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7) Resources	Relies on external resources	Relies on internal resources
8) Company strength	Performance based	Leader based
9) Profit	Money based	Money, image, social work
10) Hygiene factor	Related to job only	Related to human aspects
11) Rights and duties	Rights primary, duties secondary	Duties first, rights rare or secondary
12) Marketing	By competence	By price variation, schemes
13) Organisation structure	Position based	Importance based
14) Growth	By competitive strengths	By influence, reservations, subsidies
15) Training	Skills	Values - discipline, responsibility etc.
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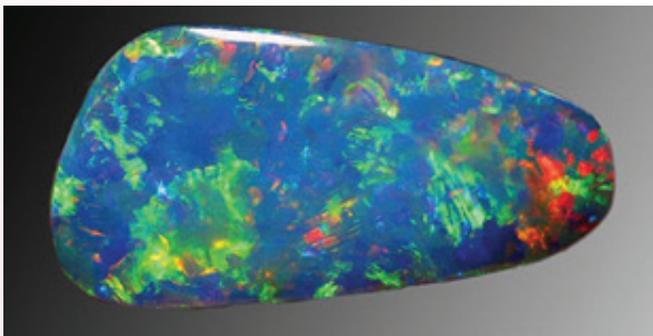
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6 Choices of October Birthstone

What is the birthstone for October? In fact, the correct question would be, what are the birthstones for October? There are in total 6 birthstones of October, the tenth month of the year. How well do you know the different October birthstones? Let us explore the six types of October birthstone.



Opal Stone
Source: Dpultzter via Wikimedia Commons

October Birthstones

- Modern: Opal
- Alternate-US: Tourmaline
- Traditional: Opal, Aquamarine & Tourmaline
- Ancient: Opal, Aquamarine & Beryl
- Tibetan: Jasper
- Indian: Coral

Opal

October's child is born for woe,
And life's vicissitudes must know,

But lay an opal on her breast,
And hope will lull those woes to rest.

— Gregorian birthstone poem

Opal was traditionally the birthstone for October, and remains the October birthstone in modern gemology. Opal was also the October gemstone in the Ayurvedic or old Indian calendar. Before the gemstone found its way into the Julian calendar, opal was the zodiac stone for Libra, which partly falls on the month of October. This October stone occurs in a wide variety of colors, and in its most valuable forms display a play of colors that is unlike any other gemstone. This dazzling interplay of colors shines mostly against white body tone, though blue and green backgrounds also exist, while the most expensive is the black opal. The birthstone of October was a symbol of hope and purity to the Romans.



A pink tourmaline set on a ring
Source: Doronenko via Wikimedia Commons



Milky Aquamarine Necklace

Tourmaline

Tourmaline is the modern birthstone for October in the United States of America, as well as traditional October birthstone from as far back as the 15th century. When the gemstone was designated by the Jewelry Industry Council of America as October stone in 1952, the variety of tourmaline specified to be the gemstone for October was the *pink* tourmaline. However, ever since its recent designation as stone for October, other colors of the gemstones have also been popularly worn as October stones. Hence, all the many varieties of tourmaline are generally regarded as modern gemstones for October. Tourmaline is believed to inspire creative activity; consequently, this October gemstone is worn as charm by writers and artists.

Aquamarine

Aquamarine was the traditional birthstone for October from as early as the 15th century, as well as the ancient October birthstone in the old Arabic, Hebrew, Polish and Roman calendar. Before the gemstone appeared in these ancient calendars as birthstone of October, the aquamarine was



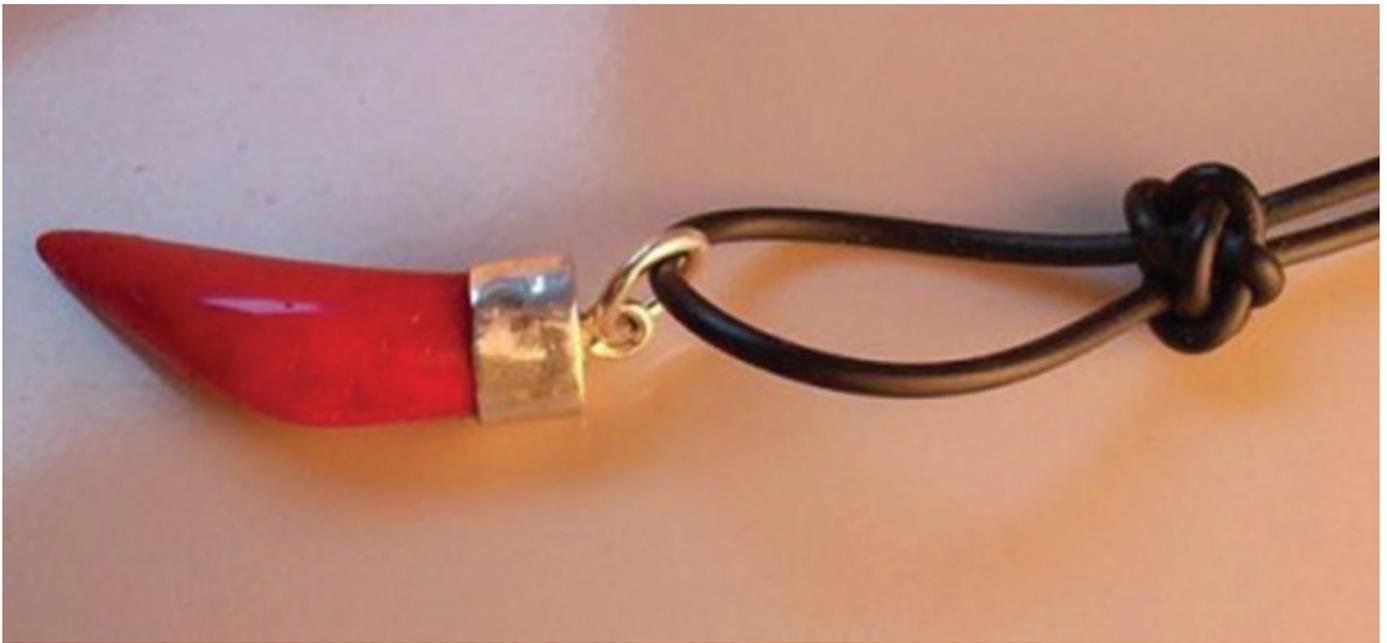
the zodiac stone for Scorpio, which partly falls on the month of October. This gemstone for October is the blue variety of beryl, a group of minerals which include emerald and heliodor. The October gemstone is believed to increase intelligence, enhance courage, and bring youthful happiness.

Beryl

Beryl is the ancient birthstone for October in the old Italian and Russian calendar. Before the gemstone



Jasper Necklace



An amulet with red coral pendant

landed on these ancient calendars as October birthstone, beryl was a zodiac stone for Scorpio and the talismanic birthstone for Sagittarius, both zodiac signs falling partly in the month of October. This stone for October consists of a huge group of minerals that include aquamarine, heliodor (greenish yellow), golden beryl, morganite (pink), goshenite (colorless), red beryl, as well as emerald. The October stone is believed to enhance sincerity and bring cheerfulness.

Jasper

Jasper is the birthstone for October in the old Tibetan calendar. This birthstone of October is an opaque variety of chalcedony that occurs in a great range of colors, the most common being red. The October birthstone is believed to help bring emotional stability.

