

IMPACT

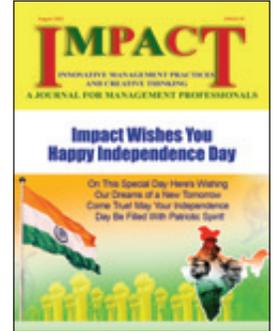
INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

Impact Wishes You Happy Independence Day

On This Special Day Here's Wishing
Our Dreams of a New Tomorrow
Come True! May Your Independence
Day Be Filled With Patriotic Spirit!





EDITORIAL TEAM

Dr. N.V Subbaraman
“Kalki” V Murali
Dr M G Bhaskar

EXPERT ADVISORY BOARD

Dr. R Rangarajan
Professor & Head
Dept. of Commerce
University of Madras

Dr. R Krishnaveni
Assistant Professor
Head Department of English
Government Arts and Science College
Palladam, Tirupur (Dist)

All opinions expressed in the articles appearing in the e-journal IMPACT, are that of the respective authors. The Publisher or Editor of IMPACT cannot be held responsible / liable in any manner whatsoever for any claims and / or damages.

Dear Readers,

India will celebrate independence from the British Raj and also remember the 200-year old struggle for freedom of our countrymen. The most famous freedom fighters are undoubtedly Mahatama Gandhi, Netaji Subhas Chandra Bose, Bhagat Singh, and so on, but there are also others who contributed to the independence movement. There were many freedom fighters who looked into the eye of the tyrannical British rulers, despite being worthy of all the glory, remain anonymous to the masses today.

The lesser-known freedom fighters of India:

Aruna Asaf Ali: At the age of 33, Ali gained prominence after she hoisted the Indian National Congress flag at the Gowalia Tank Maidan in Bombay during Quit India Movement in 1942. An arrest warrant was issued in her name but she went underground to evade arrest and started an underground movement. Her property was seized and sold. The British government announced then a reward of 5,000 rupees for her capture. Following India's Independence, she remained active in politics and social work but never received recognition.

Matangini Hazra: She was part of the Quit India Movement and Non-Cooperation Movement. During a procession against the British, she was shot thrice but that did not deter her from marching with the tricolour in her hands. She also kept shouting 'Vande Mataram' till she breathed her last.

Bhikaji Cama: Cama was not only a part of India's independence movement but also an iconoclast who stood for gender equality during the late 19th and early 20th centuries. She donated most of her personal belongings to an orphanage for girls. She also unfurled the Indian flag at the International Socialist Conference at Stuttgart in Germany, 1907.

Velu Nachiyar: Even before the Sepoy mutiny of 1857, Velu Nachiyar was the first Indian queen to wage a war against the British Raj. The former princess of Ramanathapuram opposed British rule and gave the rulers a good run for their money.

Khudiram Bose: He was one of the youngest revolutionaries of India. His contribution to the freedom struggle is also a significant one as he was just 18 years old when the British hanged him for his activities against the Raj.

Kushal Konwar: The President of Sarupathar Congress Committee was an Indian Tai-Ahom freedom fighter from Assam. He is the only martyr who was hanged in the last phase of the Quit India Movement of 1942-43.

Benoy-Badal-Dinesh: Benoy Basu, Badal Gupta and Dinesh Gupta were 22, 18 and 19 years old. They wore European outfits and entered the Writer's Building. Their target was then Inspector General of Police, Colonel NS Simpson. They succeeded in killing him but were outnumbered by the security personnel. Benoy took a cyanide pill while the other two shot themselves to avoid capture.

Let us Salute these unsung personalities who have martyred themselves for our Independence.

Editorial Team

INSIDE

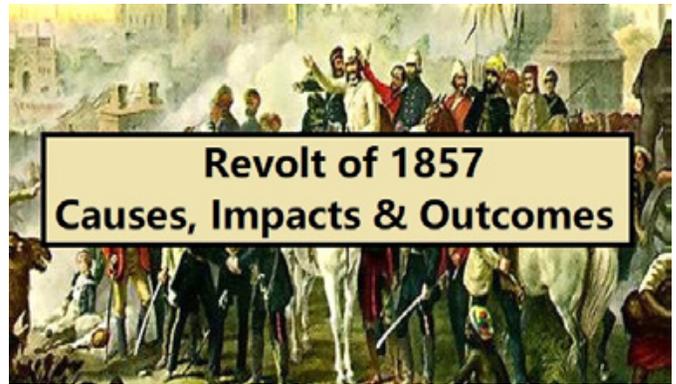


Empowering Women in Business

Women in Business – Challenges and Need for Empowerment —

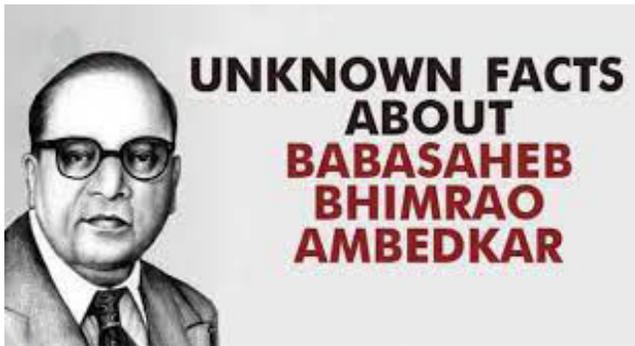
Dr. S. Jeyachandran

4



10 most significant events that led to our freedom and the establishment of the sovereign nation of India —

13



The article which Dr. Ambedkar Refused to Introduce in the Constituent Assembly —

