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Dear Readers,

World Wide there is a talk about Economic Recession; Global Warming etc etc. Our Mother earth has seen many evolutions over eons. Only the human kind is talking about the changes and its negative impact, whereas other species on this earth adapt or adopt themselves to the changing scenario.

We human kind, whom we claim, that we are the only species who have 6 senses and other species all have only 5 senses seems to have no sense, if we see the history! Adopting or adapting is the only way for sustenance is being understood by the rest of the species except the human beings! This fact should make the human race to ponder and reorient ourselves for a Better Tomorrow, rather than brooding or crying.

Why we tell the above, is as per the English calendar, we are at the fag end of the year 2019. Does it mean that we are at the end of the era?

IMPACT always wants their readers to be more positively proactive, rather being a pessimist! Even if anyone predicts the doomsday, can it be resolved, should be our endeavor!

Merry Christmas to everyone!

May The New Year Bring More Cheer and More clarity in our thinking!

Editorial Team

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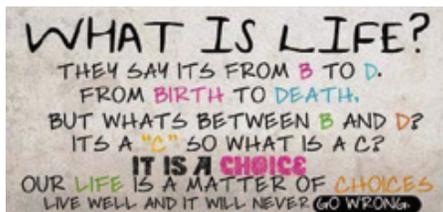


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Soichiro Honda – A Japanese Karmayogi

Soichiro Honda is a unique example in the world's industrial history. He set up a tiny plant in 1946 called as 'Honda Technical Research Institute' and started manufacturing small engines and motorbikes. Two years later the firm was incorporated as 'Honda Motor Company Ltd.' Soon after this, Takeo Fujisawa joined him as his partner. Both these stalwarts combined their intelligence, technical & administrative skills and developed the small industry into one of the biggest and the most successful Company of International repute through their hard, sincere and dedicated efforts. They have achieved this great success within a very short span of 25 years. Both of them declared their retirement when Honda Motors was celebrating their Silver Jubilee and just walked out by delegating all powers and authorities to their successors forever by disclaiming ownership of

the Company. This type of retirement is virtually unthinkable. My wise readers will understand that the successors were not their relatives but the men with potential abilities. When I read this I had the satisfaction of realizing a live Karmayogi in 20th century described by **Bhagawan Shrikrishna**.

Not only the rare technological ingenuity of Mr. Honda but also the unique management philosophy of Mr. Fujisawa was equally significant in the total success. The most surprising part is that both these men were from poor families and neither of them has considerable educational or financial background yet this did not deter them from joining the list of the most successful business figures in world's history.

Honda Motor's 'Company Principle reads as follows "Maintaining an inter-national viewpoint we are dedicated to supply the product of high efficiency at a reasonable price for worldwide customer satisfaction."

Honda Motor is the first Company in Japan to establish an overseas subsidiary 'American Honda Company' at Los Angeles to manufacture motorcycles in 1959. Honda Motors is also the first Company to invest and establish a factory 'Honda Benelux N V' in Belgium to assemble mopeds in the advanced nation of the West.

Honda Motor's Executive Vice-President said in his speech at the 'Centre for Inter-national Business'





at Texas in January 1982, 'Company's fundamental Management policy could be explained in four parts based on "Company principle"

(1) Creating new market:

Creating a market by understanding potential needs of customers and utilising technology to develop and manufacture product satisfying such needs.

(2) Employee participation in Management:

Believe that the good corporate management must be based on trust. The management and employees should share a sense, of pursuing a common goal, This enhances individual capacities to achieve the goals.

(3) Internationalization & local community relations:

We must not only make our product acceptable but also make ourselves well acceptable as good corporate citizens in communities where we operate.

(4) Direct approaches:

In achieving goals & solving problems, we have made it a cardinal rule to make direct approaches with straight thinking.

Unique methods of creativity based on our own way of thinking.

With this principle Honda Motors started another plant in America at Ohio in 1979 with 100 people,

which were expanded up to 500 employees to produce 60,000 large displacement motorcycles.

Honda's belief was that the man at the top of the organisation must personally do things that others will hate to do most. One need not have to do it all the times, do it once and that is the best way to make your subordinate follow you. The man holding the top position has the responsibility to be always prepared to do things that are most repulsive to others.

After Second World War people who were inexperienced filled with new ideas suddenly took over the top corporate executive posts and adopted a path of collective management. In Japanese society this way of corporate management was most suitable which gave a high degree of vitality in industries.

Honda Motors have witnessed a serious labor crisis in 1955. Confrontation between labor and management over summer bonus issue were bitter and emotional. On one occasion Honda saw workers playing baseball on the plant ground, he said to himself "In collective bargaining they complain about having to work too hard, but if it comes to playing baseball, they do it until they become completely exhausted even though baseball does not bring a single yen to them!" He must have asked himself "What kind of men are they?" After a due thought he realised that one must recognise that, man achieves too high degree of efficiency when he plays, means when he enjoys playing. This shows that everyone when he gets full satisfaction of his action achieves maximum efficiency. Here after he has adopted the philosophy to create a work place where everybody enjoys working.