Coral

Coral is the birthstone for October in the Hindu calendar. However, I don't advocate the destruction of coral reefs to make jewelry; so, I won't discuss

this October birthstone at length. I hope you don't mind.

October Birthstone Color

What color is October birthstone? Given the modern birthstones for October, it's hard to tell. Opal gives off a rainbow of colors, while tourmaline comes in all the colors of the rainbow. Judging by the variety of tourmaline that the American Gem Society set as October gemstone, the stone for October is supposed to be primarily pink. Still, with opal in mind, others simply say that the color of October birthstone is multi-color.

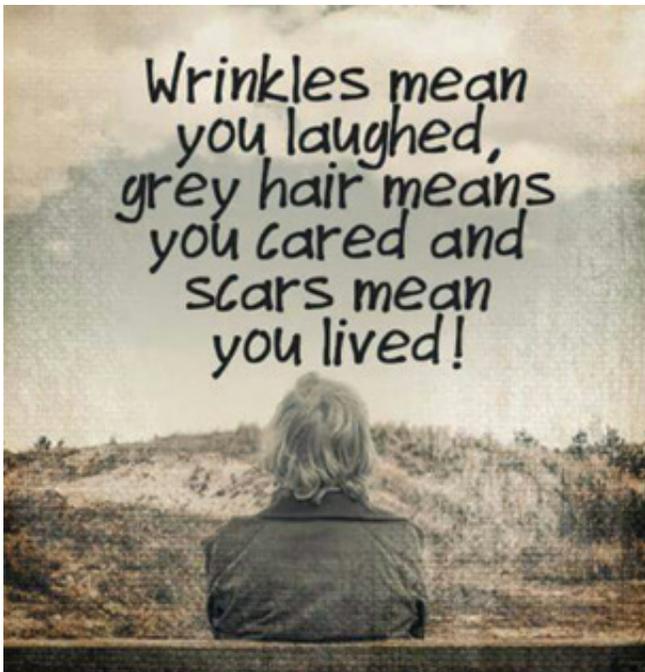
If you browse through the traditional October gemstones, however, one gemstone color comes to the fore: blue. Aquamarine is blue beryl, and opal, tourmaline and jasper are all available in blue. Indeed, October birthstone color may have traditionally been blue.

Old Is Not Only Gold But Also Bold

The life and growth of every person is more or less the same in this world- birth, childhood, Primary School followed by the Secondary level ending in the College level, professional education, job, youth, getting married, begetting off springs, their education, wealth creation, moving into Silver years, retirement from active service, spending time with grand kids, dealing with age related health issues and ultimately meeting with the inevitable Reality!

Growing Old

Is it necessary for each and every old person to spend time in withdrawal or retirement?



I have often found a lot of people even changing attire the next day after their retirement- they give up their pants and nice T shirts and switch over to loose pyjamas and kurthas, which make them look older. No more socks and shoes but only sandals. Of course, they take to walking shoes and Bermudas once they return from the USA after visiting children- these children make the parents purchase their new wares compulsorily. Whenever you find an old person in Bermudas, you can safely and correctly assume that he is back from a foreign land!

Is old age a pact with whiling away your time simply gossiping in the park?

Growing old is not a compulsory count down.

Ageing is simply a natural phenomenon. Definitely your body weakens, your fast movements become slow- you can't run sprinters. But your mind remains active, alert and quick, especially in this tech-savvy world.

An old person can't climb a lot of stairs but there is always an elevator to lift you up.

No doubt, your eye sight has weakened or you may have a Cataract surgery but with the help of technology, you can still enjoy reading your favourite books.

With the availability of What's App, you can join like minded Groups and enjoy your time- again

you should not become addictive to this habit and become a slave to reading and forwarding the You Tube messages. Every thing in limit and moderation.

Physical limitation is no longer a disabling aspect of life, all one needs is a developed mind and a positive outlook.

Ageing is a Count-up and not a Count Down

A lot of old people have achieved wonders- maximum Noble Prize winners are over 60.

Many successful CEOs of the Private Companies have crossed 60 and are doing excellently well. Mr Amitabh Bacchan touched his peak only after 60, after so many stumbling blocks.

This world has benefited admirably through the planning skills and the wisdom of the aged. The Senior Citizen can pass on his knowledge to the new Generations.



Longevity and old age are often spoken in the same breath. The key aspect of old age is **Maturity** and not **Longevity**.

Actually, there are a quite few advantages in getting old-

- You stop lying about your age- instead, you can start bragging about- “ You know, I am touching 80 next year” like that.
- Being young is beautiful but being old is comfortable- you get all eatables at your table- need not walk down.
- You will be consulted- rather it is only for Information and not actual Consultation- for all family matters and functions.
- When you travel, you get priority in all queues being a white haired person. That reminds me, let us stop using the hair dye after a certain age like 65 or 70, you get a unique respect from others, when you go fully white- I have personally experienced this.
- Let’s learn to laugh- The proverb says “ If you don’t learn to laugh at trouble, you don’t have anything to laugh at when you are old”.

Socially Active

Let us remain socially active and alert.

We are in the evening of our life.

Almost all of us have become grand fathers, some even great grand parents.

Then why not take up a few social causes and issues and fight for them peacefully!

I found two old ladies standing holding their hands together in the walking path along the main roads, stopping the motor cyclists to drive on the path ways- these youngsters would even pass through the Police Constable, but they went back silently, seeing the aged ladies!



If you are not able to come out to the street, you can air your views on socially important subjects like the Woman Empowerment, Education for slum children, Skill Development and the like in the local newspapers and create and spread awareness among the people.

The secrets of living long and purposefully are-

Eat Half
Walk Double

Laugh Treble
Love without measure
A Tibetan Proverb

This will lead us to a new hope, a new beginning and a new tomorrow.

Hence I say-

Old should be not only Gold but also Bold.

R. Venugopal

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



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7 Management Lessons from Mahabharata

If you want to be the best leader, Mahabharata should be your guide. You may think that the Indian epic is obsolete and archaic, but you'd be surprised to know how much relevance it holds in today's world, especially when it comes to your work life. Here are 7 management lessons you must learn from Mahabharata.

1. Seize Every Opportunity

Look out for opportunities outside your scope of work. Never hassle yourself too much with the motive of defeating your competitor. Rather, invest

all energies on a bigger goal – to add strength and power to your business.

2. Win Allies

Five brothers won against a hundred. How do you think Pandavas did that? The relationships they established over the years paid off. You may be busy focussing on your own growth at the present, but you must start reaching out to more people and making allies. They will push you forward when the time comes.



Right Managers

Krishna : The Greatest Crisis Manager the world has seen.

Yudhisthira : Low-key strategist.

- On the first day of the War, he played a Master game. Went over to the Enemy side to seek blessings from Elders. In reality he made a covert deal with them, wherein all of them agreed to help him and unfolded the secrets of defeating them.
- While coming back, he took a calculated risk. He made an offer to all the assembled people to change sides if they wanted to. He knew well of the lack of cohesiveness among the Kauravas. Yuyutsu, son of Dhrtarashtra crossed over to the Pandavas. This exposed the weakness of the Kauravas for all to see.

Know your enemies weaknesses and exploit them.

Take Calculated risks.

