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# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



lokah samastah sukhino bhavantu

# Greetings from **IMPACT**



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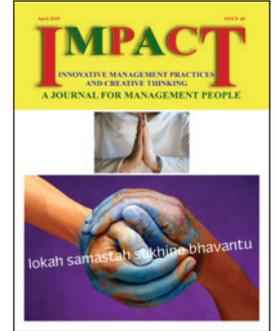
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Dear Readers,

First week of March 2020, china announced, initially the other parts of the world did not bother much. But from March last week, all hell broke loose around the globe. People were stranded because of no transport. W .H. O announced world over pandemic. Almost the world has come to a standstill. No malls. No theatres. No parks. No place to worship, even. All religious mass activities / prayers were banned. Marriages can happen, but only with very close kith and kins. All industries closed. Emergency services operate with skeleton staff.

Reason?

One small virus. Appears to be small; but deadly.

Developed countries with arms and ammunitions and technology for global destruction, are now caught unaware to safe guard their own countrymen.

Social distancing – is the key word now. Face masks, gloves and sanitizers are the protective gears.

Reason?

One small virus. Appears to be small; but deadly.

Pollution levels dropped drastically. Clean air seems to be back in the air. Smokeless roads make visions clear. Global warming reduced drastically. Wild animals and other species except humankind move around freely.

Reason?

One small virus. Appears to be small; but deadly.

Many big plans were proposed and drafted by human beings. All came to a total halt.

Reason?

One small virus. Appears to be small; but deadly.

Nature has its own calculations and plans, which humans cannot understand...is the Truth!

Editorial Team

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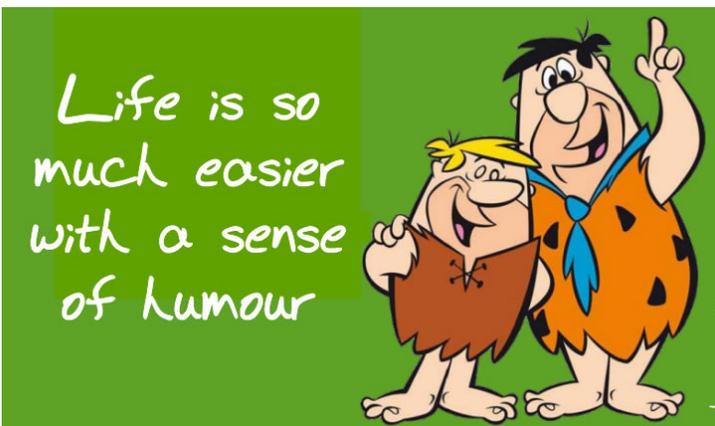
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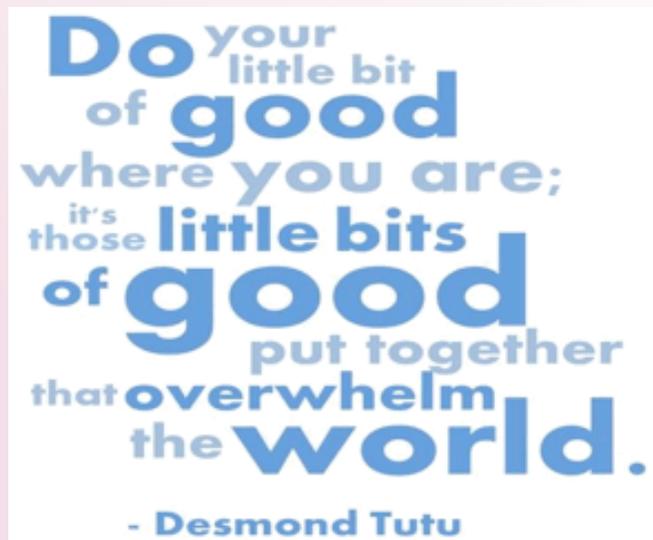
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# Seven strategies for Entrepreneurs in Troubled Times

As we all know, several countries including India are slipping into recession due to COVID -19 and other factors which drives us to think about the necessity for outreach tactics in troubled times and how companies can really use a lot of great marketing outreach efforts to bring their companies back to life. Companies can use different outreach methods to reinvent themselves or refocus themselves to bring new life into a dying company. Listed below are seven of the many amazing outreach tactics entrepreneurs, small businesses and even major corporations can use to push them through their troubled times.

## 1. Community outreach

At the end of the day, 87 percent of consumers feel that corporate social responsibility is important for choosing a company to buy from or work with, so



one of the best places to create a buzz for business is around your community

Look into sponsorships for community development projects. From giving jerseys to students of local school sports team to donating money to improve facilities at Primary Health Centres. Jerseys are great, because they normally let you print your logo on the jersey to show the community sponsor, and PHC improvement donations normally come with an engraved name on it.



If you really aren't in a situation to spend money right now, you could always get involved in local community clean-ups at Primary Schools. Whether you organize the events yourself or join in on the local trash pick-up day, your team can get involved. You might get a pleasant surprise and meet someone who can help you turn the troubles around.

## 2. Ask for referrals

When you look for ways to float your business through troubled times, it never hurts to reach

out to customers you've had in the past. This is especially true in the business-to-business (B2B) market, where referral business is a basic necessity for growth. Try to remember your best customers and reach out to them. You never know until you ask, and if that customer had a great experience, they are more likely to actually help you with referrals.

You can make personal calls to customers or run an email marketing campaign that offers a reward for referrals that sign. Your past customers are likely to know a person or two looking for services like yours. Another great way to get a bit help from your customers is by asking them what you did right and what you did wrong.

### 3. Search for investors

Sometimes, the best ideas just aren't quite ready for the market, but their use in the market could be so revolutionary that it would be crazy to give up on it. That's the best time to seek out investors. Whether it's a personal investor or an investment firm, this is a great way to get the funds you need to survive through development. Although there is also risk with investors, it's a great way to get large amounts of funding for prices the banks couldn't hope to match. With that being said, bank loans are always a great option, too.

No matter where you go for the funding, you need to go in with a budgeted plan. People won't be interested if you can't show them the potential for ability and profit. Take your time when you create your budget, and be as realistic as possible. If you create a realistic budget and create a realistic plan for repayment, your idea will be sure to catch an investors eye.

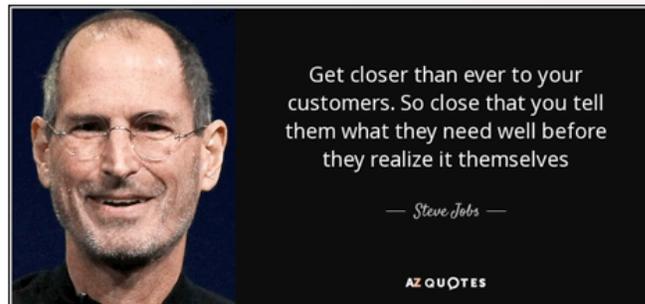
### 4. Marketing funnels

For many businesses, marketing funnels are essential for driving sales. Whether you realize it or not, the steps you are taking to close your sales



are driven by your marketing funnel, and this is especially true in the age of the Internet.