Never once has Honda claimed ownership of the Company, he founded. He believes that exercising his power and authority to force his ideas on the employees would have a destructive impact on their innate sense of equal rights for all.



"If you hire only those people you understand, the company will never get people better than you are. Always remember that you often find outstanding people among those you don't particularly like."

Soichiro Honda

Shortly after foundation of the Company, Honda said "Honda Motors does not belong to Honda Family" and through out his career he has seen that his declaration was not just lip service to the employees. Mr. Honda and Mr. Fujisawa have not only refused to let their sons run the Company but also barred them even from entering as low ranking member of the Company (empl-oyees). The basic philosophy behind this is that every member of the company is equal the only difference between the president and ordinary employee being the role they play within the Company. No matter how outstanding the founder of the Company may be, there is no guarantee that his son is equally capable. Later his son founded a company named 'Mugen Motor Sports' who created original racing vehicle

Honda's dominant personality and his enthusiasm for technology was supported by Fujisawa's wisdom, book knowledge and administrative capabilities. This unique combination resulted in a glorious success of Honda Motors. Fujisawa studied all blind spots in large organisations and took on a task of creating an organisational structure in which every human resource and skill would be utilised to the fullest extent.

Fujisawa's strategy was to reduce production costs without boosting production and in the process try to improve production methods and raise the technical level of the employees. For a modern enterprise the price of the product is extremely important in order

to be viable in international competition. The product must be priced competitively throughout the world. Increase in production is the easiest method of reducing cost. But streamlining the production, elevating technical standards and increasing production may result in not achieving any of the three. Hence, has chosen most difficult path of reducing, cost without increasing production

Soichiro Honda was a unique industrialist from Japan known as 'Japanese Henry Ford'. He was also famous for his concern & cooperation for customers who have created an automobile giant in spite of the opposition of Japanese Government. One of his cars 'ACCORD' was best selling models in the American market

Soichiro was the son of blacksmith who was born on 17th November 1906. He had no formal education in Automobile Engineering but was jumped at every opportunity to work with his true love Motors. He started his career as an apprentice in Tokyo in 1928 & return to his hometown as Master Mechanics. He first started participating in Auto races & then started experimenting with engines & manufacturing Piston Rings for Toyota. In 1940 he designed & manufactured a small engine that could be attached to a bicycle to create motorbike. With this success he created Honda Motors in 1948 with the manufacture of 'Dream D' motorbike. Honda introduce the first motorbike into USA in 1959 which was failure but



after continuous improvement it was top selling brand in USA by 1963. Today Honda stands as a largest Motorbike manufacture & 9th largest Automobile giant in the world having larger share than Toyota & Nissan. Honda was small instructor but very talkative man. He was the first Japanese industrialist to promote executives on the basis of their performance rather than their age Honda had openly voiced his admiration of American business & way of life.

He introduced unique low cost & in 1972 the 'CIVIC' fuel-efficient car to American market which was very popular for its high quality efficiency & economy.

Honda & his wife both hold private pilot license. He enjoyed skiing, hand-gliding & ballooning even at 77. He was highly accomplished artist. He left this world on 5th Aug 1991. He rose from humble beginning to powerful & influential businessman of his century Honda has set a very

good example for young entrepreneurs and proved by his own example beyond doubt that with hard and sincere efforts one can rise to any height he desires no matter what is his educational and financial background. His advice to young people is that "Have your own purpose in life, hold your control, stick tight and fly high".

Jayprakash B. Zende

*Consultant in employee
involvement & freelance trainer*



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Why do Australians celebrate Christmas in July?

Ever heard of a celebration called Christmas in July? It happens in Australia during the middle of winter and it is in addition to the real Christmas in December. Confused? We explain what it's all about.

Is Christmas celebrated twice a year in Australia?

No, the real Christmas only happens once a year - on 25 December. In Australia it's a national public holiday and people observe the day with friends and family, coming together to swap presents and enjoy good food and drink.

It can be hot and humid during December, which is in the middle of summer in Australia. So Christmas is celebrated differently here compared to the northern hemisphere, where it's the middle of winter.

In Australia it's more likely we'll have beer on the beach, rather than mulled wine and markets, which is what happens in Europe. The food eaten here will also be lighter, with seafood a popular choice.



So why is there also a Christmas celebration during July?

Australia has British and European heritage, so there's a strong attachment to the tradition of celebrating Christmas in cold weather. That's why there's 'Christmas in July', which is also known as Yulefest or Yuletide in Australia.

July is generally the coldest month of winter, so celebrations emulate the atmosphere of the northern hemisphere winter. So that means hearty food like roasts, and warm drinks in front of fireplaces and bonfires.

Christmas in July does not replace the real Christmas in December, and is enjoyed as an extra celebration. It's not an official holiday and it's not celebrated by everyone, but its popularity is growing.