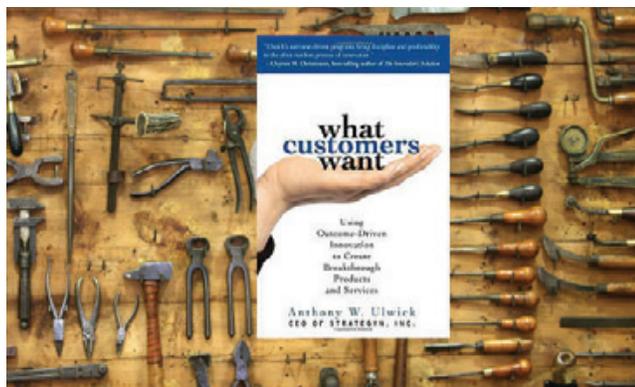
Dr. H.V. Hande

16



Indian Scientists Who Changed The World —

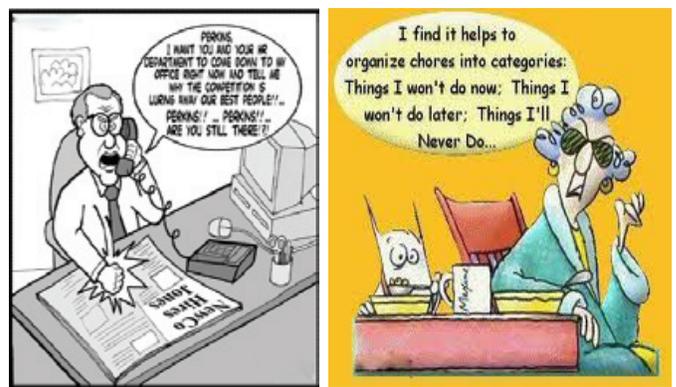
20



WHAT CUSTOMERS WANT —

Mr. R. Venugopal

28



Humour in Management —

31

Women in Business – Challenges and Need for Empowerment



Introduction

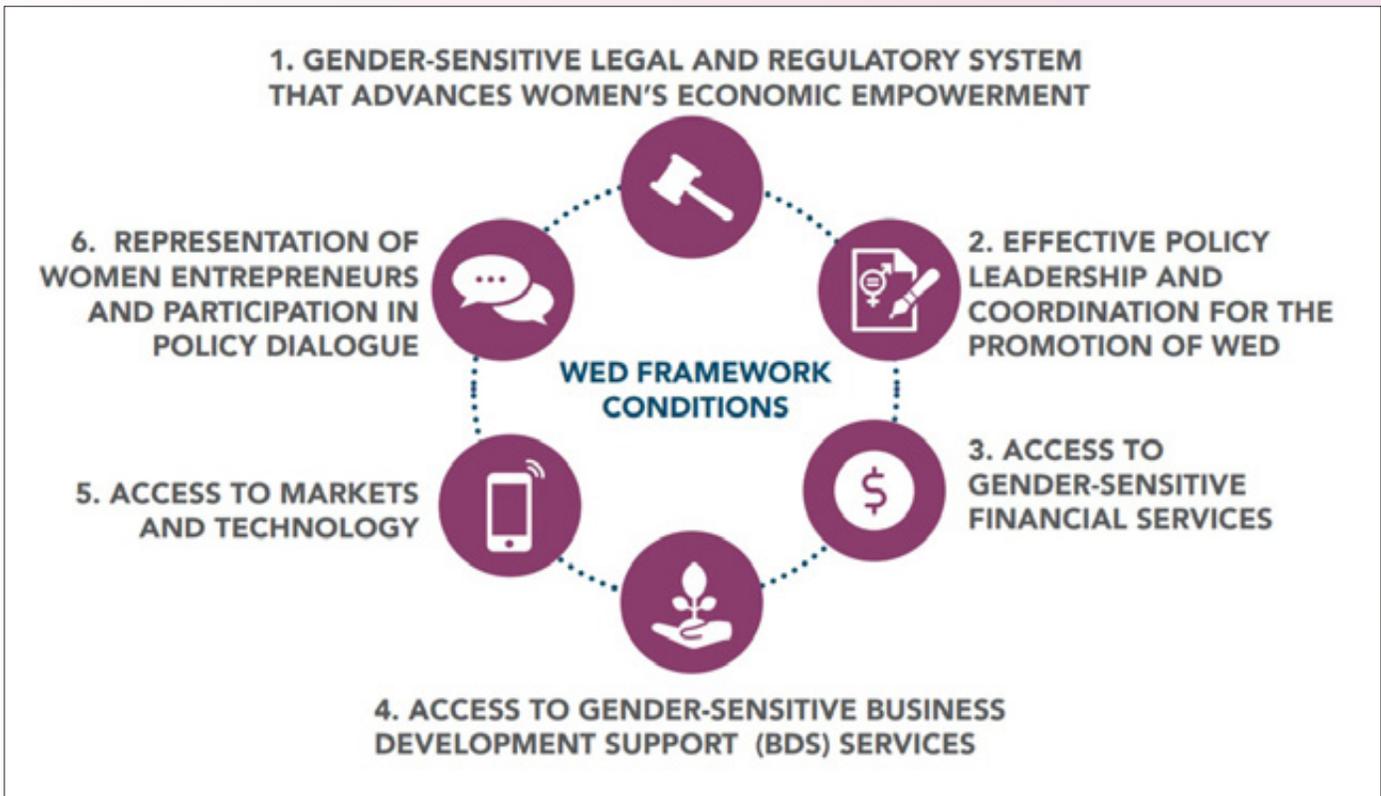
India could add \$750 billion (around 18 per cent of GDP) by addressing gender gap, according to a 2018-update of McKinsey Report. World Bank has observed that India has one of the lowest female force participation rates, and as per statistics in April, 2020, the women in labour force is only 15.5 per cent.

Besides, 2019 global statistics shows only 29 of per cent senior positions were occupied by women and this is the highest statistic ever recorded in this category. 2019 also saw at least one woman occupying a senior management position in 87 per cent of businesses worldwide.

Though a part of these statistics is a bright spot, it is obvious that there is much to be done to encourage more women into leadership roles. One such way is by beginning to understand the challenges that they currently face in such roles. Women themselves can indeed be change leaders when they learn to empower themselves to overcome these challenges.

The situation of women in India is the best example of the hypocritic phenomenon. The women on one side are celebrated as mothers and on one side are harassed in the form of an object. Women are deprived of fundamental human rights. Some of the issues are dowry, domestic violence, acid cases,





rape, harassment, and many more issues that are faced by women in India.

The roots of the culture of any country are from the values inculcated into the people by different women in their lives. Women have the most celebrated presence in every aspect of our lives in the form of a daughter, a mother, a sister, or any such relation. Women were given the power to create life and as we know very well, it is not an easy feat.

Women Lifestyle

However, women are more likely than males to leave their jobs to raise a family. Women who take maternity leave or quit their jobs to have a child must carefully plan their workplace exit and re-entry. Maintain touch with your networks and stay up to date on technological and workplace developments—the more senior the position, the more duties there are. As a result, female employees are often afraid to move to high places and purposefully avoid the top jobs.

Lifestyle choices include work-life balance, family priorities, and breadwinner/caregiver priorities. These actions are not inherently harmful, but they are viewed as obstacles since they contribute to the gender gap in leadership. These difficulties, however, offer a remedy if women are successful in emphasizing lifestyle choices. They must strike a balance between job and personal life. Similarly, firms may help female employees by allowing for a flexible work schedule.

Challenges for women as entrepreneurs

Gender gap in the workplace remains a big business problem. And unless we move beyond tokenism and truly strive to make our workforces diverse and inclusive, we will be unable to breed creativity, promote innovation and push the envelope when it comes to growing our companies.

There are broad Systemic and Cultural changes that need to take place to achieve equality for women. India ranks low at 70th among a list of 77 countries covered in the Female Entrepreneurship

Why need of women empowerment?

*“Women are worshipped as goddess in INDIA,
But not given her true position.”*

The main problems faced by women in past and present

- ❖ ***Gender discrimination***
- ❖ ***Women education***
- ❖ ***Female infanticide***
- ❖ ***Dowry***
- ❖ ***Marriage in same caste and child marriage***
- ❖ ***Atrocities on women: With their age, they have been raped, kicked, killed, subdued & humiliated almost daily.***

Today, we have only about 27 per cent, women in the workforce and as we take it to the global average of 48 per cent, according to a World Economic Forum study, we will add over \$700 billion to the economy.

Developing Women Managers

Every company needs strong managers since a good manager can assist the company in achieving



its objectives. Gender has no bearing on becoming a manager. Men and women are equally capable. On the other hand, the glass ceiling has many disadvantages for women. Women are frequently put in an unfair position, from being held to a higher standard than their male counterparts. Men's ambition is regarded as a sign of strength, but women's ambition is rarely considered positively. To have the confidence to voice their opinions, women frequently have to overcome internal and external barriers.

Women in business may find it challenging to believe in the unique aspects of female executive presence and recognize them as personal and organizational benefits. Corporate customs have long taught males how to “play the game,” which aids them in forming relationships and influencing others. Women may need to find new ways to build strategic alliances



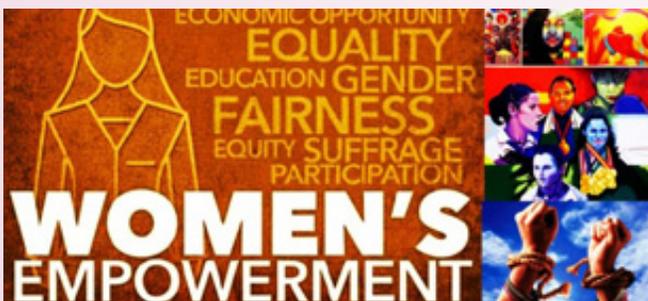
and relationships that benefit both parties. One of the disturbing realities of being a female manager is walking into a corporate meeting and seeing that female executive are among the few women in the room among their male peers. Being the only one can be taxing.

A shortage of mentors and advisers is well known to impede one's professional progress. After all, in business, it's not so much about what you know as it is about who you know. Striking a work-life balance is a crucial issue for a woman manager.

Women as Top Leaders

Despite female leaders' obstacles, women continue to break down barriers to fulfil their mission and realize their full potential. However, we all lose when women are underrepresented in senior leadership positions in government, administration, and business. This serious appraisal should not deter us but rather inspire us to recognize and better grasp female leaders' obstacles.

According to the Institute for Women's Leadership, approximately 22,000 publicly traded firms operate globally, with 60 percent having no female



WOMEN'S EMPOWERMENT PRINCIPLES **EQUALITY MEANS BUSINESS**

- 1** Establish high-level corporate leadership for gender equality.
- 2** Treat all women and men fairly at work – respect and support human rights and nondiscrimination.
- 3** Ensure the health, safety and well-being of all women and men workers.
- 4** Promote education, training and professional development for women.
- 5** Implement enterprise development, supply chain and marketing practices that empower women.
- 6** Promote equality through community initiatives and advocacy.
- 7** Measure and publicly report on progress to achieve gender equality.

board members. Similarly, there is a significant gender disparity in perceptions toward women in leadership roles. For example, around 7 out of 10 women believe too few women are in high-ranking government jobs and top executive corporate positions, whereas roughly half of the males agree.