Inspire, invigorate, counsel your own team in moments of need.

3 Distribute Work

The more people you have, working towards different goals, the more efficient the output is going to be. One-man leadership strategy didn't work for Kauravas and there is no way it's going to work for you.

4. Know How to Build Team Spirit

Kauravas were plenty in number but null in strength. Make your team work towards a single goal instead of personal ones. Take contributions from everyone. Hear everyone out; make them learn how to work with each other.

5. Give Your Team Individual Goals

Allot individual goals to each team. This will help build up enthusiasm and in turn, help you in the longer run. Even though Pandavas were working

towards the same ultimate goal, they had individual roles in the battle too.

6. Commitment: Keep It Strong

Once you're up for a challenge, do not back out. Had Pandavas fretted about being negligible in number in comparison to the Kauravas, they would've never even tried. Determination and commitment will surely take you a long way.

7. Know Every Member's Potential

If you're going to manage a team, you better know what role they suit the best. Pandavas knew how to harnesses energies from each man in their army. You should be smart enough to use your team's ability and potential to the maximum.

Source: <https://theintactone.com>

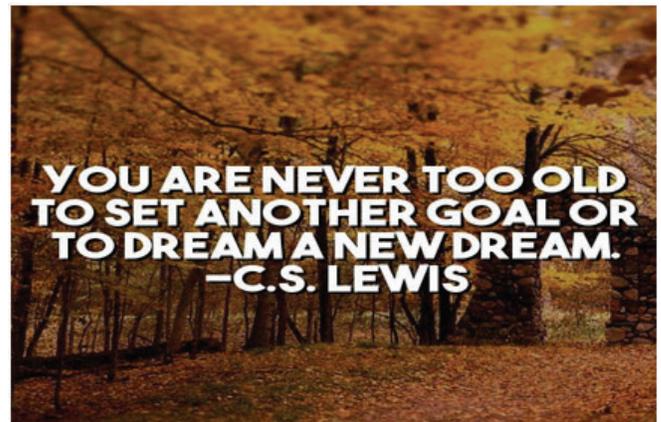
Become More Successful by Overcoming Few Obstacles

While most of us see problems as impenetrable barriers, successful people see challenges to embrace and obstacles to overcome. Their confidence in the face of hardship is driven by the ability to let go of the negativity which holds back many (otherwise sensible people).

Martin Seligman at the University of Pennsylvania has studied this phenomenon more than anyone else has, and he's found that success in life is driven by one critical distinction—whether you believe that your failures are produced by personal deficits beyond your control or that they are mistakes you can fix with effort. Success isn't the only thing determined by your mindset. Seligman has found much higher rates of depression in people who attribute their failures to personal deficits. Optimists fare better; they treat failure as learning experiences and believe they can do better in the future.

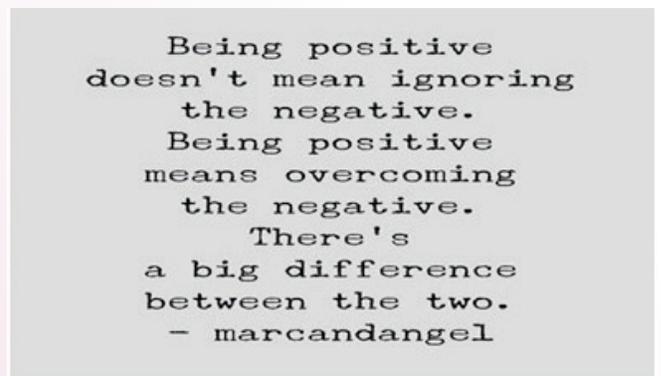
Maintaining the success mindset isn't easy. There are seven challenges, in particular, that tend to shatter it. These challenges drag people down because they appear to be barriers that cannot be overcome. Not so for successful people, as these challenges never hold them back.

1. Age. Age really is *just a number*. Successful people don't let their age define who they are and what they are capable of. Without fail, people feel compelled to tell you what you should and shouldn't do because of your age. Don't listen



to them. Successful people certainly don't. They follow their heart and allow their passion—not the body they're living in—to be their guide.

2. Negativity. Life won't always go the way you want it to, but when it come down to it, you have the same 24 hours in the day as everyone else does. Successful people make their time count. Instead of complaining about how things could have been or should have been, they reflect on everything they have to be grateful for. Then they find the best solution available, tackle the problem, and move on.



When the negativity comes from someone else, successful people avoid it by setting limits and distancing themselves from it. Think of it this way: *If the complainer were smoking, would you sit there all afternoon inhaling the second-hand smoke?* Of course not. You'd distance yourself, and you should do the same with all negative people. A great way to stop complainers in their tracks is to ask them how they intend to fix the problem they're complaining about. They will either quiet down or redirect the conversation in a productive direction.

3. Toxic people. Successful people believe in a simple notion: you are the average of the five people you spend the most time with. Just think about it—some of the most successful companies in recent history were founded by brilliant pairs. Steve Jobs and Steve Wozniak of Apple lived in the same neighborhood, Bill Gates and Paul Allen of Microsoft met in prep school, and Sergey Brin and Larry Page of Google met at Stanford.

Just as great people help you to reach your full potential, toxic people drag you right down with them. Whether it's negativity, cruelty, the victim syndrome, or just plain craziness, toxic people create stress and strife that should be avoided at all costs. If you're unhappy with where you are in your life, just take a look around. More often than not, the people you've surrounded yourself with are the root of your problems.

8 Toxic People You Should Just Get Rid Of:

1. Those who spread negativity.
2. Those who criticize you all the time.
3. Those who waste your time.
4. Those who are jealous.
5. Those who play the victim.
6. Those who don't care.
7. Those who are self-centered.
8. Those who keep disappointing you.

You'll never reach your peak until you surround yourself with the right people.

4. What other people think. When your sense of pleasure and satisfaction are derived from comparing yourself to others, you are no longer the master of your own destiny. While it's impossible to turn off your reactions to what others think of you, you don't have to hold up your accomplishments to anyone else's, and you can always take people's opinions with a grain of salt. That way, no matter what other people are thinking or doing, your self-worth comes from within. Successful people know that caring about what other people think is a waste of time and energy. When successful people feel good about something that they've done, they don't let anyone's opinions take that away from them. *No matter what other people think of you at any particular moment, one thing is certain—you're never as good or bad as they say you are.*

5. Fear. Fear is nothing more than a lingering emotion that's fueled by your imagination. Danger is real. It's the uncomfortable rush of adrenaline you get when you almost step in front of a bus. Fear is a choice. Successful people know this better than anyone does, so they flip fear on its head. They are addicted to the euphoric feeling they get from conquering their fears. Don't ever hold back in life just because you feel scared. I often hear people say, "What's the worst thing that can happen to you? Will it kill you?" Yet, death isn't the worst thing that can happen to you...

"Courage is resistance to fear, mastery of fear, not absence of fear."