Where does the concept come from?

The phrase 'Christmas in July' is also found in other countries in the southern hemisphere like New Zealand and South Africa.

There was a Hollywood movie called Christmas in July (1940). However, the film is not believed to be the origin of the phrase's use in Australia, which seems to date from around the late 1970s to the early 1980s.

No one seems to know for sure where the concept comes from, but it's rumoured to have originated with a small group of people creating the occasion in the Blue Mountains west of Sydney.

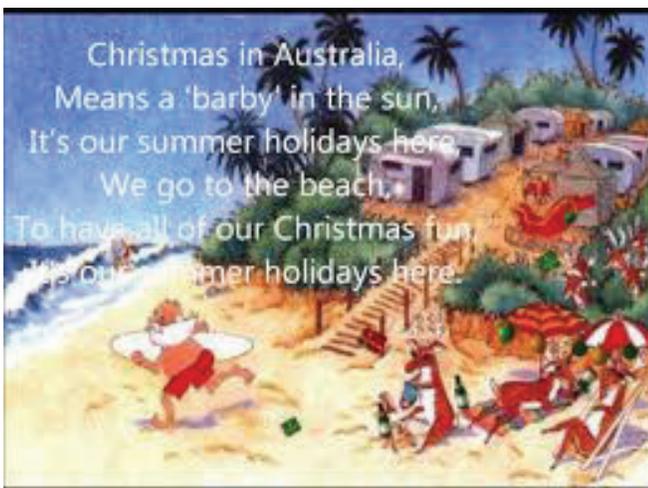


Do Australians have a 'white' Christmas in July?

Most of Australia doesn't receive snow during July so most Christmas in July celebrations occur without it.

There's been a cold snap this year which has led to weird, wonderful weather in Australia so there's much more snow fall than usual. For example, it's currently snowing in the Blue Mountains, which is adding to the celebrations by creating a cosy atmosphere.

But at some celebrations such as Sovereign Hill's Christmas in July, fake snow was required. Sovereign Hill is an open air museum in Victoria which depicts Australia's gold rush era of the 1850s. It's a



popular tourist attraction that's recently introduced 'Christmas in July' into its annual program.

Do people give Christmas in July presents?

The celebration is mainly used as an excuse for people to have private gatherings with family and friends, but it's also used as a reason for public events and ticketed functions.



Christmas in July is increasingly being used for commercial purposes, like this display of trees in Sydney's Pitt Street mall this year. Aside from the festive decor, hot coffee and warm popcorn were served for free to encourage people to go shopping.

Courtesy: reference: <http://www.radioaustralia.net>

Fun and Interesting Things about Christmas!

- Christmas Is An Annual Christian Holiday Held On December 25th Celebrating The Birth Of Jesus.
- Christmas Trees Are Also Known As The Yule-Tree.
- Christmas Trees Are Evergreen Trees, Usually Either A Fir Tree, Pine Tree Or Spruce Tree.
- It Is Believed That Decorating Christmas Trees Originated In 16th Century Germany When Christians Would Bring Decorated Trees Into Their Homes.
- Some People Say The Christmas Season Officially Begins When Santa Arrives At The End Of The Macy's Thanksgiving Parade.
- Did You Ever Wonder Where X-Mas Came From? X Means Christ In Greek So To Shorten The Word Christmas We Sometimes Use X-Mas.
- In 1836 Alabama Became The First State In The U.S To Declare Christmas A Legal Holiday.
- Oklahoma Became The Last State To Declare Christmas A Legal Holiday In 1907.
- In June Of 1870 Christmas Became A Federal Holiday In The U.S.
- Christmas Trees Were First Decorated With Foods Such As Apples, Nuts And Dates.
- In The 18th Century Christmas Trees Began Being Decorated With Candles.
- Electric Christmas Tree Lights Were First Used In 1895.
- Did You Know That Giving Presents Were Once Banned By The Catholic Church. It Was Believed That Gift Giving Was Connected To Paganism.
- If You Received All The Gifts From The Song "The Twelve Days Of Christmas" You Would Have 364 Presents.





- Do You Know Why We Say The Twelve Days Of Christmas? It Is Believed That It Took The 3 Kings 12 Days To Find Baby Jesus.
- The Song Jingle Bells Was Written By James Pierpont In 1857. It Was Originally Called “One Horse Open Sleigh” And Was Made For Thanksgiving.
- Many Years Ago In England A Traditional Christmas Dinner Included A Pig Head Served With Mustard.
- The Tradition Of Naughty Children Getting A Lump Of Coal In Their Stocking Comes From Italy.