Women are considerably more likely than males to see institutional hurdles and unjust expectations as impediments to achieving their professional goals. In recent years, we have witnessed a record number of women overcome hurdles and assume leadership roles.

Current Status and Way-forward

It is well known that women are underrepresented in the workplace, and allowing many women to ascend to senior leadership roles should be one of the organization's priorities. To do this, businesses must facilitate development of deserving ones and remove all barriers to development.

The leadership attributes and behaviours that are perceived as most critical to success as an efficient manager:

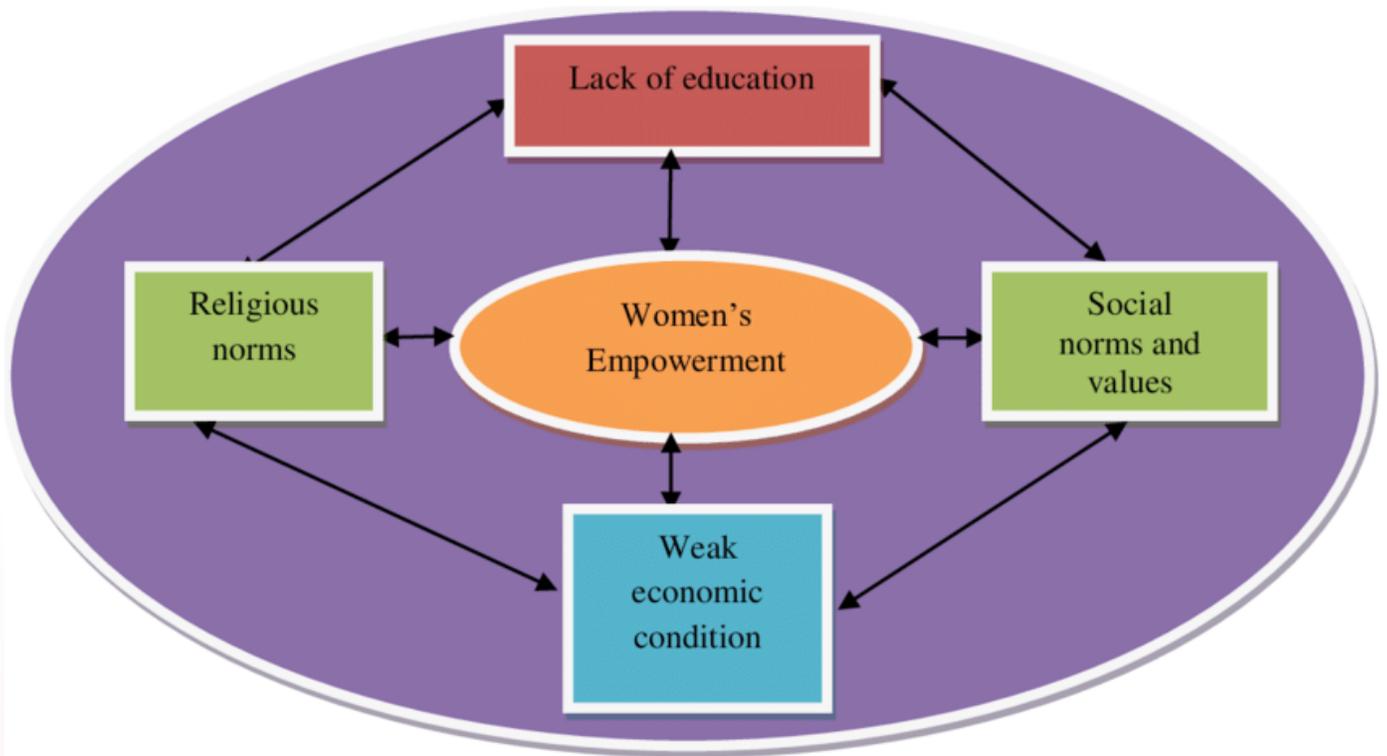


Readers are requested to send their management related questions.

IMPACT will get replies from management experts.

Send your questions to:

impactjournalindia@gmail.com



- Retain and Develop Talent
- Manage Complexity
- Lead Change
- Manage With Integrity, and
- Have An Entrepreneurial Mind-Set.

The competitive advantage women managers offer to an organization

Women excel at soft skills and emotional intelligence that may prove to be a key competitive advantage. A 2016 study by the Hay Group division of Korn Ferry reveals women scored higher than men on almost all emotional intelligence competencies with the exception being emotional self-control; here no gender differences were observed. Competencies included emotional self-awareness, conflict management, empathy, and teamwork—all essential for effective leadership in an organization.

Today’s business problems require managers with diverse skill sets, perspectives, and experiences. Having more women as managers enables men and women to challenge each other and have better and more balanced boardroom conversations.

Companies also need to make it seamless and easy for women to hold their positions while taking care of their families. The bigger the pool of women, the more can make it to the top.

What Makes a Good Female Manager?

- The belief that men and women really are equal

Female business managers genuinely believe that there is nothing biologically different between men and women when leading a team. Both genders possess persistence, understanding, passion, and ability to manage. It all comes down to whether each individual has the drive to push forward when things go wrong and the tenacity to work around obstacles when they present themselves.

- Inner strength and persistence

Women in senior positions got there because they have the inner strength and determination to push beyond verbal abuse, female categorizations, and other limiting circumstances. They take a chance

Women's Economic Empowerment = Better Business



ECONOMIC IMPERATIVE

It builds healthy economies and drives greater investment in communities.

\$28 TRILLION

If women participated in the economy **equally** to men, it would add up to **US\$28 trillion**, or **26 percent**, to **annual global GDP** in 2025 compared with a business-as-usual scenario.

Source: McKinsey Global Institute.

90%

Women **reinvest** upwards of **90 percent** of their income into the health, nutrition, and education of their families—triple the value of men's investments.

Source: United Nations



GROWTH IMPERATIVE

It unlocks new market opportunities and strengthens customer loyalty.

\$20 TRILLION

Women represent **85 percent** of all consumer purchases and women control **US\$20 trillion** in global spending.

Source: Boston Consulting Group

90%

Women make more than **90 percent** of **purchasing decisions** for home furnishings, vacations, and homes, and more than **50 percent** of purchasing decisions for automobiles and consumer electronics. Source: Boston Consulting Group



FINANCIAL IMPERATIVE

It delivers better returns on equity and higher stock performance.

26%

Companies with the most women board directors outperformed those with the least in return on sales by **16 percent** and return on invested capital by **26 percent**.

Source: Catalyst

70%

Publicly traded companies with high levels of diversity are **70 percent** more likely to **capture a new market**. Source: Center for Talent and Innovation

Source: Center for Talent and Innovation



OPERATIONAL IMPERATIVE

It improves operational effectiveness, productivity, and employee engagement.

30%

If female farmers in developing countries had the same access to productive resources as men, they could **increase yields** on their farms by **20 to 30 percent**, thereby raising agricultural output and reducing the number of hungry people by **12 to 17 percent**.

Source: Food and Agriculture Organization

4:1

Investing in the health of low-income women in the supply chain can deliver **4:1 return** on investment **due to cost savings** from reduced absenteeism and staff turnover.

Source: BSR HERproject



TALENT IMPERATIVE

It drives innovation and ensures a strong and capable talent pipeline.

50%

More than half a billion women have joined the world's labor force over the past 30 years and women represent **more than 50 percent** of the world's university students today.

Source: World Bank

70%

More than **70 percent** of millennials expect their employers to focus on societal or mission-driven problems.

Source: Deloitte

on uncertainty and pick themselves up and move on if they fail. They have the will to always stand up for what they believe in, no matter what barriers block their way.

- Flexibility

If the COVID-19 pandemic has taught us anything, it is that we must all be flexible—in both our personal and business lives. Successful female leaders embrace flexibility. They not only adapt to constantly changing work demands but use them to their best advantage.

In a world where gender continues to be a dominant determinant of health, it is important for the people in charge to share the perspectives of those they serve. It is high time that we should recognize the incredible female leadership around the world that is working hard to get us through many crises so far. We should use this reality to advance more women into leadership roles.

- Innate courage

Flexibility and courage go hand in hand. Not only are female leaders flexible, but they are undeniably courageous. They do not simply survive but thrive in uncertain times—transforming themselves, their teams, and businesses. Being able to evaluate a situation quickly and chart a new course in the face of great uncertainty is courageous.