With amazing content that speaks to the right people, you can easily help a potential customer who stumbles across your business convert with your business without having to touch a thing. That means you can set up the processes and leave them be.



If you have the right content your customers and subscribers are looking for, you are sure



to drive repeat sales with automated deals and promotions. You can even create specific funnels for new customers, return customers and favorite customers. Keep in mind, these funnels are best used for people seeking answers to a problem, so that means it's all about how your frame what you are selling, especially online.

## 5. Contact your local chamber of commerce

An often overlooked but invaluable resource, your local chamber of commerce can connect you with local businesses and programs that can help you build a reliable business network. They can point you in the direction of local networking events, help you get involved in your community and link your business with another business they know is looking for your services.

## 6. Sales to drive sales

People love deals, especially when they get exactly what they are looking for. Creating sales inside your company can help you drive sales.

Whether it's seasonal items, introductory promotions or closeout prices, sales are sure to catch your customer's eye. You can send out all your deals to your customers who provided their email addresses.

Inside sales is a sales model that involves:

- ✓ Remote selling
- ✓ High-touch sales
- ✓ Highly trained reps

## 7. The trusty giveaway

If all else fails, you can take the sale to the next level with a free giveaway. You could use a gift card, product, new car, free trip or just about anything you can think of to generate hype around your business. As people provide you with their contact information, they are entered into a drawing for the giveaway. One of those lucky people will get something for free, but you get that many more contacts to promote other offers and sales to.

**Take the time to focus on what can really drive traffic and profits for your business, and try to run with that course. You never know what your audience will respond to, so don't be afraid to try all of these tactics. If these don't work you really have a big decision to make. You have to decide if it's time to go back to the drawing board and completely refocus or update your brand, sell or close your doors completely.**

**The thought of having to shut down is terrifying, but with the right tactics for outreach and excellent work, you are sure to revitalize your business and drive new and returning traffic through your doors. You can do it.**

**Syed Fazlullah Khan**

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# For The Health Of Our Planet

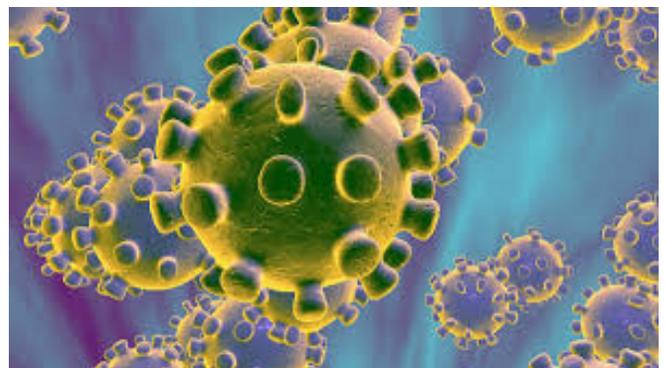
**A** new sickness, COVID-19 known as Coronavirus 2019, has become one of the most worrying problems on the planet these days. Certainly, it could be a serious thing in many aspects, especially for the people who become infected and, consequently, for the health systems of many countries if this number were to extend to large portions of the population. Nonetheless, there are also positive aspects. As said by the proverb, every cloud has a silver lining.

First of all, let me clarify that I do not wish sickness on anybody. Health problems are a misfortune. Any of us, including the writer of this article or some of our relatives or friends, might suffer with them, and we do not wish suffering or death on anybody. That said, let us view the circumstance from an objective sociological point of view, without taking individuals into account, and think about the changes that are being produced in the world owing to the rise of this coronavirus.

It is possibly too soon to arrive at conclusions concerning the consequences of the new sickness, but at present we see the great impact the topic is having on the mass media and how this is being transmitted into certain drastic decisions that affect the smooth functioning of our society, particularly the economy. We see a reduced production in Chinese industry, which has resulted in a huge drop in China's pollution. We also see that many international conferences, summits or events that concentrate thousands of individuals from different countries are being cancelled or made virtual because of the fear of extending the infection of coronavirus. This is happening

in tech, business, science, and other sectors, even museums and Disneyland in several places in Asia. Venice, in the distant past a lovely town of canals, but converted in recent decades into a pathetic unpleasant attraction park with mass tourism of 20-30 million visits per year, is now deathly silent. What a respite for the Venetians! What good news for the ecologists and tourist-haters! This positively affects the reduction of CO2 emission and the whole wave the destruction associated with holiday and professional conference tourism. Possibly not so good for airline companies or travel agencies. It is certainly not very good for the economy in general, but it is fantastic for the environment.

For decades, we have witnessed the struggle between the expanding forces of the economy and the restoring forces of ecology. Conclusions that may be derived from observing this confrontation are that: 1) an ecological/green/sustainable capitalist economy is an oxymoron; that is, capitalism and sustainability are mutually exclusive ideas; and 2) the economy is winning almost all of the battles hands down. A very clear example of the failure to arrive at a green solution within the current model of our western-style





societies in developed countries is illustrated in global warming conferences: a perfect example of hypocrisy in which climate scientists and many politicians, administrators and people living on the green lobbies behave as a “jet-set” among the highest ratio contaminators, while they exert their moral authority to demand that people in less privileged groups of our society, such as coal miners, teamsters working on oil pipelines, and mining-dependent workers sacrifice their own economic well-being to fight climate change. One of the latest failed attempts to find solutions came from the COP25 in Madrid of 2019 summit; another one in the long list of fruitless negotiations to try to stop or mitigate the negative effects of the global warming already knocking on our doors.

The implicit or explicit explanation for the long list of unsuccessful negotiations is always the same: “yes, yes, we see the problem, but... you know, we have the economy to think about, and many people will suffer if we significantly modify any of its parameters, so let us continue to live as usual, even increasing our consumption habits, and we will meet again at next summit to eat in good restaurants, enjoy tourism and take beer with colleagues to try to find a solution”. Putting it bluntly, there is no solution, and we are damned to a disaster unless a miracle happens.

Suddenly, much to the surprise of the economic and political gurus, the solution is spontaneously arising in front of our very eyes: a virus. As in H. G. Wells’*The War of the Worlds*, a microscopic Earth lifeform has finally proved to reverse the victory

in what has so far been a losing war to reduce the excesses of a crazy, self-destructive world. Neither Greenpeace, nor Greta Thunberg, nor any other individual or collective organization have achieved so much in favor of the health of the planet in such a short time. A miracle happened, and, suddenly, all the excuses to avoid a reduction of contamination have been shown to be spurious. In less than two months, worldwide organizations have shown us how it is indeed possible to close museums, shut down whole towns, including such top touristic destinations as Venice, reduce the number of flights, and cancel many of the most important conferences and summits, etc. And this is only the beginning.

When I said in an article that we should ban conferences or hugely reduce their numbers, I knew that almost nobody would take this advice seriously, but it now comes as a complete surprise that I am now witnessing the very thing I was recommending. Suddenly, we realize that all the excuses to avoid the reduction of contamination were just excuses, and that we can perfectly live in a world without conferences, a world of academicians and scientists without beer-drinking with colleagues and feeding the narcissism of some researchers, an expensive luxury that we should not be able to afford in these times of climate crisis.