- Did You Know That Tinsel Was Once Made Of Real Silver! It Was Invented In Germany In 1610.
- There Are Two Islands Named Christmas. Christmas Island (Formerly Kiritimati) In The Pacific Ocean And Christmas Island In The Indian Ocean.
- The Tallest Christmas Tree Ever Displayed Was In Seattle Washington In 1950. The Christmas Tree Was 221 Feet Tall!
- It Is Said That Candy Canes Were Invented By A Candy Maker In Indiana. He Wanted To Use Them To Spread The Name Jesus Around The World.
- Santa Claus Is Also Known As St. Nicholas, Father Christmas, Grandfather Frost And Kris Kringle.
- Santa Is Believed To Bring Gifts To Good Girls And Boys On The Night Before Christmas (December 24th).
- There Are 3 Towns In The U.S That Are Named Santa Claus. One In Georgia, One In Arizona And One In Indiana.
- Santa Claus 8 Eight Reindeer Are Named: Comet, Cupid, Dasher, Dancer, Prancer, Vixen, Donder Blitzen.

*Courtesy: reference:
<http://www.kidsplayandcreate.com>*

Role of HR in Higher Education!

Neglecting human resources is like a person functioning without a heart.

Appreciate the real value of human resources. "Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface."

- Ken Robinson

Education is changed dramatically due to technological advances. Gone are the days of a professor lecturing to a classroom full of students and writing notes on a blackboard. For instance, some of the best courses are taught completely online. Others consist of online lectures with team-based projects, flip learning

and presentations in a classroom. While teachers are slowly gearing up to the new reality, the administration is still archaic.

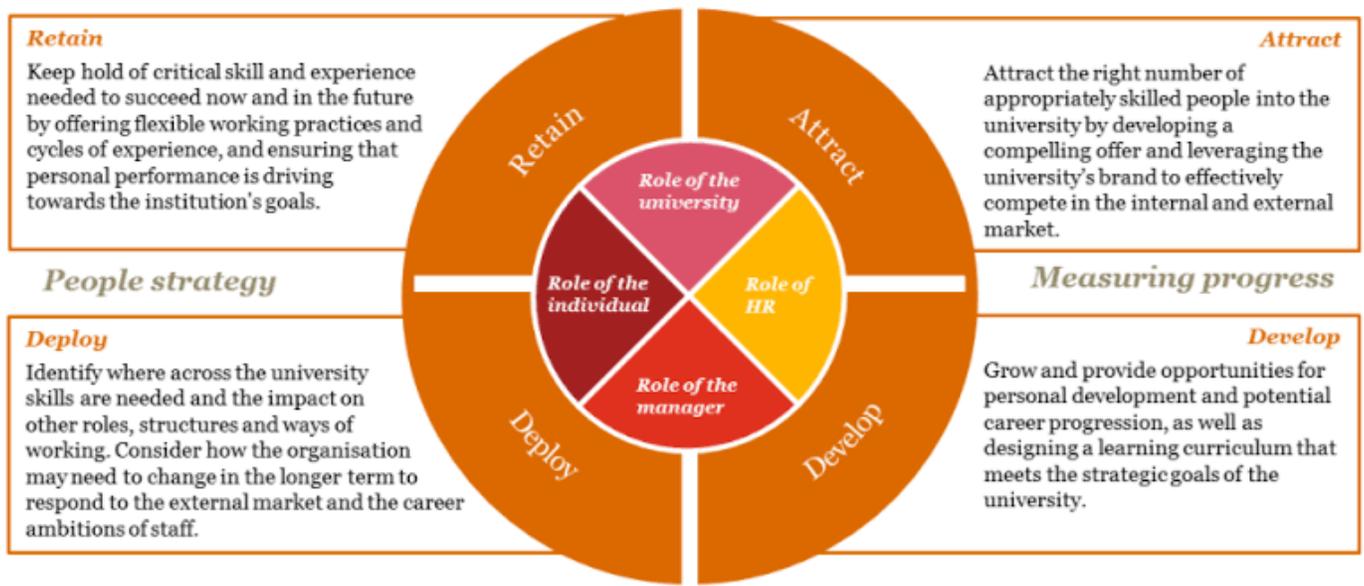
Conventionally, the universities payroll, attendance, and other routine HR work were handled by administrative officers, largely debatable was the role of administrative officer in colleges and universities. She/he use to take care of routine HR activities like shortlisting resume, record keeping, benefits and other HR related work.

There is no position for HR professional in higher education due to lack of understanding of new reality. The new reality is no more students will come irrespective of quality offering by institutions the quality of teachers, delivery, research, funding is market based. Best students compete for the best institutes and in the process the institutions become great institution.

Hence profession is rising due to the changing needs and demand of the competitive market. There work



People Strategy framework



has shifted more from back office to organizational transformation, focusing on strategic and business partnerships. Broadly speaking, most human resources leaders focus on building a workforce that reflects their institution's strategic vision. The expansion of the role of HR in higher education signifies the progress of HR in corporate world over the last two decades, compared to earlier role of administrative function now it is more of strategic and advisory role based on human capital management.

Because of the involvement of HR inside the organization has result to the "Best Practices" in

higher education, hence the higher educations are increasingly considering the Human Resource for the betterment and survival in the competition.