- Asking for what they want or need

It is common for women to shy away from asking for what they want or need. Instead of sitting back hoping their hard work and dedication will be recognized or waiting for others to remove obstacles before moving forward, women managers are emboldened to ask for what they want or need to achieve an objective. That is equally true when asking for resources to complete a project or requesting a salary increase or a more prominent position within the organization.

- The capacity to build an environment of female empowerment

While women business managers innately believe in the equality of men and women, the environment in which they work is not yet entirely on board. That's why the current generation of women leaders is beginning to play a more significant role across their organizations. They are actively championing workplace gender equality and an environment where all women within their teams and, ultimately, across their organization feel empowered and strive for senior positions themselves.

Conclusion

According to a recent survey conducted in April, 2022, 15 per cent of unicorns—start-up in India which had achieved \$1 billion or more were owned by women. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations.

“In the future, there will be no female leaders. There will just be leaders.” – Sheryl Sandberg

Dr. S. Jeyachandran

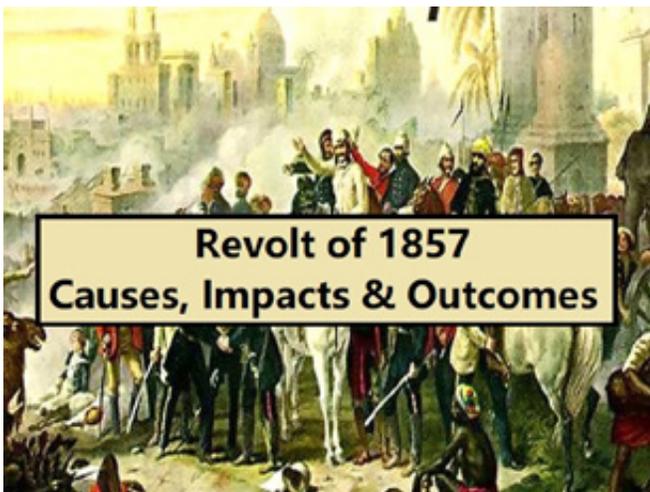
He is basically a Concrete Technologist turned into a Construction Management professional by experience. He has had over 4 decades of experience in selling, Quality Control of Construction Materials, teaching in various institutes. Presently Vice President in Marutham Group, Chennai..



10 most significant events that led to our freedom and the establishment of the sovereign nation of India

1857 – India’s First War of Independence, termed Sepoy Riots by the British was an attempt to unite India against the invading British.

The rebellion led to the end of the East India Company’s rule in India. In August, by the Government of India Act 1858, the company was formally dissolved and its ruling powers over India were transferred to the British Crown.



1885 – The Indian National Congress (also known as the Congress Party/INC) was created and became India’s major political party.

The party became the Nation’s leader in the Independence Movement in its struggle against the British Empire.

Formation Of Congress: THE REALITY

- Indian National Congress (Formed - **1885**)
- Not a **sudden** event, but a culmination of political awakening since 1860’s
- **Founded:** A.O.Hume
- **1st President:** W.C.Bonerji

THE FIRST INDIAN NATIONAL CONGRESS, 1885.

1915 – Gandhiji returned to India and joined the Indian National Congress.

He took leadership of Congress in 1920 and began agitating against the British.

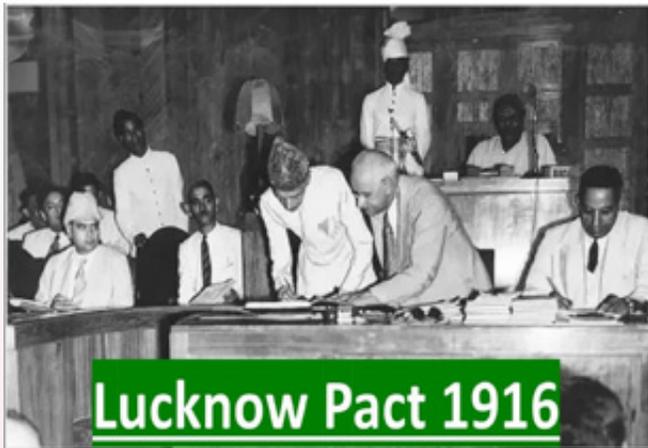
Returning to India in 1915

- In 1915, Gandhi returned from South Africa to live in India. He spoke at the conventions of the Indian National Congress, but was primarily introduced to Indian issues, politics and the Indian people by Gopal Krishna Gokhale, a respected leader of the Congress Party at the time.

On January 26, 1930, the Indian National Congress declared the independence of India which the British did not recognize.

1916 – Lucknow Pact was an agreement reached between the Indian National Congress and the Muslim League.

Muhammed Ali Jinnah, then a member of the Congress as well as the League, made both the parties reach an agreement to pressure the British government to adopt a more liberal approach to India and give Indians more authority to run their country.



1919 – The tragic Jallianwala Bagh massacre took place on April 13.

This event in which Brigadier-General Reginald E.H. Dyer ordered indiscriminate firing at a crowd including women and children, killing hundreds of them, caused much resentment and anger among the people and led to the Non-Cooperation Movement.

1920 – The Non-Cooperation Movement was a significant phase of the Indian struggle for freedom.

Protestors would refuse to buy British goods, adopt the use of local handicrafts, picket liquor shops, and try to uphold the Indian values of honor and integrity.

Did You Know?

Gandhiji himself had served as the President of the Indian Home Rule League, even before its merger into the Congress. The Home Rule Movement gave a clear message to the British that if Indians decided to come together, they could achieve anything.

1935 – The Government of India Act and the creation of a new constitution laid the foundations for the events that would follow in the next decade and thereafter.



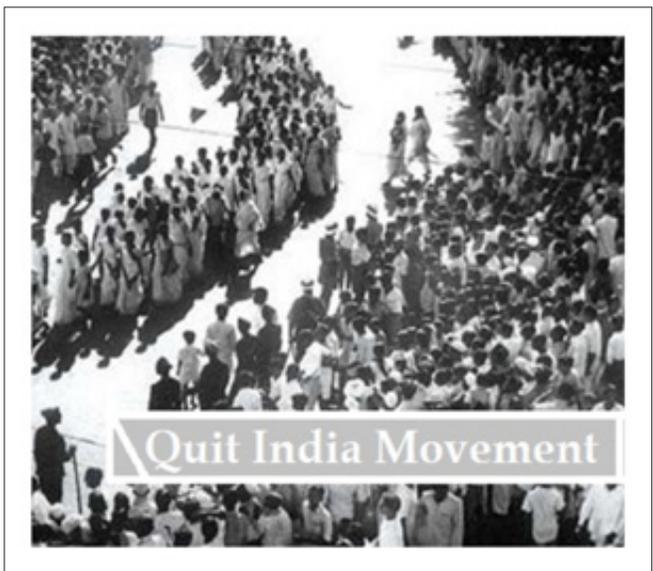
Government of India Act, 1935

- 321 sections and 10 schedules, this was the longest act passed by British Parliament
- later split into two parts viz. Government of India Act 1935 and Government of Burma Act 1935.
- four key sources viz. Report of the Simon Commission, discussions at the Third Round Table Conference, the White Paper of 1933 and the reports of the
- to establish the Federation of India never came into operation, due to opposition from rulers of the princely states, parts of the Act came into force in 1937
- act divided the powers between the Centre and provinces in terms of three list-Federal List (for Centre, with 59 items), Provincial List (for Province, with 54 items), and Concurrent list (for both, with 36 items). Residuary powers were given to the Viceroy.

1940 – England’s involvement in the Second World War weakened the British Empire.

After shaking off the effects of the First World War this war caused the thinning of the British resources and would be significant in deciding India’s future.

1942 – The Quit India movement called for the immediate withdrawal of the British from India and the British responded by putting most of the INC leadership in jail.