“Yes, we can”, said the slogan of a former US president. Certainly, we can, we can stop the world if necessary and keep the people alive and healthy and happy without an expanding and destructive economic system. But words are not enough to move the world, arguments are not enough in the midst of irrational systems. With beasts like human beings, which are moved by a more terrible and irrational monster such as Money, only fear works, and a sickness such as COVID-19 of moderate mortality (not so dangerous so far, it is not as mortal as the Ebola virus although it is more infectious) may be more effective than good arguments in pushing humanity in more sustainable directions.

Possibly, everything will be back to normal after few weeks or months, and our usual consumption habits will be restored. The possible future scenarios are between two extreme cases: 1) a world in which the sickness is almost eradicated, such as we see in the trend in China with negative second time derivative in the number of cases; 2) a global pandemic, with an average death ratio lower than 5%, and in which vaccines will possibly be soon available further reducing the mortality rate. It is not a minor issue: some studies predict between 15 and 68 million dead . Scenarios closer to this second possibility will have a much higher mortality ratio among old people in rich countries and for the general population in underdeveloped countries with worse health systems, which might lead in the worst-case scenario to a new self-regulation of some demographic disequilibria and reduce the migrations of populations.

Whatever happens in the coming months, one lesson may be learned for the future: yes, we can,

when there is a fear of an immediate threat like an infectious virus spreading quickly; but it seems that we can't in the face of long-term issues such as global warming or other more important threats for the environment. My guess is that humanity will soon forget this lesson and continue on its former way: Business as usual.

*By Dr. Martín López Corredoira, PhD in Physics, PhD in Philosophy. Staff researcher at Instituto de Astrofísica de Canarias.*

*Source courtesy: <https://www.science20.com>*

# Fresher's Required for Digital Marketing

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# Leaders Or Bosses?

Recently I saw a news item listing a few people as the Great India CEOs Mafia! These are the persons who are In Charges of different important Multinationals. They are all born in India, moved subsequently to other countries and now heading these prestigious Institutions thereby bringing a lot of glory, name and fame to our nation, making all of us proud.

## The Brigade of Honor

I have tried to enlist these Leaders to the best of my knowledge- in case I have missed anybody, I shall be grateful if some reader can bring to my notice:

- Mr Satya Nadella- Microsoft
- Mr Sundar Pichai- Google & Alphabet
- Mr Shantanu Narayan- Adobe
- Mr Sanjay Mehrotra- Micron
- Mr Nitesh Arora- Palo Alto Networks
- Mr George Kurien- NetApp
- Mr Arvind Krishna- IBM
- Mr Thomas Kurien- Google Cloud
- Mr Sanjay Poonen- VMWare
- Mr Sandeep Mathrani- We Work
- Mr Ajay Banga- MasterCard



- Mr Ivan Menezes- DIAGEO
- Mr L Narasimhan- Reckitt Benekiser
- Mr Rajeev Puri- Nokia
- Mr DC Paliwal- Harman
- Mr VK Narasimhan- Novartis
- Mr Sanjay Thakrar- Euro Exim Bank

Let not the women folk lose heart that there are no ladies in this list- Ms Indra Nooyi was the shining example as the CEO of Pepsicola. Ms Arundati Bhattacharya was heading the Giant State Bank of India which is no less than an International Bank.

## Are these Leaders or Bosses?

The word 'Boss' has got a slightly tainted reputation after the Mafia in the film world started calling their leader as Boss. Then this word became a friendly or endearing term among friends, why while even requesting for a help from a stranger, people began addressing the stranger as "Boss, please guide me" etc.

However the word Boss is still a commanding word in the Corporate Circle while referring to the Number One person in the organization.



Sanjay Mehrotra



But there are a few essential differences between a Leader and a Boss.

Boss says 'I'. Leader says 'We'.

Boss commands "Go". Leader asks " Shall we go?"

Boss puts you down, when you commit a mistake. Leader lifts you up, when you falter.

Boss does not give you freedom to grow. Leader grooms you.

Boss is not interested in improving the skills of people, while Leader's main job is to improve the caliber of persons working with him.

Boss yells and screams whereas Leader handles the situation calmly.

### Social Heart and Business Mind

The Indian CEOs listed here are all Leaders and not Bosses.

They are no doubt interested in improving their businesses and occupying the Number One position in their respective fields but they still achieve it through their ' Social Heart' and at the same time ' Business Mind'.

They have formidable technical abilities, strong business acumen, management skills, humility and understanding of human needs.

A Chinese proverb says-

## 5 TIPS HOW TO BE A GREAT LEADER

- 1. BE RECEPTIVE.**  
This attitude creates sympathy and shows the team members the importance of their presence. Listen to their opinions, new ideas can appear to finish projects.
- 2. BE HUMBLE.**  
A good leader accepts his or her weaknesses and acts with intelligence to overcome the problems.  
To be humble is to be tolerant and face criticisms constructively.
- 3. BE COHERENT WITH YOUR ACTS.**  
The fundament of a good relationship with your team is to talk and act in the same direction.
- 4. BE AN ACTIVE AGENT.**  
As a leader you should coordinate and delegate some functions.  
But also participate in the execution so the team will feel your support.
- 5. MAKE COMPLIMENTS.**  
It's easier to recognize or see a mistake of a team member, but you should also recognize their positive points; this may help to the relation and motivation of the team.

When the winds of change blow, some build walls. But some build Windmills.

These Leaders belong to the second category.

Let us wish many more Indians join these International Leaders.

In a lighter vein-

If the American President calls for a meeting of these CEOs, he may have to arrange for the Indian Jilebis, Pakoras and Samosas as refreshment.

R. Venugopal

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



# Cats and Dogs Our Kith and Kin

Whenever it is raining very heavily it is proverbially described as “it is raining cats and dogs”! I don’t know how this came into usage; it must have reasons as otherwise no language can have a term in continuous usage.

Again to describe a sort of enmity between the two, it used to be termed as “they behave like cat and dog”! This I have seen a few years ago that when a dog sees a cat, it will chase like anything and the cat will just get into some place where the dog cannot lay its hands (legs?) on it!

These two domestic pet animals have fascinated me quite a lot since my childhood.

Cats have been domesticated (tame) for nearly 10,000 years. They are currently the most popular pets in the world. Their origin is probably the African Wildcat *Felissilvestrislybica*.

Cats were probably first kept because they ate mice, and this is still their main ‘job’ in farms throughout the world. Later they were kept because they are friendly and good companions.