Mark Twain

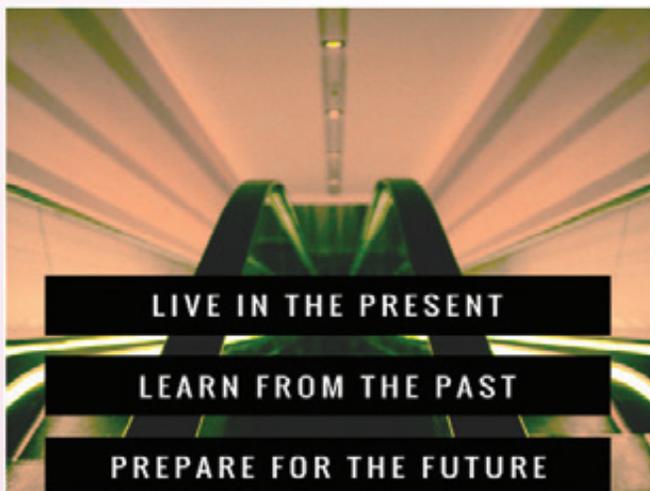


The worst thing that can happen to you is allowing yourself to die inside while you're still alive.

6. The past or the future. Like fear, the past and the future are products of your mind. No amount of guilt can change the past, and no amount of anxiety can change the future. Successful people know this, and they focus on living in the present moment. It's impossible to reach your full potential if you're constantly somewhere else, unable to fully embrace the reality (good or bad) of this very moment. To live in the moment, you must do two things:

1) *Accept your past.* If you don't make peace with your past, it will never leave you and it will create your future. Successful people know the only good time to look at the past is to see how far you've come.

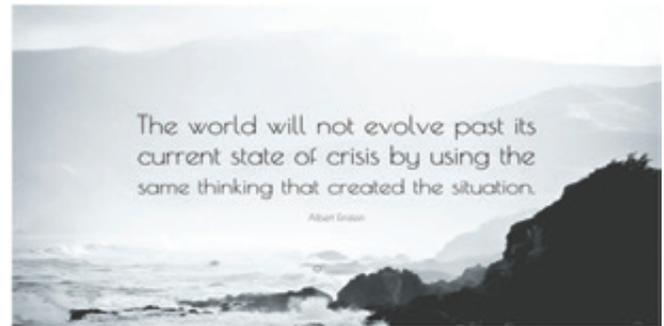
2) *Accept the uncertainty of the future,* and don't place unnecessary expectations upon yourself. Worry has no place in the here and now. As Mark Twain once said, *Worrying is like paying a debt you don't owe.*



7. The state of the world. Keep your eyes on the news for any length of time and you'll see it's just one endless cycle of war, violent attacks, fragile economies, failing companies, and environmental disasters. It's easy to think the world is headed downhill fast.

And who knows? Maybe it is. But successful people don't worry about that because they don't

get caught up in things they can't control. Instead, they focus their energy on directing the two things that are completely within their power—their attention and their effort. They focus their attention on all the things they're grateful for, and they look for the good that's happening in the world.



They focus their effort on doing what they can every single day to improve their own lives and the world around them, because these small steps are all it takes to make the world a better place. *They focus their effort on doing what they can every single day to improve their own lives and the world around them...*

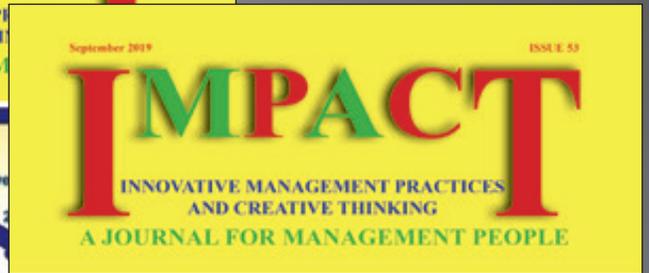
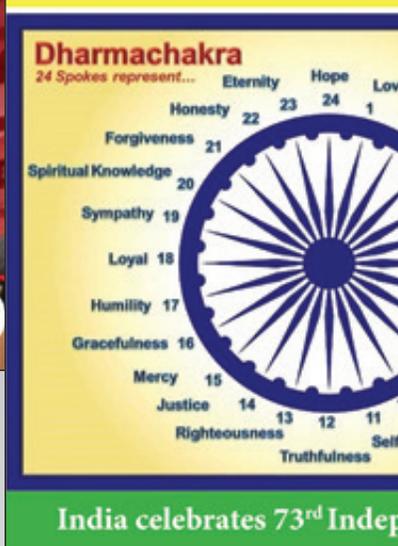
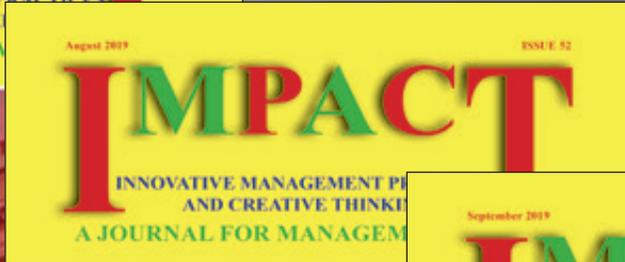
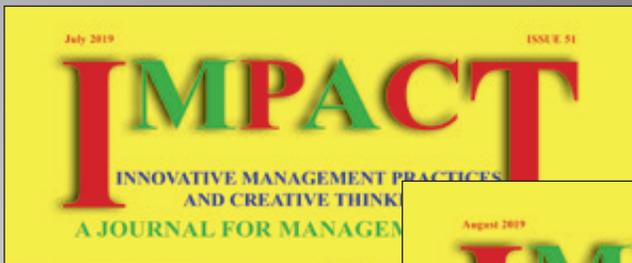
Your success is driven by your mindset. With discipline and focus, you can ensure that above mentioned seven obstacles never hold you back from reaching your full potential.

Syed Fazlullah Khan

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



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Indian Vs Western Management Contemporary Issues in Management

Western Managers	Eastern Managers
Is more open, direct and confrontational	Puts greater value on seniority, relationships and family ties
Is more flexible and creative	Is likely to be paternalistic
Encourages empowerment of line workers Supports	lifetime employment and opposes hire-and-fire
Favors databases and statistics and resists intuition	Places more emphasis on corporate loyalty
Is characterized more by individual initiative than by group consensus, Puts greater importance on short-term profits	Is more likely to stress quantity than quality
Is more productivity-oriented than people-oriented	Is more resistant to women assuming positions of management

There are also some similarities in the way that managers perceived the importance of connections, like in business relationships and personal friendships but also some marked differences, with local Asian managers and expatriate Western managers regarding government connections, family connections, gifts and favors, and bribes as much more important than Western managers did.

Against the background of differences in management style, the achievement of a consistent corporate culture throughout the MNE is considered in general. It must reflect the differences in the local country and business culture but also maintain the firm's standards and values.

A number of writers have considered the differences between the International and domestic planning and explained that the very nature of international markets, which are geographically dispersed and culturally difference means that whilst there may be greater opportunities for the company there are also greater risks and uncertainties.

It is worth emphasizing at this point, however, that because domestic markets are becoming more segmented and more culturally fragmented the differences between International marketers and domestic marketers are becoming less clear especially as few domestic markets are not unaffected by international competition.

Indian culture v/s Western culture

Traditionally Indian culture is characterized by family system.

- Western culture believes in a nuclear family system.
- These characteristics have as strong influence on the thinking of the people.
- It influence the organization and managers belonging to that culture.

Most companies, as they grow, move gradually into international markets and the major evolutionary stages of planning; the unplanned stage, the budgeting stage, the annual business planning and the strategic planning stage, which equate closely to the evolution of the business.