Source Courtesy: <https://www.india.com>

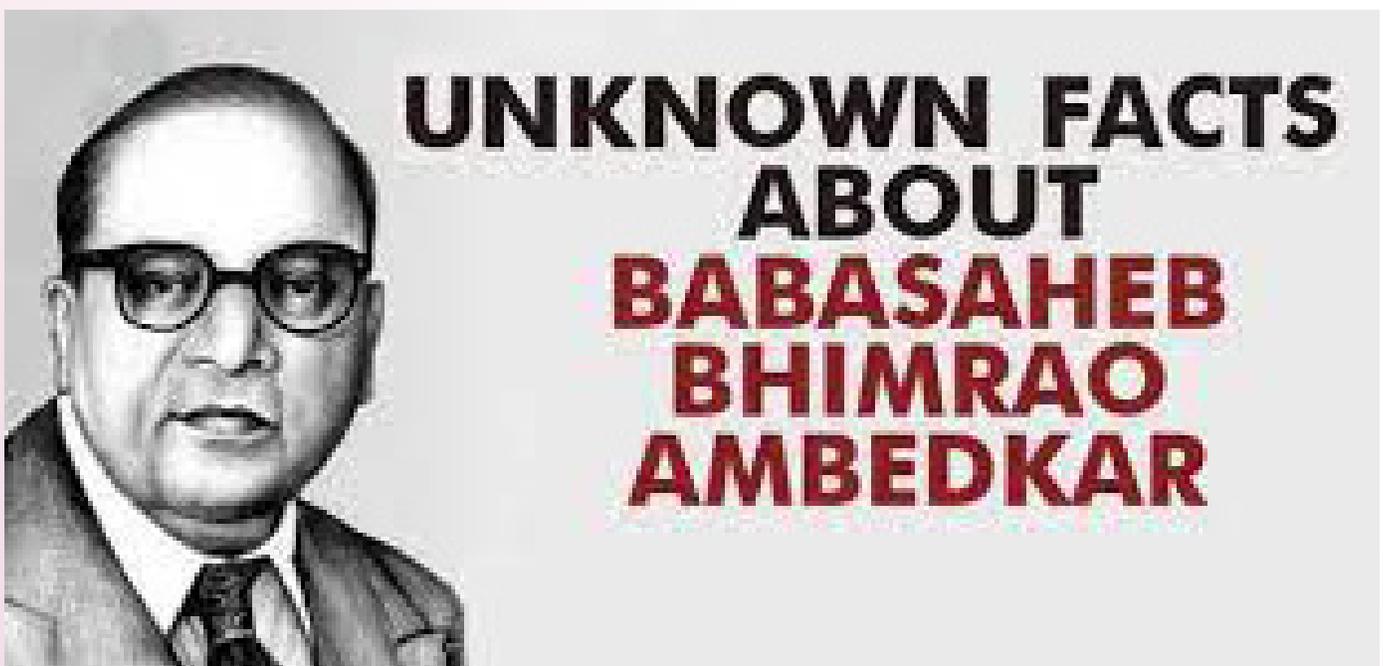
1947 – End of British rule and partition of sub-continent into mainly Hindu India and Muslim-majority state of Pakistan.

The article which Dr. Ambedkar Refused to Introduce in the Constituent Assembly

On 26th November 1949, The Indian Constitution was born. All the Articles of the Constitution were introduced by the Chairman of the Drafting Committee Dr.B.R. Ambedkar except one. This exception was the notorious Article 370, giving special status to Jammu & Kashmir. The idea of giving special status to Jammu and Kashmir was the concept of Sheik Abdullah who was installed as the ‘Prime Minister’ of Jammu & Kashmir in 1948 by none other than Pandit Nehru! Because of the proximity of these two ‘leaders’ Sheik Abdullah succeeded in convincing Pandit Nehru to give special status for the State

of Jammu & Kashmir. For this, the Constituent Assembly had to insert a separate Article in the Constitution. Consequently, Pandit Nehru directed Sheik Abdullah to meet the Chairman of the Drafting Committee Dr. B.R. Ambedkar who was also Independent India’s first Law Minister.

When Sheik Abdullah went and met Dr. B.R. Ambedkar, the latter was furious. He chided Sheik Abdullah for giving wrong advice to Prime Minister Pandit Nehru. Flatly refusing to introduce Article 370 in the Constituent Assembly, Dr. Ambedkar told Sheik Abdullah “By isolating Jammu and



Dr. Ambedkar taking Oath



Drafting Committee

- ▶ On 29th August, 1947 the Constituent Assembly appointed the 'Drafting Committee' consisting of seven member by its resolution.
- ▶ The task - Committee to draft the Constitution of the independent India.
- ▶ Initially -by Pandit Nehruji and Sardar Vallabhbhai Patel decided to invite Sir Guor Jennings, the then internationally known constitutional expert.
- ▶ But Mahatma Gandhi advised them not to do so instead he told them to invite Dr. Ambedkar who was an outstanding legal and constitutional expert within India and Dr. Ambedkar was rightly deserved it due to his-
 - deep and vast study,
 - tremendous knowledge,
 - amazing command over English language,
 - Expertness in explaining the subject and ideal patriotism.

Introduction

▶ Dr. Bhimrao Ramji Ambedkar

- Born on 14 April 1891

- Popularly known as Babasaheb

- Was an-

- Indian jurist,
- Economist,
- Politician and
- Social Reformer



- ▶ Campaigned against social discrimination against Untouchables (*Dalits*),
- ▶ Also supported rights of women and labour.
- ▶ He was Independent India's first Law Minister and the Principal Architect of the Constitution of India.

Article 370

- ▶ When Nehru directed Sheikh Abdullah to consult Ambedkar (then Law Minister) to prepare the draft of a suitable article to be included in the Constitution, Ambedkar refused to oblige.
- ▶ His words on the occasion are worth their weight in gold:
 - "You want India to defend Kashmir, feed its people, undertake its all-round development and give Kashmiris equal rights all over the country. But you do not want the rest of India and Indians (to have) equal rights in Kashmir. I am (the) Law Minister of India, I cannot betray my country."
- ▶ Article 370 was drafted by Gopalaswami Iyengar, a State Minister.
- ▶ Under Article 370 the Indian Parliament cannot increase or reduce the borders of the state.

Some glimpses of important concepts introduced by Dr. Ambedkar and his team in the Constitution of India:

- ▶ **Abolishment of Untouchability:**
 - 20th June 1947 - Dr. Ambedkar - Question fate about the of the untouchables - Sardar Patel brought introduced bill on 29th April, 1947 - in Constituent Assembly which was passed - declaring untouchability as punishable offence.
- ▶ **Fundamental Rights:** Dr. Ambedkar was a champion of Fundamental Rights.
- ▶ **Parliamentary Democracy:** Dr. Ambedkar was in favour of Parliamentary Democracy right from the inception of Govt. of India Act, 1935. The preamble echoes this principle.
- ▶ **Concept of Federalism:** State - neutral in normal circumstances and Unitary in emergency.
- ▶ **Equality of opportunity:** Most imp. Right.
- ▶ He characterised Art. 32 as the soul of Constitution and the very heart of it.
- ▶ **Protective Discrimination/Reservation:** reservations for SCs and STs and the OBCs.

Conclusion:

- ▶ Dr Ambedkar's - Constitution - enabled the abolition of untouchability and the outlawing of all forms of discriminations.
- ▶ Due to all these outstanding contributions Dr Ambedkar can be rightly called the **architect of the Indian Constitution.**
- ▶ However, Dr Ambedkar's dream of the creation of an **egalitarian social order still remains unfulfilled despite the extended period of reservation for SCs and STs.**
- ▶ He gave a shape to our country of a **complete Sovereign, Democratic and Republic based on adult franchise.**
- ▶ Indian Constitution is undoubtedly of the highest order. Indeed he deserved to be called the **"father or the Chief Architect"** of the Indian Constitution.



BHARAT RATNA BABASAHEB DR. BHIMRAO AMBEDKAR

14 Apr 1891 – 6 Dec 1956

Indian jurist, economist, politician & social reformer.	Principal architect of the Constitution of India.
Reserve Bank of India (RBI), was based on the ideas that Ambedkar presented to the Hilton Young Commission.	Inspired Modern Buddhist Movement and campaigned against social discrimination of Dalits, women & labour.
Independent India's first law minister.	

“Life Should be Great Rather than Long”

“I like the religion that teaches liberty, equality and fraternity”

Kashmir from the Indian Main stream, you will be preventing the economic growth of the State. No industrialist would be coming forward to start industries there. You want India to spend huge sums of money for laying the infrastructure for the State of Jammu and Kashmir, and at the same time, you want to have a separate Constitution for it and you expect the Indian Govt to keep itself away from the State of Jammu and Kashmir. As India's Law Minister, I am not prepared to be a party to this treacherous move". With this outburst, Dr. B.R. Ambedkar refused to move Article 370 and sent away Sheik Abdullah.