Increasing demand for HR in higher education has incited the Universities to make themselves ready for this competitive market and start the innovative ideas. The management have started hiring HR to help their organization to move towards the working style of corporate and to develop or recruit skill set that will reflect the image of the university in much more modern style workplace and showcase the changing trends in the education.

Regulatory Framework Of Higher Education In India

- Department of Higher Education, Ministry of Human Resource Development
- Association of Indian Universities
- Central Advisory Board of Education
- State Councils for Higher Education



- University Grants Commission
- AICTE, MCI, PCI, DEC, BCI, NCTE
- ICAR, ICMR, ICSSR, CSIR
- State Regulators

- National Board of Accreditation
- National Assessment and Accreditation Council

Change in Higher Education

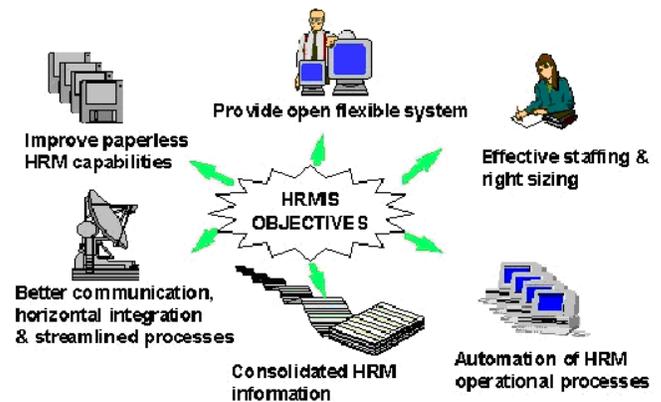
- Massification – growth in student numbers; increasing diversification in students
- Pressures on funding – reductions in unit of resource; importance of value for money
- The quality movement – quality assurance and assessment
- Globalisation and internationalisation – new approaches, new ways of working
- New technology – in teaching, research and management
- Markets and competition

NO COUNTRY AND NO INSTITUTION IS IMMUNE FROM THESE CHANGES; NO ROOM FOR COMPLACENCY

Moreover, many higher educations in India is not-for-profit hence they must be strong in these areas for their survival in the market and HR can be very helpful in the supporting engagement, improving performance levels, and leading transformation efforts. Transformation is the process of accepting the changes for the betterment of an organization, the organization who do not opt for transformation they find it difficult to meet the demand.

It is important to have teamwork and diversity in culture for an organization to succeed. No doubt handling manpower in the current scenario has become more challenging than earlier, hiring staff from multi-cultural background for a mix of best skills and cultural adaptability has become a challenge for human resources, but also a big reward in terms of the long-term development of the organization.

Diversity in employees not only creates the healthy work environment but kills the organization



politics to the large extent, improves the learning process when many employees are hired from the same state or through reference employees tends to form the group and support each other for their survival which later on take the shape of survival of fittest and ultimately the organization productivity suffers, there are less work and more gossip and it becomes like a hard rock to break.

Competitive pressures are immense. In addition, we now have more for-profit, proprietary institutions in the mix. The only option left with the Higher-education institutions is to learn to adapt changes to survive and grow.

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, currently, she is the Director HR & Faculty Training Development at BS Abdur Rahman Crescent Institute of Science and Technology. 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.



9 key issues affecting girls and women around the world

This stuff matters to men, as well.



Flickr: sandeepachetan

I'll be the first to admit that I don't always "get" the women in my life quite like I do my male friends and relatives—just ask my girlfriend, who is probably convinced I was raised by a pack of wolves considering how oblivious I am half the time.

(In my defense, there are about a million articles out there attempting to decode what girls "really mean," so there's no way I'm alone in this.)

To be perfectly honest, you could probably say the same about my grasp on issues relating to girls

and women in international development. This is a problem seeing as the theme of the month here at Global Citizen is supporting girls and women around the world.

In an effort to remedy my glaring cluelessness in time for Girls & Women Month, I consulted my more knowledgeable colleagues and combed the Web to put together this list of 9 key issues affecting girls and women worldwide. Whether you're new to the topic or a veteran advocate, this cheat sheet should help clarify what we mean when

we talk about something as broad as girls' and women's issues.

1. Access to Education



Flickr: UNAMID, Photo by Albert González Farran

A 2013 report by UNESCO found that 31 million girls of primary school age were not in school, and about one out of every four young women in developing countries had never completed their primary school education. That number represents a huge pool of untapped girl power: that same report suggests that educated women are more likely to get married later, survive childbirth, raise healthy kids, find work, and earn more money, among other positives.

2. Employment Opportunities



Flickr: Andrea Moroni

Even in a country as wealthy and developed as the US, women still experience major inequality

in the workforce: By some estimates, women earn only \$0.77 for every \$1 earned by men. Globally, the gender gap is even wider: women earn only one tenth of the world's income despite working two thirds of the total work hours . Empowering women to earn their fair share could benefit their entire communities in a big way: women are likely to invest more of their money back into their families and communities than men typically do .