Individual managers adopt different attitudes to International business planning, ranging from enthusiasm to reluctance. The three most common reasons for resistance to the planning process are,

Readers are requested to send their management related questions.

IMPACT will get replies from management experts.

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

COMPARISON OF MANAGEMENT CONCEPTS

Subject	Western Management Concept	IEM or Indian Ethos in Management
1) Belief	Profit oriented	Profit, human welfare
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14) Growth	By competitive strengths	By influence, reservations, subsidies
15) Training	Skills	Values – discipline, responsibility etc.
16) Task	Set targets	Set examples.
17) Quality	Emphasis on machinery, facilities	Emphasis on human aspects.

1. Planning is time consuming when the time could be better spent on managing the business,
2. Setting goals and objectives in a volatile environment remote from the HQ is irrelevant, divisive and applies unnecessary constraints and
3. Planning is purely a process by which senior managers at the domestic HQ can inform themselves and control the international business and is of no benefit for other managers.

1. Encourages everyone wherever they might be in the organization to pull in the same direction,
2. Avoids waste of time and resources through duplication of work and
3. Ensures that the company is better prepared for coping with unexpected events and international competition.

Source: <https://theintactone.com>

The Three Most common reasons for supporting the International business planning process given by managers are that it

Successful Empowered Women

The topic of women and their stories is always very interesting and fascinating. One could start writing and never find an end point. Whether the woman is an ordinary one or a rich and famous one, each one has a story to tell. When I say successful empowered women, one would automatically think of the likes of Indira Gandhi, Aishwarya Rai, Priyanka Chopra, Indra Nooyi, P.V Sindhu, and Sania Mirza and so on. The world canvas is too huge so I am restricting my examples to few Indian women only.

What is successful? What is empowered? Success means different things to different people. It could mean money, fame; name, power and many more definitions will come out to define success. Empowerment is the process that creates power

in individuals over their own lives, society, and in their communities. ... “Women’s empowerment is all about equipping and allowing women to make life-determining decisions through the different problems in society. Women’s empowerment is the process in which women elaborate and recreate what it is that they can be, do, and accomplish in a circumstance that they previously were denied “(Wikipedia)

Therefore, I will share the inspiring stories of *empowered women*. For me, all empowered women are the successful women. It has nothing to do with what women; rich and famous, social celebrities and powerful women have to do to highlight their names. Famous celebrities are known to us and there is a lot of information about them in different media channels. I have picked a few stories of really empowered women that I feel are inspiring. There are so many women in India and globally who are epitomes of courage and determination. I will share some stories, in brief, of these empowered women.

Arunima Sinha

Arunima Sinha is a former Indian volleyball ball player, mountaineer and the first female amputee to scale Mount Everest and Mount Vinson. She was pushed from a running train by some robbers in 2011 while she was resisting them. As a result, one of her legs had to be amputated below the knee. Her aim was to climb each of the continents’ highest peaks and hoist the national flag of India.





She has already done six peaks till 2014: Everest in Asia, Kilimanjaro in Africa, Elbrus in Europe, Kosciuszko in Australia, Aconcagua in Argentina and Carstensz Pyramid (Puncak Jaya) in Indonesia. She completed her final summit of Mount Vinson in Antarctica on 4 January 2019.

Arati Janoba Patil

A native of Nandgad village in Khanapur taluk presently staying at Uchgaon village in Kolhapur district has been selected for the BWF World Para-Badminton Championship, to be held in Switzerland from August 20-25, 2019.

Arati (22), a specially-abled player, was born with one hand. From a tender age, she had a passion for sports. It didn't take long for determination and



hard work she has abundance of, converting into success.

She grabbed the attention of selectors when she proved her mettle in several state, national and international-level badminton competitions. She bagged the silver medal in Asian Youth Para Games held in Dubai in 2017, and a bronze medal in Victor-Denmark Para-Badminton Championship held in Denmark in 2018. She won bronze again in Uganda Para-Badminton, an international event held in Uganda in April 2019.

Manasi Joshi

Manasi became the first Para-badminton world champion for India as she bagged a gold medal in the recently-concluded BWF Para-Badminton World Championships in Switzerland. Manasi had lost one leg during a road accident in 2011. She played her first nationals game in 2014 and became a world champion 5 years later.



It was in 2011 when she lost one leg in a road accident, having been hit by a truck. She had

sustained multiple injuries in the accident and after hours of struggle in the operation theatre, Manasi came out with one leg amputated due to gangrene. With the help of a prosthetic leg, Manasi started to walk around once again in 2012 and began her journey as a para-badminton player. It was only the start of an inspiring journey in the sport. With just one year to go in the 2020 Paralympics, Manasi has her sight set on her next target.

Chetna Sinha

From spearheading India's first rural bank for women, to running a business school, a women's chamber of commerce, farmer-turned-entrepreneur Chetna Sinha has come a long way. She credits her success to the many women in her village that've inspired her. She shares some tips



with the women entrepreneurs of our country. "I would like to tell them that if you want to create something new and be successful at it, remember that it will take time to happen. You have to be patient. You can't expect overnight success. You must believe in what you sell. And publicise it well. If you fail, do not let people discourage you. Take it in your stride and find a new way to deal with the situation."



Mary Kom

Mary was also called 'Magnificent Mary' and is a five-time World Amateur Boxing champion. She is the only woman boxer to have won a medal in all six world championships and she's also the first Indian woman boxer to win a Gold Medal in the Asian Games (2014). On 24 November 2018, she created history by becoming the first woman to win 6 World Championships, achieving this feat at the 10th AIBA Women's World Boxing Championships held in New Delhi, India.

Neerja Bhanot

Neerja was a flight attendant who died while saving passengers from terrorists on board a hijacked airplane. She was only 22 years old.



**A WOMAN IS THE FULL CIRCLE.
WITHIN HER IS THE POWER TO
CREATE, NURTURE AND
TRANSFORM.**

Sarla Thakral



Sarla was the first Indian women to fly an aircraft and to earn an aviation pilot licence at the age of 21.

Sindhutai Sapkalhas

Sindhutai devoted her entire life to raising 1050 orphan children. Known as the 'Mother of Orphans'



she now has 207 sons-in-law, 36 daughters-in-law and over 1000 grandchildren.

Tessy Thomas

Tessy is also known as 'India's Missile Woman' is the first woman scientist to head a missile project



in India. She is a scientist at the Defence Research and Development Organisation (DRDO). She served as the Project Director for the Agni IV and V missiles, making her the first woman to lead missile teams in India.



Kiran Bedi



Kiran Bedi is a retired Indian Police Service officer, social activist, former tennis player and politician who is the current Lieutenant Governor of Puducherry. She is the first woman to join the Indian Police Service (IPS).

On a concluding note, I would like to state that there is nothing to stop a determined woman to rise and shine, if she only wills it, works for it and prays to reach her goal.

Mrs. Sandhya Rao

Is an independent Senior Innovation Consultant, holding a Master's in Psychology from Punjab University, Graduation from Government College for Women, Chandigarh with Economics, Psychology and English (Honours), Schooling from Carmel Convent, Chandigarh.