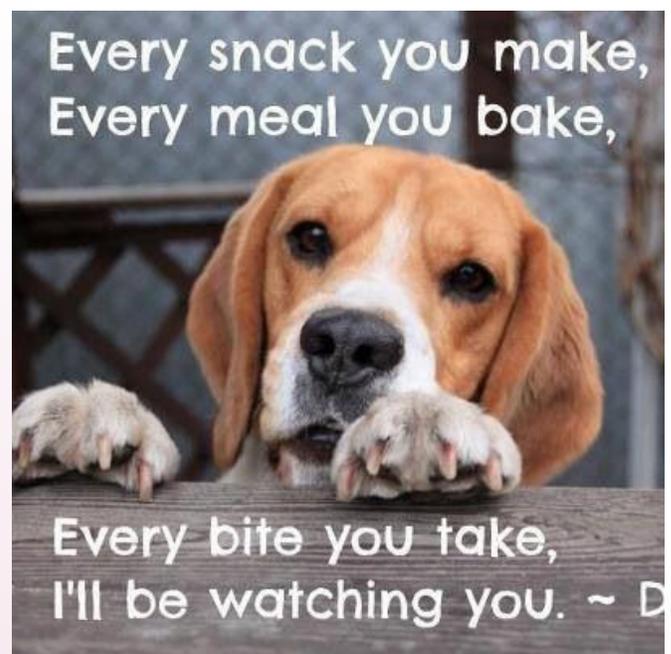
A young cat is called a kitten. Cats are sometimes called kitty or pussycat

Domestic cats are found in short-hair and longhair breeds. Cats which are not specific breeds can be referred to as ‘domestic short hair’ (DSH) or ‘domestic longhair’ (DLH).

There are small cats in most parts of the world, such as the lynx in northern Europe. .

In the past, people kept cats because the cats hunted and ate mice, rats, and insects. The oldest evidence of cats kept as pets is from the Mediterranean island of Cyprus, around 7500 BC.

Ancient Egyptians worshipped cats as Gods, and often mummified them so they could be with their owners “for all of eternity”. (They also mummified mice so the cats would have something to eat in the afterlife.) Today, people often keep cats as pets, but there are also cats that live without being cared for by people. These kinds of cats are called “feral cats”.





Proper feeding will make a cat live much longer compared to hunting or being fed table scraps. Not correctly feeding a cat can lead to problems.

Cats cannot taste sweet foods (with sugar) because of a mutation (change) in their ancestors which removed the ability to taste sweet things.

Cats walk very precisely. Unlike most mammals, when cats walk, they use a “pacing” gait; that is, they move the two legs on one side of the body before the legs on the other side. As a walk speeds up into a trot, a cat’s gait will change to be a “diagonal” gait, similar to that of most other mammals: the diagonally opposite hind and forelegs will move at the same time. Most cats have five claws on their front paws, and four on their rear paws. On the inside of the front paws there is something which looks like a sixth “finger”.

## Behavior

The stripes on this standard tabby cat help it hide in long grass and bushes. It’s a kind of camouflage.

Cats are active carnivores, meaning they hunt live prey. Their main prey is small mammals (like mice). They will also stalk, and sometimes kill and eat, birds. Cats eat a wide variety of prey, including insects, and seem especially to like house flies and bluebottles. Their main method of hunting is stalk and pounce.

While dogs have great stamina and will chase prey over long distances, cats are extremely fast, but only over short distances. The basic cat coat

coloring, tabby gives it good camouflage in grass and woodland. The cat creeps towards a chosen victim, keeping its body flat and near to the ground so that it cannot be seen easily, until it is close enough for a rapid dash or pounce. Cats, especially kittens, practice these instinctive behaviors in play with each other or on small toys.

Cats are quiet and well-behaved animals, making them popular pets. Young kittens are playful. They can easily entertain themselves with a variety of store-bought or homemade toys. House cats have also been known to teach themselves to use lever-type doorknobs and toilet handles. Cats are fairly independent animals. They can look after themselves and do not need as much attention as dogs do.

Cats use many different sounds for communication, including meowing, purring, trilling, hissing, growling, squeaking, chirping, clicking and grunting.

Body posture is also important. The whole shape of the body changes when a cat is relaxed, or when it is alert. Also, the position of their ears and tail are used for communication, as well as their usual functions.

These ways of communication are very important. They are used between a mother cat and her kittens. They are also used between male and female cats; and between cats and other species, such as dogs. A mother cat protecting her kittens will fight off the largest dog. She gives good warning with a frightening display, hissing furiously, showing her claws, arching her back, and making her hair stand on end. If that fails, she attacks the dog’s face with her claws. It has been said that no dog ever tries such an attack a second time.

Cats are very clean animals. They groom themselves by licking their fur. The cat’s tongue can act as a hairbrush and can clean and untangle a cat’s fur. Still, owners may buy grooming products to help the cat take care of itself.

## Food

Many house cats eat food which their owners give them.

There is moist canned food and also dry cat food which comes in different sized cans or bags and formulas. There are kitten formulas, cat formulas, health formulas, formulas for reducing a cat's weight, and many others. These can even be organic (made from all natural ingredients), and have vegetables, salmon, tuna, meat, and milk essence. Yet, it's best if the food is at least 95% meat, as that's a cat's diet.

Different cat breeds have different life expectancy. The average lifespan of a cat depends on a lot of variables — from diet and exercise to their overall health to their breed. But generally it has an average life span of 15 years.

## DOGS

In Hindu pantheon DOG is deemed to be Divine and named as BAIRAVASWAMI. And hymns are written.

The Ancient Egyptians are often more associated with cats in the form of Bastet, yet here too, dogs are found to have a sacred role and figure as an important symbol in religious iconography.

Dogs were associated with Anubis, the jackal headed god of the underworld. At times throughout its period of being in use the Anubieion catacombs at Saqqara saw the burial of dogs.



Dogs had a major religious and symbolic significance to the Aztec peoples of central Mexico. Several ancient burial sites for dogs have been discovered in Mexico. Xolotl, an Aztec god of death, was depicted as a dog-headed monster.

The dog is one of the 12 animals honored in Chinese astrology. The second day of the Chinese New Year is considered to be the birthday of all dogs and Chinese people often take care to be kind to dogs on that day.

A dog is mentioned in the deuterocanonical Book of Tobit, faithfully accompanying Tobias, Tobit's son and the angel Raphael on their journeys.

Jesus told the story of the poor man Lazarus, whose sores were licked by street dogs. This has traditionally been seen as showing Lazarus's wretched situation.

The Catholic Church recognizes Saint Roch (also called Saint Rocco), who lived in the early 14th century in France, as the patron saint of dogs. It is said that he caught the plague while doing charitable work and went into the forest, expecting to die. There he was befriended by a dog which licked his sores and brought him food, and he was able to recover. The feast day of Saint Roch, August 16, is celebrated in Bolivia as the "birthday of all dogs."

Saint Guinefort was the name given to a dog who received local veneration as a saint at a French shrine from the 13th to the 20th centuries.

A black and white dog is sometimes used as an informal symbol of the Dominican order of friars, religious sisters and nuns. This stems from a Latin pun: though the order's name is actually the Friars Preachers (OrdusPraedicatorum – order of preachers), it is generally called the Dominicans (after St. Dominic, their founder): Domini canes in Latin means "the dogs/hounds of the Lord."