3. Reproductive Health & Rights



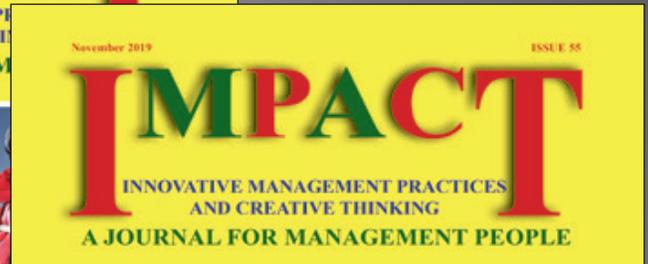
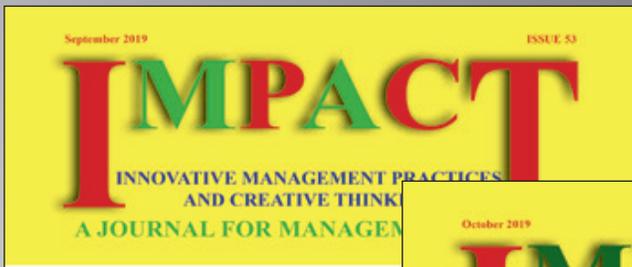
Flickr: UNICEF Ethiopia

225 million women in developing countries have an unmet need for family planning, contributing to 74 million unplanned pregnancies and 36 million abortions every year, according to figures cited by Women Deliver, a women's advocacy group . Helping women take charge of their baby-making reduces unsafe abortions and maternal deaths by over 70% each, and conserves precious resources that would otherwise have gone toward pregnancy-related costs.

4. Maternal Health

The World Health Organization estimates that 800 women die every day from preventable, pregnancy-related causes. That's nearly 300,000 lives per year needlessly lost during what is

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Flickr: UK Department for International Development

fundamentally a life-creating event. What more is there to say?

5. Gender-based Violence



Flickr: UN Women Asia & the Pacific, Photo by Ashutosh Negi

1 in 3 women experience physical or sexual violence in their lifetimes, according to WHO. Whether it's domestic abuse, rape, or sexual trafficking, gender-based violence denies far too many women the opportunity to live happy, healthy, and fulfilling lives.

6. Child Marriage

An estimated 140 million girls will become child brides between 2011 and 2020 . Girls who marry before age 18 are typically denied an education, at risk of complications related to premature



Flickr: UNAMID, Photo by Albert González Farran

childbearing, and more vulnerable to intimate partner violence.

7. Female Genital Mutilation



Flickr: Australian Department of Foreign Affairs and Trade - Photo by Kate Holt/Africa Practice

Female Genital Mutilation (or FGM), defined by WHO as including “procedures that intentionally alter or cause injury to the female genital organs for non-medical reasons,” is a complex issue with religious and cultural implications for the groups who practice it. That said, the general consensus in the international community is that FGM imposes real health consequences, violates a child’s rights, and promotes inequality between the sexes.

8. Water & Sanitation

When clean drinking water and hygienic sanitation facilities are in short supply, women and girls suffer



Flickr: World Bank

most. Case in point: Girls whose schools lack proper bathrooms will often skip school during their menstrual periods for fear of embarrassment or stigma. It's also true that women in developing countries are frequently tasked with fetching water, which can be a time-consuming process. As my colleague Christina pointed out, the girls and women of the world have much better things to do with their time than shuttle buckets around.

9. Gender Equality

Equality (or the lack thereof) is a recurring issue when it comes to women and girls, whether it's unequal access to schooling for girls in developing



Flickr: UN Women Asia & the Pacific, Photo by Gaganjit Singh

countries, or unequal pay for women in the workplace. In a world where 95% of countries are led by a male head of state, it's clear that we as a global community have a long way to go before women are given a fair shake.

While the 9 issues outlined above are specific to girls and women, addressing them will positively impact everyone—even my fellow clueless men of the world. Stay tuned to Global Citizen all month as we explore the many ways in which a win for girls and women is a win for us all.

Source courtesy: <https://www.globalcitizen.org>

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

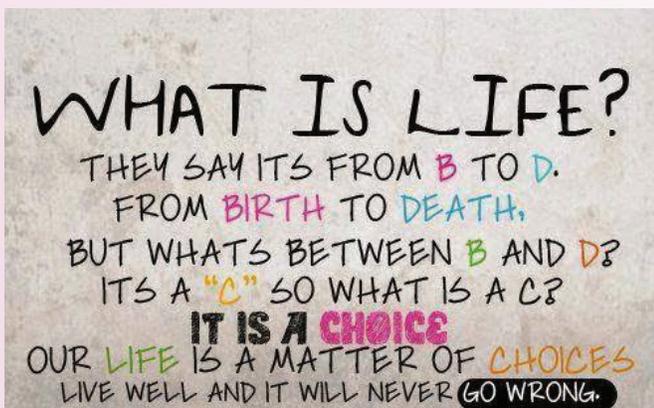
IMPACT will get replies from management
experts.