Finally on 17.10.1949 at 11:00AM, Article 370 was introduced in the Constituent Assembly as Draft Article 306A, by N.G. Iyengar who was only a member and not the Chairman of the Drafting Committee. As this was being introduced, Dr. Ambedkar walked out of the Constituent Assembly. Immediately after 12noon, after Article 370 piloted by N.G. Iyengar was passed, Dr. B.R. Ambedkar walked into the Constituent Assembly

and took up the next item, namely the 'Preamble of the Constitution'. As mentioned by another Constituent Assembly member Shri Acharya Kripalani, it was an irony that a subject (namely the Preamble) which should have been taken up first, was taken up last! This was because, there was heated exchanges in the initial stages whether the words 'SOCIALIST' & SECULAR should be included or not in the Preamble. Pandit Nehru readily agreed with Dr. Ambedkar and the Preamble was passed without these two words. The fact that these words were included in the Constituent Assembly in 1976, during the period of Emergency, is entirely another matter.

Dr. H.V. Hande

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





**FIRST THING TO BE DONE
AFTER YOU DO YOUR
COMPANY INCORPORATION**

Avail our Expertise – Reap Good Returns



ENVOLVE EVOLUTIONS

ENVOLVE EVOLUTIONS

- Project Funding
- Innovative Business Strategies
- Digital Marketing
- Training & Development
- Customised Software

Contact for your Needs:

info@envolveevolutions.com

+91 755 015 3282

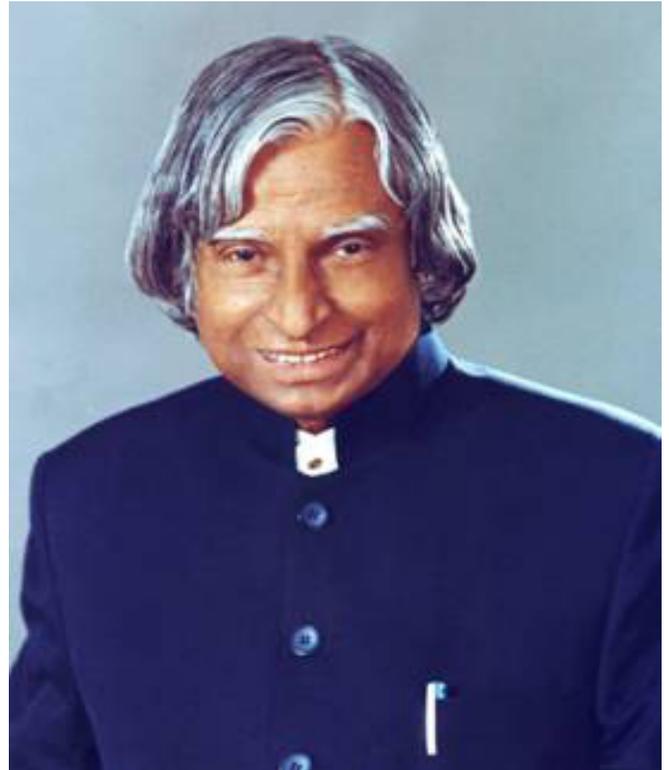
Indian Scientists Who Changed The World

India has always been scientifically advanced from ancient to contemporary times. Stalwarts like APJ Abdul Kalam, Satyendra Nath Bose, and famous scientists of India. Evidence of this can be found in various historic Indian texts and manuscripts. Science is an indispensable part of our lives. Whether it be the small light bulb to big machines everything around us is a result of dynamic scientific inventions, based on unique ideas of bright minds. Do you know many of these scientific innovations are a curation of Indian scientists? Here is an exclusive blog that will take you through the lives of the greatest scientist of all time.

“For, each man can do best and excel in only that thing of which he is passionately fond, in which he believes, as I do, that he can do it, that he is born and destined to do it.” – Homi J Bhabha

Dr. APJ Abdul Kalam

Born in Rameswaram, Tamil Nadu on the 15th of October 1931, Avul Pakir Jainulabdeen Abdul Kalam was one of the famous scientists of India and a politician. He served as India's president for one term between 2002 to 2007. He started his career as an aerospace engineer in the Defence Research and Development Organisation (DRDO), where he designed helicopters for the Indian Army. He was transferred to the Indian Space Research Organisation (ISRO) in 1969, where he was the project director of SLV- III, India's first Satellite Launch Vehicle which was successful in deploying the satellite Rohini in the near-earth orbit in 1980. Under his leadership, India saw rapid development in missile production and nuclear weapons



programs. APJ Abdul Kalam, India's Missile Man died on the 27th of July, 2015.

Satyendranath Bose

Best known for his collaboration with Albert Einstein for the development of the foundation



of the Bose-Einstein statistics and his work on quantum mechanics, Satyendranath Bose was an eminent Indian scientist, physicist, and mathematician. He was born on the 1st of January, 1894 in Calcutta (Kolkata), West Bengal. He was a fellow of the Royal Society of London and was also awarded the Padma Vibhushan (the second-highest civilian award in India) by the government of India in 1954. *Visva-Parichay*, the only book by Rabindranath Tagore on science, was dedicated to him in 1937. The eminent physicist Paul Dirac named a class of particles that followed the Bose-Einstein's statistics as bosons after the name of this eminent scientist. Satyendranath Bose died on the 4th of February, 1974.

Meghnad Saha

Among the most famous scientists of India and astrophysicists, Meghnad Saha was born on the



6th of October, 1893 in Shaoratoli, a village near Dhaka (in present-day Bangladesh) which was then part of the Bengal Presidency. He developed the Saha Ionization equation, which is one of the basic tools for interpreting the physical and chemical conditions in stars. He also invented an instrument for measuring the pressure and weight of solar rays. Known as the chief architect of river planning in India, the original plan of the Damodar Valley Project was prepared by him. An eminent scientist, he was the founder and editor of the journal *Science and Culture*. In 1943, the Saha Institute of Nuclear Physics in Kolkata was founded in his name. He died on the 16th of February, 1956 in New Delhi.

Prafulla Chandra Ray

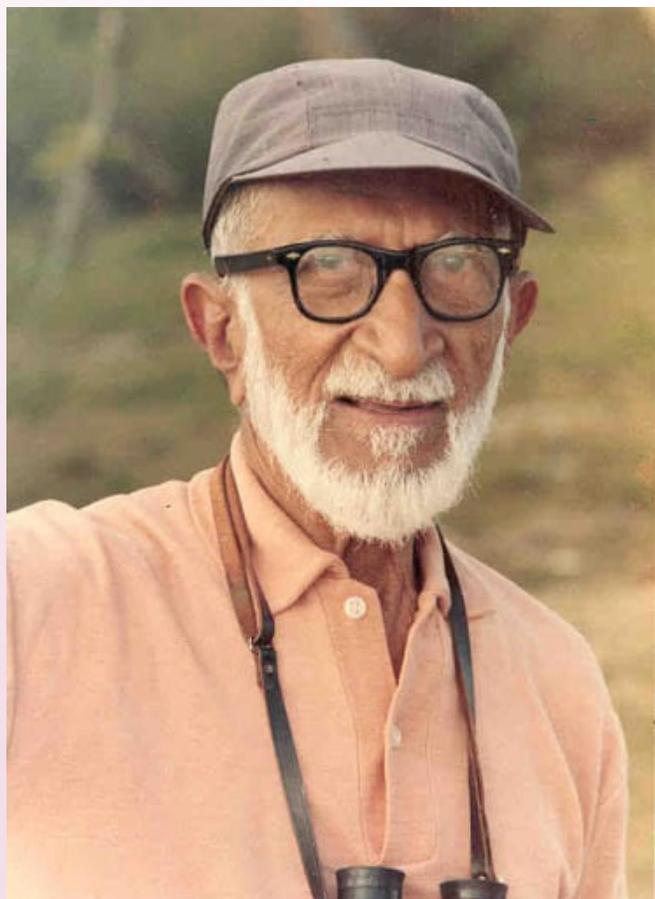
Regarded as the father of chemical science in India, Prafulla Chandra Ray was born on the 2nd of August, 1861 in Raruli-Katipara village in the Jessore district of the then Bengal Presidency of British India (in present-day Bangladesh). He was the founder of India's first pharmaceutical company,



Bengal Chemicals & Pharmaceuticals, established in 1901 in Kolkata. This eminent Bengali was the author of the book *A History of Hindu Chemistry from the Earliest Times to the Middle Sixteenth Century*. For his work, he was honored with the first-ever Chemical Landmark Plaque outside Europe by the Royal Society of Chemistry. Prafulla Chandra Ray died on the 16th of June, 1944.