Do you know how India got her name as “Bharat”

India i.e. Bharat is the union of states and a fusion of various religions, cultures, customs, heritage etc. which makes it an intriguing nation embracing the diversity of this world. Since ancient times our nation has been termed as Bharat (Sanskrit original name). There are some stories of various historians which fascinate us and explain How India got the name Bharat.

There are lots of wonders seen here; may be an architectural or as a highly developed civilisation in ancient India or an amazing history of much conquered nation, India has always made her

presence felt as a great nation. Since ancient times our nation has been termed as Bharat (Sanskrit original name). There are some stories of various historians which fascinate us and explain *How India got the name Bharat.*

First, is according to Rig Veda and Battle of Ten Kings:

According to the History of India's Geography; the land of seven rivers, the Rig Veda's 18th hymn of seventh book describes about the terrible war which is known as 'Dasharajna' or battle of ten



Source: www.pbs.twimg.com

kings. The war was fought between ten powerful tribes who plotted to overthrow King Sudasa of the Bharata tribe of Trtsu Dynasty. This battle took place on the river Ravi in Punjab. As a result, Sudasa achieved a great thumping victory over the confederacy of ten kings. Which further led to the popularity of King Sudasa and people eventually started identifying themselves as members of the Bharata tribe. The name 'Bharata' stuck on the mouth of people and ultimately named as 'Bharat Varsha' meaning the land of Bharata.

Second, is according to Mahabharata and Bharata Chakravarti:

According to Mahabharata the popular story states that India was called Bharatvarsha after the king named Bharata Chakravarti. Bharata



was a legendary emperor and the founder of Bharata Dynasty and an ancestor of the Pandavas and Kauravas. He was son of King Dushyanta of Hastinapur and Queen Sakuntala. Also, a descendant of Kshatriya Varna. Bharata had conquered all of Greater India, united in to a single political entity which was named after him as "Bharatvarsha".

Excerpt of Vishnu Purana — "This country is known as Bharatvarsha since the times the father entrusted the kingdom to the son Bharata and he himself went to the forest for ascetic practices"

According to Vishnu Purana—



Uttaram yatsamudrasya himādreścaiva dakṣiṇam varṣam tadbhāratam nāma bhārati yatra santatiḥ

This shloka means: "The country (Varsam) that lies north of the ocean and south of the snowy mountains is called Bharatam; there dwell the descendants of Bharata.

Therefore, it is also said that the name Bharata is derived from the ancient Indian texts, the Puranas which refers to the land that comprises India as Bharata Varsam. They used this term to distinguish it from other varsas or continents.

Amazing is that this Bharat Empire i.e. Bharatvarsha or India includes the present day of Pakistan, Afghanistan, China, Iran, Tajikistan, Uzbekistan, Kyrgyzstan, Russia, Turkmenistan, North-West Tibet, Nepal and Bangladesh.

Third is according to Sanskrit, the origin of Bharat:

Bharata is the official Sanskrit name of the country, Bharata Ganarajya. The Sanskrit word Bharata



Source: www.ids.lib.harvard.edu



describes Agni. This term has Sanskrit root bhr means “to bear/ to carry” i.e. “to be maintained” (of fire). It also means “*One who is engaged in search of Knowledge*”.

Fourth is According to Jain Dharma:

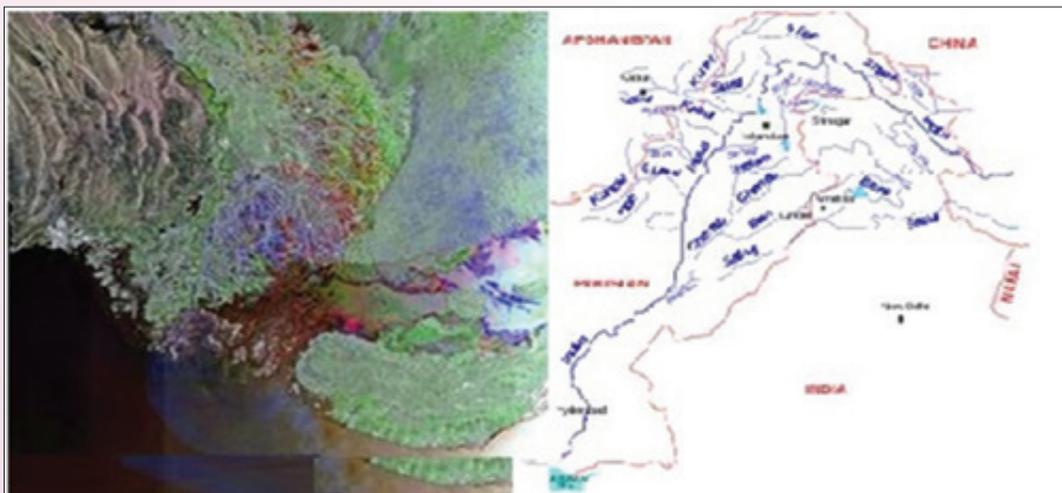
India’s real name is Bharat and it was kept after the name of *Bharat Chakravarti the eldest son of First Jain Tirthankar* & it is said that it is solely gift of Jainism in terms of name Bharat and its original source of Civilization of Bharat today called India.

According to another historian it is also said that:

The name India is derived from Indus, which originates from the Old Persian word Hindus and latter stems from the Sanskrit word Sindhu, which was for the Indus River.

India is also called Hindustan which is a Persian word means “Land of the Hindus”; prior to 1947, it is referred to a region that encompassed northern India and Pakistan.

Source: Shikha Goyal





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The Fourth Industrial Revolution: what it means, how to respond



Fourth Industrial Revolution

Explore the latest strategic trends, research and analysis

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society.

The First Industrial Revolution used water and steam power to mechanize production. The Second

used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.

There are three reasons why today's transformations represent not merely a prolongation of the Third Industrial Revolution but rather the arrival of a Fourth and distinct one: velocity, scope, and systems impact. The speed of current breakthroughs has no historical precedent. When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace. Moreover, it is disrupting almost every industry in every country.

And the breadth and depth of these changes herald the transformation of entire systems of production, management, and governance.

The possibilities of billions of people connected by mobile devices, with unprecedented processing power, storage capacity, and access to knowledge, are unlimited. And these possibilities will be multiplied by emerging technology breakthroughs in fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing.

Already, artificial intelligence is all around us, from self-driving cars and drones to virtual assistants and software that translate or invest. Impressive progress has been made in AI in recent years, driven by exponential increases in computing power and by the availability of vast amounts of data, from software used to discover new drugs to algorithms used to predict our cultural interests. Digital fabrication technologies, meanwhile, are interacting with the biological world on a daily basis. Engineers, designers, and architects are combining computational design, additive manufacturing, materials engineering, and synthetic biology to pioneer a symbiosis between microorganisms, our bodies, the products we consume, and even the buildings we inhabit.