**From 16th century England:  
"Houses had thatched roofs-  
thick straw-piled high, with no  
wood underneath. It was the  
only place for animals to get  
warm, so all the cats and other  
small animals (mice, bugs) lived  
in the roof. When it rained it  
became slippery and  
sometimes the animals would  
slip and fall off the  
roof....Hence the saying."**

In Islam the narration by Abu Huraira Volume 3, Book 40, Number 551. He narrated that the Prophet said:

"While a man was walking he felt thirsty and went down a well, and drank water from it. On coming out of it, he saw a dog panting and eating mud because of excessive thirst. The man said, 'This (dog) is suffering from the same problem as that of mine.' So, he (went down the well), filled his shoe with water, caught hold of it with his teeth and climbed up

and watered the dog. Allah thanked him for his (good) deed and forgave him. The people asked "O Allah's Apostle! Is there a reward for us in serving (the) animals? He replied: "Yes, there is a reward for serving any animate (living being).

The 18th verse of the 18th chapter of the Qur'an, which reads:

Thou wouldst have deemed them awake, whilst they were asleep, and We turned them on their right and on their left sides: their dog stretching forth his two fore-legs on the threshold: if thou hadst come up on to them, thou wouldst have certainly turned back from them in flight, and wouldst certainly have been filled with terror of them.

(Surah Al Kahf, Qur'an: 18)

There is a temple in Isin, Mesopotamia, named é-ur-gi7-ra which translates as "dog house" Enlilbani, a king from the Old Babylonian First Dynasty of Isin, commemorated the temple to the goddess Ninisina.

In Zoroastrianism, the dog is regarded as an especially beneficent, clean and righteous creature, which must be fed and taken care of. The dog is praised for the useful work it performs in the

## Hinduism

Dogs have a major religious significance among the Hindus in Nepal also in India particularly in Mithlanchal, North Bengal and Sikkim. The dogs are worshipped as a part of a five-day Tihar festival that falls roughly in November every year. In Hinduism, it is believed that dogs guard the doors of Heaven and Hell. This is a day when the dog is worshipped by applying tika (the holy vermilion dot), incense sticks and garlanded generally with marigold flower. Sarama, the female dog of the gods, is described as the mother of all dogs.

Hindu god Kalabhairava has a dog as his consort. Taking care of dogs is a way for Hindus to pay tribute to him.

The dog (Shvan) is also the vahana or mount of the Hindu god Bhairava. Yudhishtira had approached heaven with his dog, therefore among many Hindus, the common belief exists that caring for or adopting dogs can also pave way to heaven.

In Greek, Dogs were closely associated with Hecate in the Classical world. Dogs were sacred to Artemis and Ares. Cerberus was the three-faced guard dog of the Underworld.

household, but it is also seen as having special spiritual virtues. A dog's gaze is considered to be purifying and to drive off daevas (demons). It is also believed to have a special connection with the afterlife: the Chinwad Bridge to Heaven is said to be guarded by dogs in Zoroastrian scripture, and dogs are traditionally fed in commemoration of the dead. Ihtiram-i sag, "respect for the dog", is a common injunction among Iranian Zoroastrian villagers.

Being the oldest domesticated animal, their long association with people has allowed dogs to be uniquely attuned to human behavior as well as thrive on a starch-rich diet which would be inadequate for other canid species

Dogs perform many roles for people, such as hunting, herding, pulling loads, protection, assisting police and military, companionship and, more recently, aiding handicapped individuals. This impact on human society has given them the sobriquet, "man's best friend".

As the famous saying goes, dogs are man's best friend. Whether it's as reliable workers, family pets or loyal companions, dogs are wonderful domestic animals that offer a number of qualities that are put to good use by humans.

In total there is said to be around 400 million dogs in the world.

The domestic dog has been one of the most popular working and companion animals throughout human history.

Although experts often disagree, there is scientific evidence which shows that the domestication of dogs could have occurred more than 15,000 years ago.

There are hundreds of different breeds of dogs.

Examples of these breeds include: Bulldog, German shepherd, Collie, Golden Retriever, St

Bernard, Greyhound, Bloodhound, Chihuahua, Labrador, Great Dane, Rottweiler, Boxer and Cocker Spaniel.

The most popular breed of dog in the world by registered ownership is the Labrador. With their gentle nature, obedience, intelligence and near limitless energy, Labradors make for excellent family pets and reliable workers. They often assist police and are a common choice as guide dogs.

Dogs have formed such a strong bond as pets, workers and companions to humans that they have earned the nickname "man's best friend".

Humans help train various dog breeds to enter in competitions such as breed shows, agility and obedience contests, racing and sled pulling.

Dogs have superior hearing than humans, capable of hearing sounds at four times the distance.

Dogs have a remarkable sense of smell, they are capable of differentiating odors in concentrations nearly 100 million times lower than humans can.

The average life span for a dog is around 10 to 14 years.

Those involved in dog breeding refer to males as 'dogs', females as 'bitches', dogs younger than a year old as 'puppies' and a group of offspring as a 'litter'.

Domestic dogs are omnivores; they feed on a variety of foods including grains, vegetables and meats.

While these are some positive inputs that make us aware of the niceties and greatness of these domestic pets, there are certain matters other than these to be discussed in this write up.

Puttaparthi Baba used to advise his students: "be like street lights and not like street dogs"! Yet

his love for pet animals and in particular dogs is abundant.

Domestic pets have their own positive things whereas these street dogs happen to pose much menace to the people. They invade and go on barking as they please and the children or elders—all are afraid of these barking dogs. Though it is said that “barking dogs do not bite”, how to get confirmed that these barking dogs know about it!!!!

Night or day, it goes on barking disturbing the human beings. We come across the children—even elders run as they are chased by dogs. Here is a clue to face these challenges posed by these street dogs: as they chase, we are not to run, but bend to the ground and show as if we take a small stone and the God has given the sense to understand that they will get a hit and hence they turn and take to its heels in the opposite direction!!! This is a time tested method to me and many adopt this successfully!

Peculiar behavior of these street dogs as one can observe is not static in one place even for fifteen minutes! As if it has some urgent duty to perform, it goes from one spot to another frequently. It will be lying and be at sleep.

We do not know what dog psychology it is, it simply gets up goes ten feet ahead and resumes its sleep for the next few minutes!!!

Of late it is observed that there is a change in the relationship between the cats and dogs. I have only seen them ever at enmity. But nowadays they freely roam on the roads without any fear for each other!

One more observation/experience with the stray/street dogs which I would share with my esteemed readers before I conclude this write up.

Our colony in Chennai is a big one with around 944 flats spread over 59 Blocks. Just as human

beings have rich people and poor ones, by the will of God some dogs are fortunate to be labelled as pets in homes and many are labelled as street/stray dogs! Pet dogs are the envy of stray dogs—but they have to reconcile!!!

It was felt in the colony that we should to get rid of the stray dogs some how or other; lot of discussions were there. ‘Culling of animals or not’ -conflict between Javedkar and Menaka Gandhi is not our subject!!!!!!