Salim Ali

Popular as the Birdman of India, Salim Moizuddin Abdul Ali was born on the 12th of November, 1896 in Bombay, Maharashtra. A naturalist and ornithologist, Salim Ali was the first Indian who conducted systematic surveys on birds across India. He played an important role in the establishment of the Bharatpur bird sanctuary, along with contributing to the development of the Bombay Natural History Society which made him one of the most profound Indian scientists. For his contributions, the Indian Government awarded



him with the Padma Bhushan and the Padma Vibhushan in 1958 and 1976 respectively. He wrote the ten-volume *Handbook of the Birds of India and Pakistan* in association with the American ornithologist, Sidney Dillon Ripley. Salim Ali died on the 20 of June 1987.

Homi Jehangir Bhabha

Popularly known as the father of the Indian nuclear program, Homi Jehangir Bhabha was born on the 30th of October, 1909. An eminent nuclear physicist, he played the key role in convincing the senior party leaders of the Congress, especially Jawaharlal Nehru to start an ambitious nuclear program in India. He established the Tata Institute of Fundamental Research in Bombay in 1945 and the Atomic Energy Commission in 1948, also serving as the chairman of the latter. Homi Bhabha died in a plane crash while on the way to Austria on the 24th of January, 1966.



Jagadish Chandra Bose

Considered the father of Bengali science fiction, Jagadish Chandra Bose was born in Mymensingh in the Bengal Presidency (in present-day Bangladesh) on 30th November 1858. His contributions to plant science are significant, such as the invention



of the crescograph, a device that could measure the growth of plants. He also played a pioneering role in the investigation of radio and microwave optics. He was one of the few scientists who were opposed to patenting any of his inventions. To honor him, a crater has been named after him on the moon. J. C. Bose died on 23rd November 1937.

Srinivasa Ramanujan

Born on 22nd December 1887 in Tamil Nadu, Ramanujan was an eminent mathematician



who had made significant contributions to mathematical analysis, infinite series, number theory, and continued fractions. An independent mathematician, he developed original and novel results such as the Ramanujan theta function, the Ramanujan prime, mock theta functions, partition formulae, etc. A scientific journal was established to publish research in all the areas influenced by him, named The Ramanujan Journal. He was the first Indian to be elected a fellow of the Trinity College, Cambridge, and was one of the youngest fellows of the Royal Society. Ramanujan died on the 26th of April, 1920.

C.V. Raman

Chandrasekhara Venkata Raman was an eminent Indian physicist who had immense contributions in the field of light scattering. He was born on 7th November 1888 in Trichy, Tamil Nadu, and is best known for his discovery of the phenomenon of scattering of light which



is famously known as the Raman effect. He was awarded the Nobel Prize in Physics for his work in 1930, making him the first Indian or Asian to receive the prize in any branch of science. He was honored with the highest civilian award by the government of India, the Bharat Ratna, in 1954. C.V. Raman died on 21st November 1970.

Prasanta Chandra Mahalanobis

Eminent scientist and statistician, Prasanta Chandra Mahalanobis was born on 29th June 1893 in Calcutta (Kolkata), West Bengal. He is famous for introducing the statistical measure known as Mahalanobis distance. He was the founder of the Indian Statistical Institute, along with being one of the members of the first Planning Commission of independent India.



He has huge contributions to large-scale sample survey designing and the study of anthropometry in India. The father of modern statistics in India died on 28th June 1972.

Subrahmanyan Chandrashekar

Subrahmanyan Chandrashekar was an astrophysicist and Indian scientist who was awarded the Nobel Prize in 1983. He received the Nobel prize for his contribution to the study of physical processes necessary for the structure and evolution of stars. His most famous discovery was that massive stars could collapse under their gravity to reach infinite densities. These collapsed stars are known as neutron stars or black holes, as we may call them today.



Birbal Sahni

Birbal Sahni was a renowned paleobotanist and Indian scientist. He is very well known for his



research on the fossils of the Indian subcontinent. He has been accredited with finding some of the most ancient fossils. These ancient fossils are reportedly from several innate corners of the country.

Raj Reddy

Raj Reddy is an award-winning Indian computer scientist. He is known to have anchored the development of what we know as the AI system today. His work is related to the development of large-scale intelligence systems. This has significantly contributed to the growth of the AI system that is excessively used these days. Like Google Assistant, Alexa, Siri, and more.



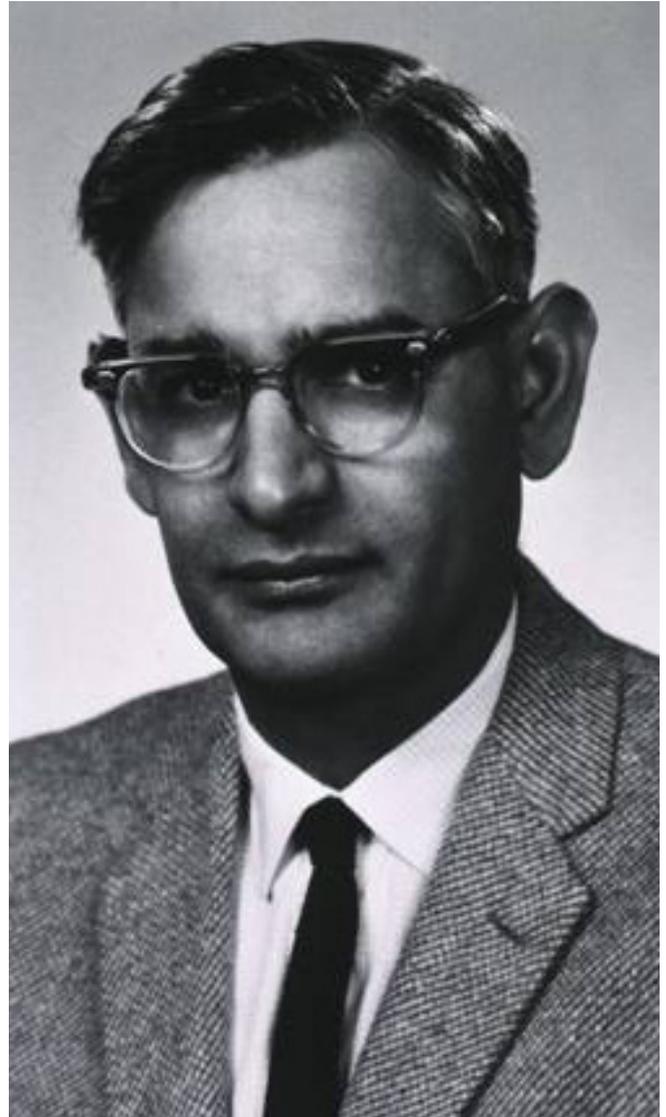


SS Abhyankar

SS Abhyankar is a very famous mathematician. He is known for his outstanding contributions to algebraic geometry. At the time of his death, he held the role of a distinguished professor of mathematics at Purdue University. In addition to mathematics, he was also a professor of computer science and industrial engineering.

Har Gobind Khurana

Har Gobind Khurana is an awarded Indian scientist. He was awarded the Nobel Prize in 1968. He worked around the concepts of biochemistry. He is famous for his contribution to demonstrating



how the nucleotides in nucleic acids control the synthesis of protein.

Source courtesy: <https://leverageedu.com>

Subscribe to



Periodicity: Monthly

Subscription:

Single copy: Rs 100/- each issue

Annual: Rs 1000/- for 12 issues

Subscriptions may be paid by Cheque/DD drawn in favour of **IMPACT**, payable at Chennai.