Challenges and opportunities

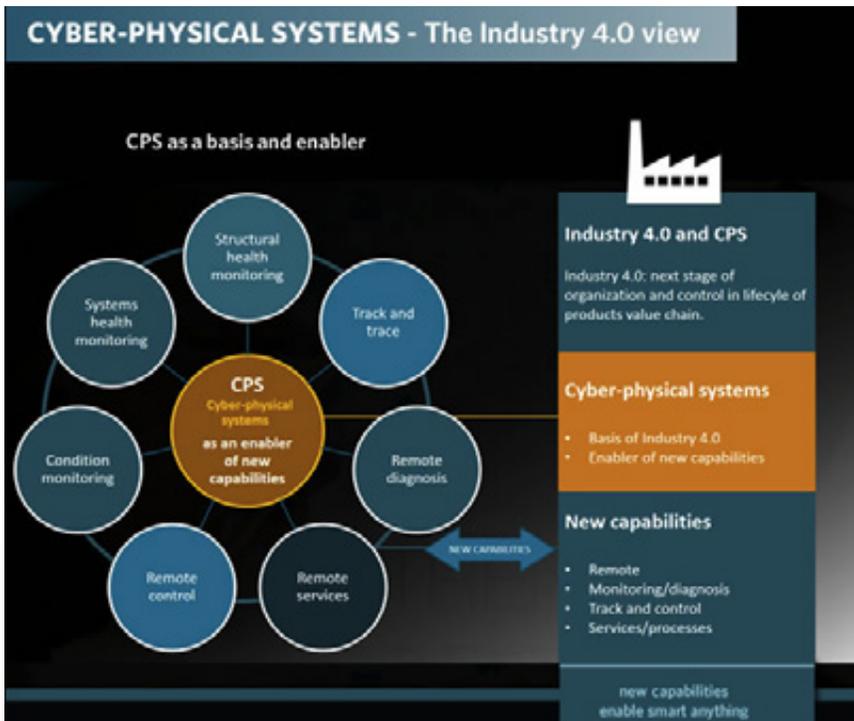
Like the revolutions that preceded it, the Fourth Industrial Revolution has the potential to raise global income levels and improve the quality of life for populations around the world. To date, those who have gained the most from it have been consumers able to afford and access the digital world; technology has made possible new products and services that increase the efficiency and pleasure of our personal lives. Ordering a cab, booking a flight, buying a product, making a payment, listening to music, watching a film, or playing a game—any of these can now be done remotely.

In the future, technological innovation will also lead to a supply-side miracle, with long-term gains in efficiency and productivity. Transportation and communication costs will drop, logistics and global supply chains will become more effective, and the cost of trade will diminish, all of which will open new markets and drive economic growth.

At the same time, as the economists Erik Brynjolfsson and Andrew McAfee have pointed out, the revolution could yield greater inequality, particularly in its potential to disrupt labor markets. As automation substitutes for labor across the entire economy, the net displacement of workers by machines might exacerbate the gap between returns to capital and returns to labor. On the other hand, it is also possible that the displacement of workers by technology will, in aggregate, result in a net increase in safe and rewarding jobs.

We cannot foresee at this point which scenario is likely to emerge, and history suggests that the outcome is likely to be some combination of the two. However, I am convinced of one thing—that in the future, talent, more than capital, will represent the critical factor of production. This will give rise to a job market increasingly segregated into “low-skill/low-pay” and “high-skill/high-pay” segments, which in turn will lead to an increase in social tensions.

In addition to being a key economic concern, inequality represents the greatest societal concern associated with the Fourth Industrial Revolution. The largest beneficiaries of innovation tend to be the providers of intellectual and physical capital—the innovators, shareholders, and investors—which explains the rising gap in wealth between those dependent on capital versus labor. Technology is therefore one of the main reasons why incomes have stagnated, or even decreased, for a majority of the population in high-income countries: the demand for highly skilled workers has increased while the demand for workers with less education and lower skills has decreased. The



The impact on business

An underlying theme in my conversations with global CEOs and senior business executives is that the acceleration of innovation and the velocity of disruption are hard to comprehend or anticipate and that these drivers constitute a source of constant surprise, even for the best connected and most well informed. Indeed, across all industries, there is clear evidence that the technologies that underpin the Fourth Industrial Revolution are having a major impact on businesses.

result is a job market with a strong demand at the high and low ends, but a hollowing out of the middle.

This helps explain why so many workers are disillusioned and fearful that their own real incomes and those of their children will continue to stagnate. It also helps explain why middle classes around the world are increasingly experiencing a pervasive sense of dissatisfaction and unfairness. A winner-takes-all economy that offers only limited access to the middle class is a recipe for democratic malaise and dereliction.

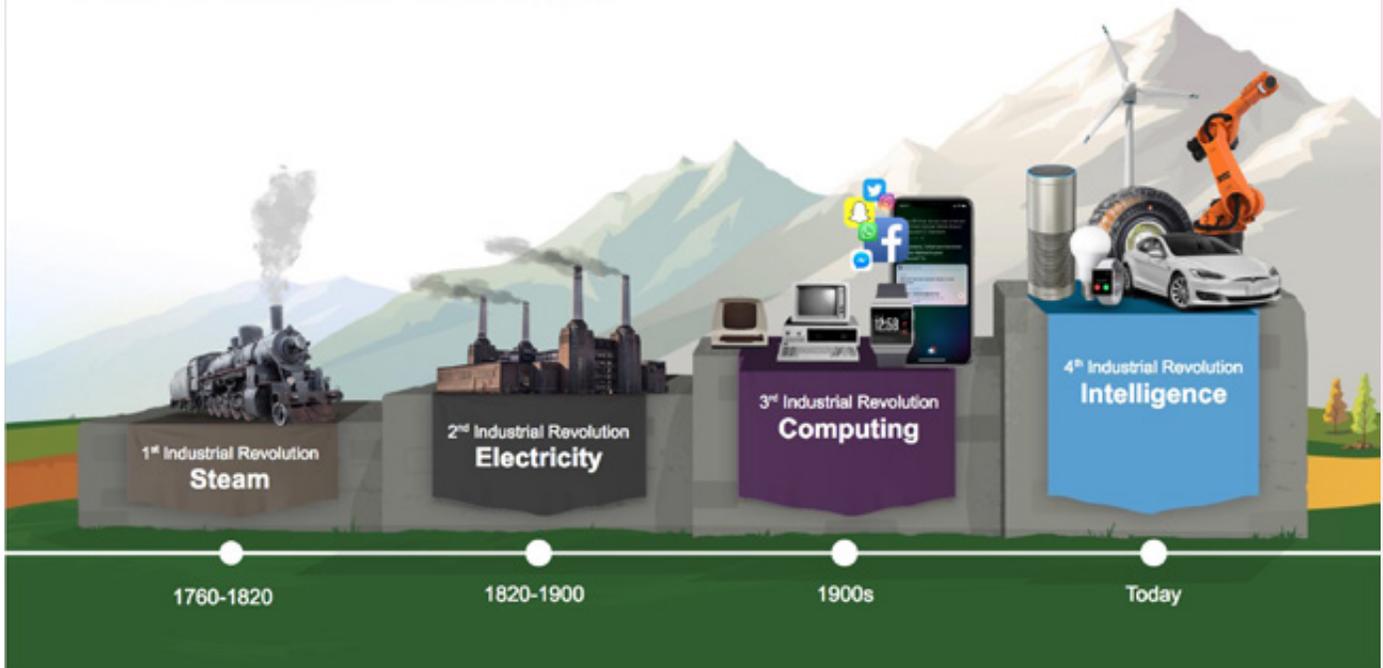
Discontent can also be fueled by the pervasiveness of digital technologies and the dynamics of information sharing typified by social media. More than 30 percent of the global population now uses social media platforms to connect, learn, and share information. In an ideal world, these interactions would provide an opportunity for cross-cultural understanding and cohesion. However, they can also create and propagate unrealistic expectations as to what constitutes success for an individual or a group, as well as offer opportunities for extreme ideas and ideologies to spread.