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

Let not Success go to your Head.... Let not Failure go to your Heart!

The entire country, why even almost the entire world, was anxiously looking forward with bated breaths for the success of Chandrayaan-2 during August. Some people even undertook vrats and promised to break their fasts only after the Vikram Lander touched the Moon. But unfortunately due to some technical glitch, it could not go through and this led to a lot of disappointment, frustration and a feeling of rejection. Even the Chairman of ISRO Mr K Sivan wept on the shoulders of our Honorable Prime Minister. Whether he should have cried or not being a Man and the Head of an Institution led to another heated debate in the TV Studios. I only remembered the words of Rajesh Khanna in the Hindi film- Anand- conveying “ Pushpa, I hate Tears!”

However the Nation came out of this mood very fast and wished the ISRO Scientists all the very best in their next attempt quoting “ Success is not Final and Failure is not Fatal”.



Looking Forward

Both in individual's life and in the Corporate Sector, we have to move forward, irrespective of success or failure. I am not saying that we have to forget the Past- I am only mentioning to take lessons from the Past, live in the Present and march on towards the Future with confidence, courage and commitment.

Let us remember the following adage:

Look back and thank God;

Look forward and trust God;

He closes doors no one can open and

Opens doors no one can close.

There is always Hope. Hard work, sincerity and perseverance will succeed in the end, although there may be initial drawbacks.

Hope is wishing something would happen;

Faith is believing something will happen;

Courage is making something happen.

Positive Thinking

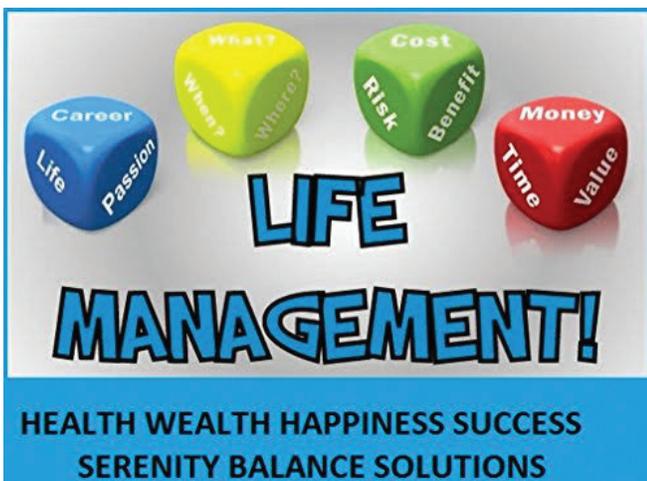
Quitting is never an option. Business may fail but a Business man never fails. Success teaches a lot of lessons but Failure gives you a full curriculum.

Positive Thinking is not only expecting the best to happen but also accepting whatever happens is for the best.



When mind is weak
 Situation is a problem.
 When the mind is balanced
 Situation is a challenge.
 When mind is strong
 Situation is an opportunity.

When you feel that the whole world is standing against you, turn around and take a SELFI. You will find that the whole world is behind you! There is no wine, if grapes are not squeezed. There is no perfume, if flowers are not crushed. Don't be afraid



of obstacles and impediments- they are there to bring out the best in you.

Don't chase Success and Happiness- they should chase you like you can't catch a butterfly but butterflies will come and sit on you in a beautiful garden on their own.

Life Management

When flood comes, fish eat ants. But when water dries, ants eat the fish.

Life gives chances to every one. Let us await our turn.

In the journey of Life,
 We pass through pleasure and pain,
 There will be sunshine and rain,
 There will be loss and gain,
 But we must learn to
 Smile again and again.
 Be honest in trouble;
 Be simple in wealth;
 Be polite in authority and
 Be silent in anger.

This is Life Management.
 Let us face both Success and Failure with poise and calmness.

Let us not allow Success to get into our Heads and make us arrogant and proud.

Similarly let not Failure too invade our Hearts and drive us to despair and despondency.

R. Venugopal

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



10 Digital Marketing Trends for 2019 you Should Know

As digital trends evolve every year, marketers should always be aware of the changes in order to easily adapt with emerging technologies and stay ahead in the market. This will help them gain a competitive edge and become able to develop new ways to grow their businesses, generate leads and improve the relationship with their existing customers.

Based on the digital marketing trends article that we developed last year, 2018 has been the year of rising augmented reality, video content, voice search and influencer marketing... And now that 2019 is around the corner, you may ask yourself “what will the next year have for me?”

To help you determine where the trajectory is heading over in 2019 , we’ve listed out 10 digital marketing trends that you can take advantage of to improve your marketing strategy and meet a desired outcome.

1. Voice Search

Voice search is undoubtedly rising in popularity. By 2020, 50% of all queries will be voice-based according to Comscore.