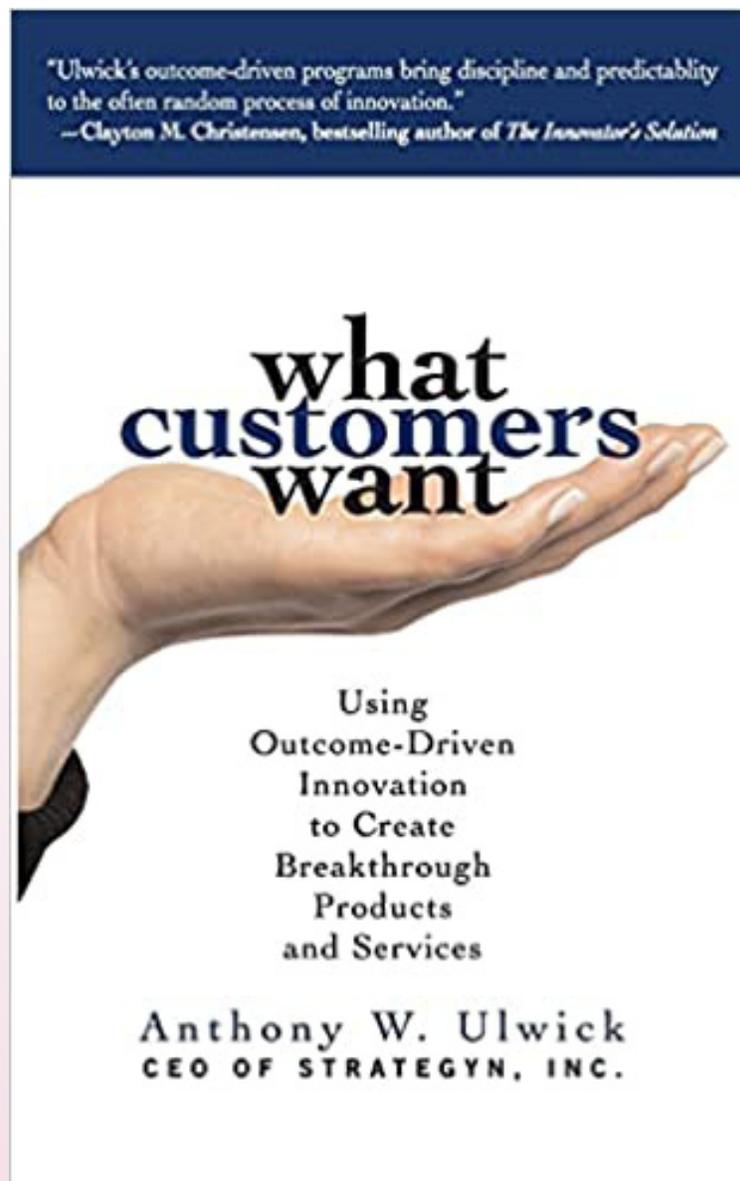
Contact: email: impactjournalindia@gmail.com

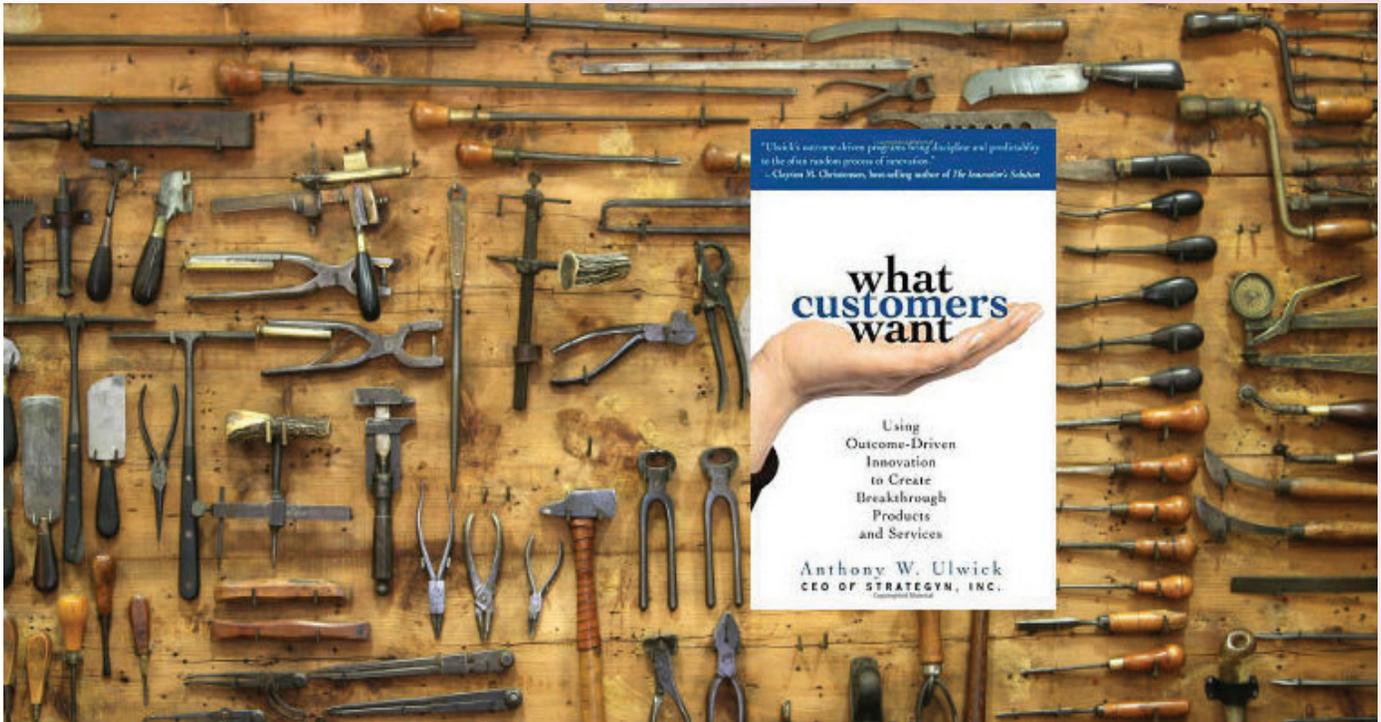
Book Review

WHAT CUSTOMERS WANT

By

Anthony W. Ulwick





Author- Anthony W. Ulwick, CEO of Strategyn, Inc., a world leader in outcome driven innovation. He was a Consultant in many Corporations like Johnson & Johnson, Microsoft, Hewlett- Packard, AIG and Chiquitta Brands.

Copyright by the McGraw-Hill Companies, Inc.

Price- 24.95 USD.

This book challenges everything you have learned about being customer driven- using customer requirements to guide growth-this author uses a revolutionary approach of outcome driven innovation. He did more than 200 studies spanning

Fresher's Required for Digital Marketing

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

Send Your Resume to:
inforesource@gmail.com

around seventy companies and 25 industries and obtained-Unique customer inputs that make predictable innovation possible Recognized opportunities for disruption, new market creation, and core market growth- well before competitors do Identified the ideas, technologies, and acquisitions that have the greatest potential for creating customer value And defined breakthrough products and services concepts.

Innovation is fundamental to success and business growth. This book offers a proven alternative to failed customer-driven thinking and arms you with tools to unleash innovation, lower costs and reduce failure rates and create products and services the customers really want.

The Outcome-Driven Innovation Process

1. Formulate Innovation Strategy- This addresses questions like What types of innovation possible, What growth options to be considered, Where to focus to maximize value creation and how do you handle multiple constituents.
2. Capture customer inputs- This defines the types of inputs that are captured using traditional customer driven methods and inputs that are required to transform innovation into a predictable process- jobs and outcomes.
3. Identify Opportunities- This describes how the customers' inputs are prioritized so as to reveal the big opportunities for growth and innovation.
4. Segment the Market- This presents new methods for market segmentation and market discovery.
5. Target Opportunities for Growth- This elaborates how outcome driven companies decide which underserved and overserved outcomes to select as targets for growth, innovation and cost reduction.
6. Position current products- This introduces outcome driven methods for positioning

existing products, new products and company brands and for creating communications that connect with target customers.

7. Prioritize Projects in the Development pipeline- This considers the products and services that companies have in Development.
8. Devise breakthrough Concepts by using focused brainstorming and the customer Scorecard to create customer value.

Tips for Managers

The outcome- driven approach to innovation is logical and practical, so why it is not a standard practice in industry today?

It needs the companies to think differently about innovation, learn new skills and give up what looks natural.

What could be more natural than asking customers how they would like to see a product improved and then acting on the feedback?

When a product is under development, it is natural for people to feel enthusiastic about it.

Similarly it is natural for companies to pursue ideas that fit within the current business model or align with existing competencies.

It is easier to test a new product or service after it has been created than it is to figure out how customers measure value and build a solution in accordance with those measures.

R. Venugopal

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



Humour in Management



“
To improve is
to change; to
be perfect is to
change often.

Winston Churchill

**One reason people
resist change is
because they focus
on what they have
to give up, instead
of what they have
to gain.**