On the supply side, many industries are seeing the introduction of new technologies that create entirely new ways of serving existing needs and significantly disrupt existing industry value chains. Disruption is also flowing from agile, innovative competitors who, thanks to access to global digital platforms for research, development, marketing, sales, and distribution, can oust well-established incumbents faster than ever by improving the quality, speed, or price at which value is delivered.

Major shifts on the demand side are also occurring, as growing transparency, consumer engagement, and new patterns of consumer behavior (increasingly built upon access to mobile networks and data) force companies to adapt the way they design, market, and deliver products and services.

A key trend is the development of technology-enabled platforms that combine both demand and supply to disrupt existing industry structures, such as those we see within the “sharing” or “on demand” economy. These technology platforms, rendered easy to use by the smartphone, convene people, assets, and data—thus creating entirely new ways of consuming goods and services in the process. In addition, they

Fourth Industrial Revolution



lower the barriers for businesses and individuals to create wealth, altering the personal and professional environments of workers. These new platform businesses are rapidly multiplying into many new services, ranging from laundry to shopping, from chores to parking, from massages to travel.

On the whole, there are four main effects that the Fourth Industrial Revolution has on business—on customer expectations, on product enhancement, on collaborative innovation, and on organizational forms. Whether consumers or businesses, customers are increasingly at the epicenter of the economy, which is all about improving how customers are served. Physical products and services, moreover, can now be enhanced with digital capabilities that increase their value. New technologies make assets more durable and resilient, while data and analytics are transforming how they are maintained. A world of customer experiences, data-based services, and asset performance through analytics, meanwhile, requires new forms of collaboration, particularly given the speed at which innovation and disruption are taking place. And the emergence of global platforms and other new business models, finally,

means that talent, culture, and organizational forms will have to be rethought.

Overall, the inexorable shift from simple digitization (the Third Industrial Revolution) to innovation based on combinations of technologies (the Fourth Industrial Revolution) is forcing companies to reexamine the way they do business. The bottom line, however, is the same: business leaders and senior executives need to understand their changing environment, challenge the assumptions of their operating teams, and relentlessly and continuously innovate.

The impact on government

As the physical, digital, and biological worlds continue to converge, new technologies and platforms will increasingly enable citizens to engage with governments, voice their opinions, coordinate their efforts, and even circumvent the supervision of public authorities. Simultaneously, governments will gain new technological powers to increase their control over populations, based on pervasive surveillance systems and the ability to control digital infrastructure. On the whole, however, governments



process was designed to be linear and mechanistic, following a strict “top down” approach.

But such an approach is no longer feasible. Given the Fourth Industrial Revolution’s rapid pace of change and broad impacts, legislators and regulators are being challenged to an unprecedented degree and for the most part are proving unable to cope.

How, then, can they preserve the interest of the consumers and the public at large while continuing to support innovation and technological development? By embracing “agile” governance, just as the private sector has increasingly adopted agile responses to software development and business operations more generally. This means regulators must continuously adapt to a new,

will increasingly face pressure to change their current approach to public engagement and policymaking, as their central role of conducting policy diminishes owing to new sources of competition and the redistribution and decentralization of power that new technologies make possible.

Ultimately, the ability of government systems and public authorities to adapt will determine their survival. If they prove capable of embracing a world of disruptive change, subjecting their structures to the levels of transparency and efficiency that will enable them to maintain their competitive edge, they will endure. If they cannot evolve, they will face increasing trouble.

This will be particularly true in the realm of regulation. Current systems of public policy and decision-making evolved alongside the Second Industrial Revolution, when decision-makers had time to study a specific issue and develop the necessary response or appropriate regulatory framework. The whole

fast-changing environment, reinventing themselves so they can truly understand what it is they are regulating. To do so, governments and regulatory agencies will need to collaborate closely with business and civil society.

The Fourth Industrial Revolution will also profoundly impact the nature of national and international security, affecting both the probability and the nature of conflict. The history of warfare and international security is the history of technological innovation, and today is no exception. Modern conflicts involving states are increasingly “hybrid” in nature, combining traditional battlefield techniques with elements previously associated with non state actors. The distinction between war and peace, combatant and noncombatant, and even violence and nonviolence (think cyberwarfare) is becoming uncomfortably blurry.

As this process takes place and new technologies such as autonomous or biological weapons become

easier to use, individuals and small groups will increasingly join states in being capable of causing mass harm. This new vulnerability will lead to new fears. But at the same time, advances in technology will create the potential to reduce the scale or impact of violence, through the development of new modes of protection, for example, or greater precision in targeting.

The impact on people

The Fourth Industrial Revolution, finally, will change not only what we do but also who we are. It will affect our identity and all the issues associated with it: our sense of privacy, our notions of ownership, our consumption patterns, the time we devote to work and leisure, and how we develop our careers, cultivate our skills, meet people, and nurture relationships. It is already changing our health and leading to a “quantified” self, and sooner than we think it may lead to human augmentation. The list is endless because it is bound only by our imagination.

I am a great enthusiast and early adopter of technology, but sometimes I wonder whether the inexorable integration of technology in our lives could diminish some of our quintessential human capacities, such as compassion and cooperation. Our relationship with our smartphones is a case in point. Constant connection may deprive us of one of life’s most important assets: the time to pause, reflect, and engage in meaningful conversation.

One of the greatest individual challenges posed by new information technologies is privacy. We instinctively understand why it is so essential, yet the tracking and sharing of information about us is a crucial part of the new connectivity. Debates about fundamental issues such as the impact on our inner lives of the loss of control over our data will only intensify in the years ahead. Similarly, the revolutions occurring in biotechnology and AI, which are redefining what it means to be human by pushing back the current thresholds of life span,

health, cognition, and capabilities, will compel us to redefine our moral and ethical boundaries.

Shaping the future

Neither technology nor the disruption that comes with it is an exogenous force over which humans have no control. All of us are responsible for guiding its evolution, in the decisions we make on a daily basis as citizens, consumers, and investors. We should thus grasp the opportunity and power we have to shape the Fourth Industrial Revolution and direct it toward a future that reflects our common objectives and values.

To do this, however, we must develop a comprehensive and globally shared view of how technology is affecting our lives and reshaping our economic, social, cultural, and human environments. There has never been a time of greater promise, or one of greater potential peril. Today’s decision-makers, however, are too often trapped in traditional, linear thinking, or too absorbed by the multiple crises demanding their attention, to think strategically about the forces of disruption and innovation shaping our future.

In the end, it all comes down to people and values. We need to shape a future that works for all of us by putting people first and empowering them. In its most pessimistic, dehumanized form, the Fourth Industrial Revolution may indeed have the potential to “robotize” humanity and thus to deprive us of our heart and soul. But as a complement to the best parts of human nature—creativity, empathy, stewardship—it can also lift humanity into a new collective and moral consciousness based on a shared sense of destiny. It is incumbent on us all to make sure the latter prevails.

Author: Klaus Schwab is Founder and Executive Chairman of the World Economic Forum

Source: <https://www.weforum.org>

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