It was decided to approach the SPCA and similarly placed organizations and the Government came forward to take the dogs away from our colony and thus help us. First day the DOG VAN came and could catch five dogs out of a few dozens! Another day the dog van came- God has endowed a lot of intelligence in the canine tribe and looking at the van each of the dozens of dogs ran out of sight and got them hid in safe places and they came out openly only after making sure that the van had left the colony!!!! Despite two of the not so intelligent got caught!!!

#### 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, “Valluvar 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 Aksharamanmalai. He was formerly the Deputy zonal Manager, LIC of India.*



# Wrong is Wrong

When we take birth, we are dependent on others when we grow as children, we mimicked our elders, we learn from our culture surrounded by us, then we develop socially. Once we start growing, we adapt our culture surrounded by us we observe and try to behave accordingly, which is accepted by our society. The most beautiful part of being a child is we are taught to behave equally, no discrimination regardless of caste, creed, gender while making friendship we don't ask caste, religion anything we follow only one religion and that is humanity very neutral no expectation, no demand, no caste, creed difference only love. They are always there in your life. People come and go in your life, but the friend will always remain with you as they are no matter what the situation is. When we are in trouble the most approachable person is a friend.

Recently when we all are unitedly fighting with COVID19, instead of thanking our generalist, media, doctors, nurses, police and all those who are working selflessly for our society, because of



the carelessness of few people, people sitting at home and creating problems through whatsapp by forwarding messages on religion, the mistake created by few people in the community, community as a whole cannot be blamed, because human nature does not depend on particular caste or religion.

Yes! what Markaz people did is wrong, Misbehaving with doctors is wrong, Misbehaving with the nurse is wrong, fighting in this scenario is wrong, gathering for Namaz at one place is wrong, those attended pooja in the temple is wrong. The congregation at

## United by pathogen





church is wrong. But please sitting at home don't make it religious. This is wrong

Mistakes are bound to happen, everyone is of different human nature and culture, their surroundings are different but that does not mean the people surrounded by us are also alike. Human nature does not depend on any caste or religion most of it is adapted from the society they live in.

Where most of the people are struggling for their lives, poor are hungry, we are living in fear thinking when our turn will come, will we be alive, what next

this question is in everyone's mind. This is the time when we must trust humanity.

“Growing apart doesn't change the fact that for a long time we grew side by side; our roots will always be tangled. I'm glad for that.”

-Ally Condie

#### Dr. Nikhat M Hamza

*A custom-fitted person who has blended her 26 years involvement in different manufacturing Industries. An MBA and Ph.D. in Human nature. An able leader with 18 years in a leadership role, bagged two awards for the institute “Re-think India Best Entrepreneur Award” in the year 2017 and “New India Champion for the year 2018.” She is also the founder of “Centre for Qualitative Research in Human Nature and Organizational politics”. This centre works for the transformation of the organization for better productivity.*



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

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

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# Why a sense of humor is an essential life skill

- Studies have shown that a sense of humor can improve your mental and physical health, boost your attractiveness, and improve your leadership skills.
- There are a variety of theories and styles of humor, each of which can improve your understanding of the subject.
- Humor may be a critical life skill, but can it be taught?

Mark Twain said that “Humor is the great thing, the saving thing after all. The minute it crops up, all our hardnesses yield, all our irritations, and resentments flit away, and a sunny spirit takes their place.” He’s certainly not wrong. Humor may very well be the great thing. It touches upon nearly every facet of life—90% of men and 81% of women report that a sense of humor is the most important quality in a partner, it’s a crucial quality for leaders, and it’s even been shown to improve cancer treatments. There’s no doubt that humor is

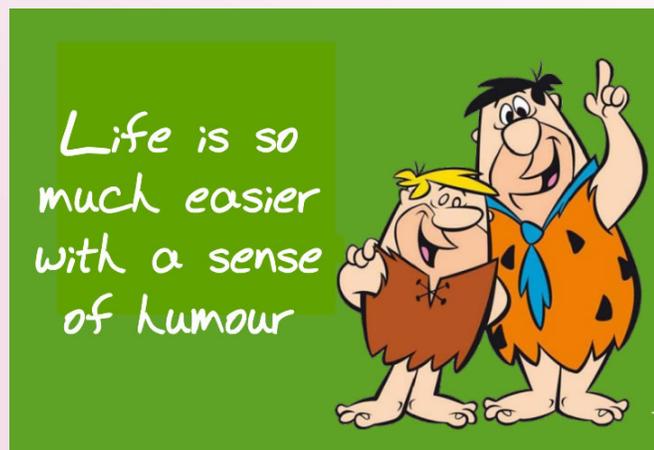
a life skill that everybody needs. But how do we define humor, and can it be taught?

## What is humor?

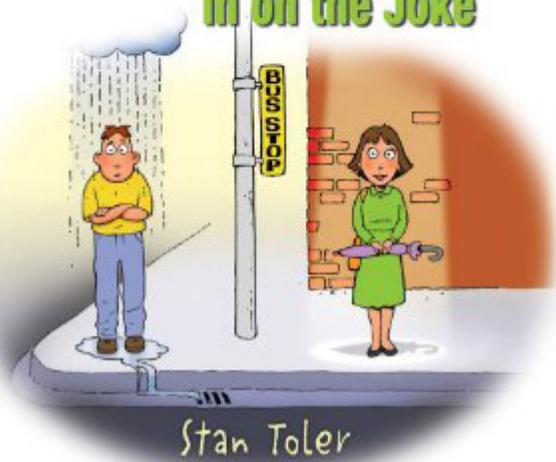
The best way to kill a joke is to explain it, but psychologists have tried to do so anyhow. There are three main theories on what humor is and where it comes from. Relief theory argues that laughter and humor are ways of blowing off psychological steam, a way to release psychic energy. That’s why jokes told at funerals are often met not with the silence that a somber occasion like that would merit but with uproarious laughter instead.

Superiority theory was originally formulated by Plato and Aristotle to explain a specific kind of humor: why we laugh at other’s misfortunes. In this theory, humor is a means of declaring one’s superiority over others. If you’re looking to cultivate a sense of humor to improve your leadership skills, this is not the kind you want to acquire.

Incongruity theory argues that humor arises when two contrasting, distinct ideas are mingled. Humor often subverts expectations, and punchlines are often the result of an unexpected reversal. Consider Oscar Wilde’s “Work is the curse of the drinking classes” — it’s funny because it both reverses a common phrase and because it subverts a more conventional way of looking at the world. (Admittedly, this dry explanation probably doesn’t make it seem funny in the slightest right now.)



# I LOVE GOD'S SENSE OF HUMOR; I Just Wish He'd Let Me in on the Joke



## What are the benefits of a sense of humor?

Being funny is possibly one of the best things you can do for your health. You can almost think of a sense of humor as your mind's immune system. People at risk for depression tend to fall into depressive episodes when exposed to some kind of negative stimuli, and afterwards, it becomes easier and easier for them to relapse into depression. However, reframing a negative event in a humorous light acts as a kind of emotional filter, preventing the negativity from triggering a depressive episode.

Humor doesn't just guard against depression. It also improves people's overall quality of life. Researchers have found that people who score highly in certain types of humor have better self-esteem, more positive affect, greater self-competency, more control over anxiety, and better performance in

social interactions. Not all kinds of humor are made equal, however. In the same study, the researchers identified four types of humor: affiliative humor, or humor designed to strengthen social bonds; self-enhancing humor, which is akin to having a humorous view of life in general; aggressive humor, such as mocking others; and self-defeating humor, in which an individual encourages jokes that have themselves as the target or self-deprecate.

The positive contributions mentioned above only occurred when individuals scored highly in affiliative and self-enhancing humor, while aggressive and self-defeating humor was associated with poorer overall well-being and higher anxiety and depression. So, when cultivating your sense of humor, it's important to strive for the right kind — besides, it's a crummy thing to make fun of others anyhow.

In addition to working as a mental immune system, research has shown that humor can actually improve your physical immune system. Laughter can also improve cardiovascular health and lowers heart rates, blood pressure, and muscular tension.

Aside from improving your health, laughter can be a productivity tool as well. A study from Northeastern University found that volunteers who watched a comedy were measurably better at solving a word association puzzle that relied on creative thinking as compared to control groups that watched horror films or quantum physics lectures. This is because laughter lights up the anterior cingulate cortex, an area of the brain associated with attention and decision-making. Another study measured people's performance on a brainstorming task and found that participants who were asked to come up with a New Yorker-style caption generated 20% more ideas than those who did not.

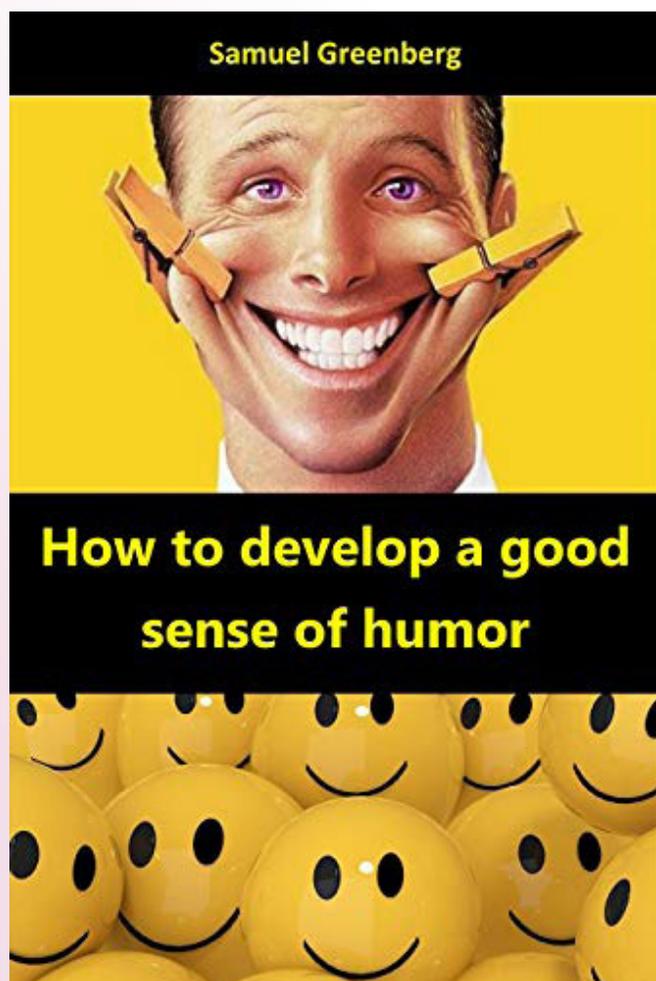
## Can humor be taught?

The benefits of a good sense of humor are so profound that colleges like Stanford are offering

business courses on humor in the workplace with the goal of teaching “the power (and importance) of humor to make and scale positive change in the world, and also – surprise! – to achieve business objectives, build more effective and innovative organizations, cultivate stronger bonds, and capture more lasting memories.”

At Big Think Edge, we asked John Cleese to teach viewers how to hone their sense of humor to improve quality of life and creative intelligence.

Every human has an innate sense of humor, of course, but it’s pretty evident that not everybody has a good sense of humor. Learning about theories of humor, while interesting and insightful, don’t guarantee that one’s ability to deliver a punch line will improve in any measurable degree. It would be distressing to learn about humor’s many benefits only to discover that it’s an entirely a product of



# Displaying great Sense of Humor



genetics. There certainly seems to be some genetic component, at least; researchers have linked a sense of humor to certain variants of the 5-HTTLPR gene.

Fortunately, psychologists are divided about whether humor is an innate or learnable trait. There’s no such thing as a completely humorless individual — comedy is a fundamental part of human nature. In the past, we believed that only some cultures developed humor, but this belief has changed, as no culture has ever been found that was devoid of laughter and comedy. So, if you want to improve your sense of humor, trying to look on the funny side of life won’t hurt. The worst case scenario is that you’ll laugh a little more.

Author- Matt Davis, The Big Think  
Source: <https://www.weforum.org>

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# Importance of Employee Training

**Training is not just important to any company, it is vital.**

There are many categories of training such as management training or sales training, or employees with Project Management skills... etc. Trained employees are important asset to any organisation.

The employee who receives the necessary training is more able to perform in their job. ... A training program allows you to strengthen those skills that each employee needs to improve for performing work. A development program brings all employees to a higher level so they all have similar skills and knowledge.

What does training and development, mean to your organisation?

Training presents a prime opportunity to expand the knowledge base of employees, but many



employers in the current climate find development opportunities available outside company are expensive. Employees attending training sessions also miss work time, which may delay the completion of projects. However, despite these potential drawbacks, training and development provides both the individual and organisations as a whole with benefits that make the cost and time a worthwhile investment. The return on investment from training and development of employees is really a good.

## **Benefits of training**

### **Improved employee performance**

The employee who receives the necessary training is able to perform better on their job. The training will give the employee a greater understanding of their responsibilities within their role, and in turn build their confidence. This confidence will enhance their overall performance and this can only benefit the company. Employees who are competent and willing to change industry's standards help your company hold a position as a leader and strong competitor within the industry. Maturity level increases.

### **Improved employee satisfaction and morale**

The investment in training that a company makes shows employees that they are valued. The training creates a supportive workplace. Employees may gain



## Importance of training & Development:-

- 1) Help in addressing employee weaknesses
- 2) Improvement in workers performance
- 3) Consistency in duty performance
- 4) Ensuring worker satisfaction
- 5) Increased productivity
- 6) Improved quality of services and products
- 7) Reduced cost
- 8) Reduction in supervision

access to training they would not have otherwise known about or sought out themselves. Employees who feel appreciated and challenged through training opportunities may feel more satisfaction toward their jobs.

### Addressing weaknesses

Most employees will have some weaknesses in their workplace skills. A training program allows you to strengthen those skills that each employee needs to improve. A development program brings all employees to a higher level so they all have similar skills and knowledge. This helps reduce any weak links within the company who rely heavily on others to complete basic work tasks. Providing the necessary training creates an overall knowledgeable staff with employees who can take over for one another as needed, work on teams or work independently without constant help and supervision from others.

### Consistency

A robust training and development program ensures that employees have a consistent experience

and background knowledge. The consistency is particularly relevant for the company's basic policies and procedures. All employees need to be aware of the expectations and procedures within the company. Payoff of training is increased efficiencies in processes results in financial gain for the company.

### Increased productivity and adherence to quality standards

Productivity usually increases when a company implements training courses. Increased efficiency in processes will ensure project success, which in turn will improve the company turnover and potential

market share.

### Increased innovation in new strategies and products

Ongoing training and up skilling of the workforce can enhance and encourage creativity. New ideas can come as a direct result of training and development.

### Reduced employee turnover

Staff are more likely to feel valued as company is investing in them and therefore, less likely to change employers. Recruitment costs therefore go down due to staff retention.



## Enhances company reputation and profile

Having a strong and successful training strategy helps to develop your employer brand and make your company a prime consideration for graduates and mid-career changes. Training also makes a company more attractive to potential new recruits who seek to improve their skills and the opportunities associated with those new skills.

Training can be of any kind relevant to the work or responsibilities of the individual and could be, undertaken using any appropriate method.

### For example, it could include:

- On-the-job learning
- Mentoring schemes
- In-house training
- Individual study
- Blended Learning

### What is Blended Learning?

Defining hybrid or blended education is a trickier task than one might think—opinions vary wildly on the matter. In a report on the merits and potential of



blended education, the Sloan Consortium defined hybrid courses as those that “integrate online with traditional face-to-face class activities in a planned, pedagogically valuable manner.”

Educators probably disagree on what qualifies as **किदृष्ट्या मौल्यवान**) but the essence is clear that Hybrid education uses online technology to not just supplement, but also transform and improve the learning process.

That does not mean a professor can simply start a chat room or upload lecture videos and say he is leading a hybrid classroom. According to Education Elements, which develops hybrid-learning technologies, successful blended learning occurs when technology and teaching goes hand in hand and inform each other, material becomes dynamic when it reaches students of varying learning styles. In other words, hybrid classrooms on the Internet can reach and engage students in a truly customizable way. In this scenario, online education is a game changer, not just a supplement for status quo. What does this theoretical model actually look like in practice?

### The classical Definition of Blended Learning

Blended learning is an approach to learning that combines face-to-face and online learning experiences. Ideally, these two

### Context

While generally seen as a ‘trend’ in ‘progressive learning,’ Blended Learning can also be viewed as a kind of relic symbolic of the gap between ‘traditional education’ (for the last century or so in brick-and-mortar schools and classrooms) and connected and digital learning. This, of course, implies that digital-only is the future and the ultimate incarnation of learning, which is a shortsighted view. The point, though, is that blended learning is a mix of old and new as much as it is a mix of physical and digital learning.



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## Training Vs. Development

### Training

- Concerned with teaching specific job related skills and behaviour
- One shot deal
- Result of Management initiative

### Development

- Future oriented training, focusing on the personal growth of the employee
- Aims at improving the total Personality of an individual
- Ongoing, continuous process
- Result of Internal Motivation

to train employees is past training experiences. Sometimes the trainings has been done poorly, or the topics just did not help. That could happen for several reasons. Failed training comes at a high cost, and businesses often do not want to take that risk.

However, not training your employees also comes at a cost.

Here Are 6 Truths That Underscore the Importance of Training

## Importance of Employee Training:

Most business managers would not hire unqualified employees. However, so many of them do have employees under-qualified workers. Sometimes employees become under-qualified due to changing technology or the development of new methods. Training does come at a cost. The two biggest resources used for job training are time and money.

### Some of the excuses not to train are

“We are too busy to learn something new right now.”

“We just don’t have the money to pay for training.”

Training employees costs time, money, and materials. Outside experts are required to conduct job training. Not only will there be missed time and unbuildable hours, but there will also be additional costs. Another reason businesses often neglect



## 1. Untrained Employees = Unhappy Employees

Employees who feel inadequate, underachieving, or unsupported are unhappy. They are not satisfied in their work, which will cause them to underperform, make mistakes, and not care about their work product. That costs the business in lost time and money.

## 2. Untrained Workers Have a Low Production Value

The quality of their work is lower and of less value. The quality in performance is lower than it could be.

## 3. Untrained Workers Are Inefficient

More time (and therefore money) and effort is spent when employees are not fully or properly trained to perform their tasks or to fulfill their responsibilities. It takes them longer to do the work.

## 4. Lost Time/Money Due to Mistakes

When an untrained worker makes a mistake, the time and materials used are lost. The work then has to be done again or worse, the inadequate product will be delivered to the client.

## 5. An Increase in Miscellaneous Expenses

These are more difficult to track or attribute to untrained workers, but they are there. Creating a CAD drawing incorrectly means reprinting the file. That means it takes more time to fix the mistake, more materials cost in paper and ink, and more time rechecking the work. If it had done correctly the first time, these costs would not be there.

## 6. Insufficient Staff Training, Means Lost Customers

Untrained employees can cause many of the mistakes listed above, and those mistakes and inefficiencies can cause your business to lose customers. That is the worst possible scenario, but it can happen.

Training programs and costs have an easily measured up-front cost of time and money. Those line items are difficult to handle on a tight budget. However, added costs of poorly trained staff shows the importance of training employees. These costs do not come in the form of line items, so they are often, ignored or unseen.

Having a trained workforce means your workers are learning new skills that can improve production, cut time spent in creation of your product (or service), reduce production costs, reduce mistakes, build confidence in your workforce, and create a better working environment. An investment in your employees' skill sets is an investment in your company. When everyone gets better, everyone gets better.

## Training for Suggestion Scheme

So far, we have seen general importance and benefits of training. Now let us see this in relation with Suggestion Scheme. The specific objective, of Suggestion Scheme is utilizing employee's creativity in achieving organizational goals by involving and meaningfully engaging employees.

This purpose cannot be, achieved only by launching good suggestion systems with attractive awards in any organization. It is not enough to inform and ask employees to give, good ideas for improvement. For ideal working of Suggestion Scheme, and achieving its expected objective, it is organization's responsibility to make employees capable to contribute creatively and motivate them to participate in Suggestion Scheme effectively.

Now natural question will come in your mind is "How this can be done?" Many years experience in managing Suggestion Scheme answers these questions as the only way is to achieve proper training in related subjects as Creativity, Ideation, Innovation, and motivation. Another question will be "Whether one time program for every employee will do?" The answer to this question will be whether you one time results or continuous results? One can add advance-training programs like Generating brilliant ideas, Brainstorming, Problem solving techniques etc, and go on adding depending on organizational requirements and level of employee's knowledge. Then only you can attend sustained success in Suggestion Schemes.

**Jayprakash B. Zende**

*Consultant in employee  
involvement & freelance trainer*



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