There are mainly two types of voice search: Those that are implemented by smart speakers such as Amazon’s Alexa, Apple Homepod, Google Home and Microsoft’s Cortana which give searchers immediate voice answers to their questions and those that are installed in desktops, and smartphones such as Siri and Google Assistant which display written search results.

Top brands are thinking how to deliver their promises using voice-enabled devices because they are affordable and offer greater capabilities than ever before while more visitors are using voice search to interact with these brands.

Businesses should also focus their outreach efforts on using voice engine optimization. Marketers must use a more natural language SEO to create content accordingly. This requires them to think what their target audience may use in their voice queries as well as focus on long-tail keywords because searchers are likely to be more specific when asking a question. For instance, in one question, a shopper may request information about time, price, location and other details which sound heavy for written search queries.

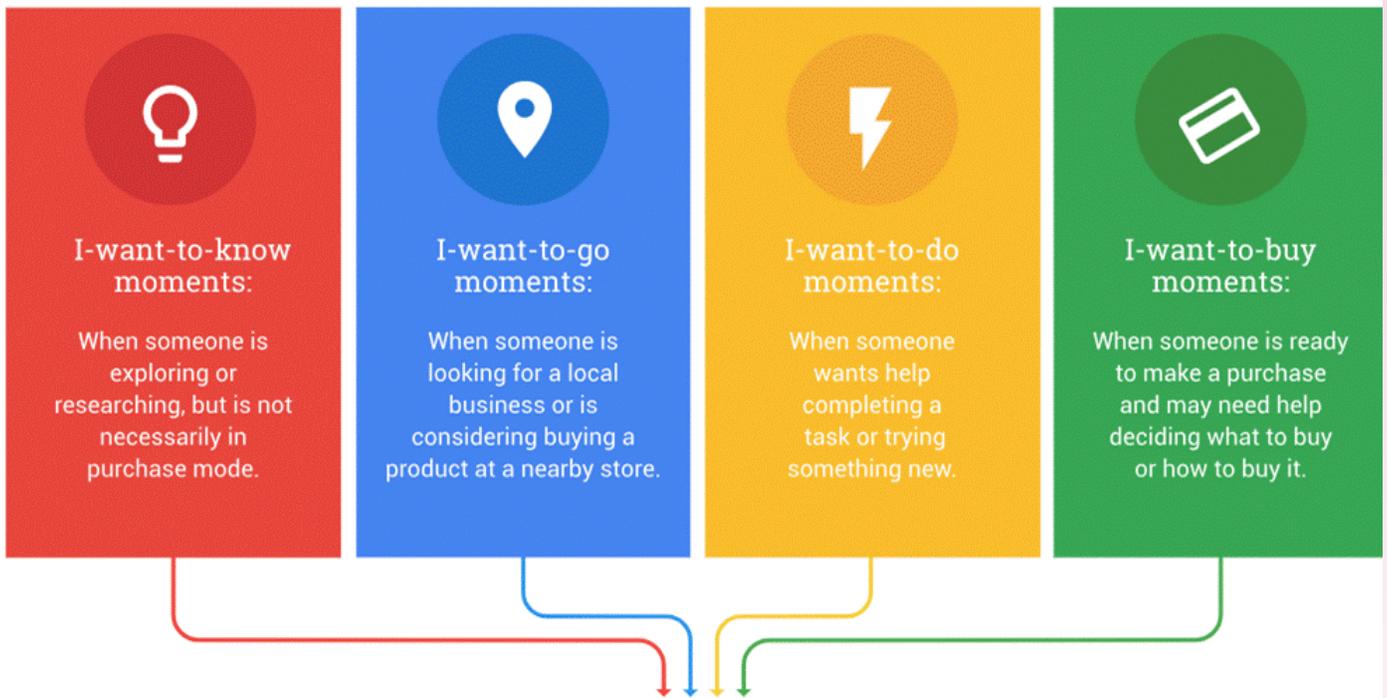
As a result, marketers can leverage these opportunities to deliver more targeted, specific content which leads to increase their click-through rates.

2. Smarter Chat

Chatbots have been rising in the few recent years and still persists in 2019. According to Grand View Research, 45% of end users prefer to use Chatbots as a major means of communication in customer service.

Chatbots play a critical role in improving the customer experience and allow marketers to better engage with their audience - without really doing much. They offer real-time assistance to the user, dedicated support and a proactive interactions where they ask questions to understand the real problem.

There are 4 game-changing moments that really matter.



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

For instance, a visitor landing on a website is contacted via chatbot and asked to request assistance or get more information about the product. If he selects the first option, he will be referred to a representative for help and if he chooses the second option, he will be asked a series of automated questions or redirected to their blog or FAQ page.

Another rising trend is Whatsapp Business Messaging, which has become one of the most used messaging apps worldwide according to Statista. Besides, it's no longer restricted to personal usage; businesses are using the application on a daily basis for their daily activities.

Messaging traffic is expected to double by 2019. This is driven by over the top messaging Over-The-Top or OTT apps, going up from 31 trillion

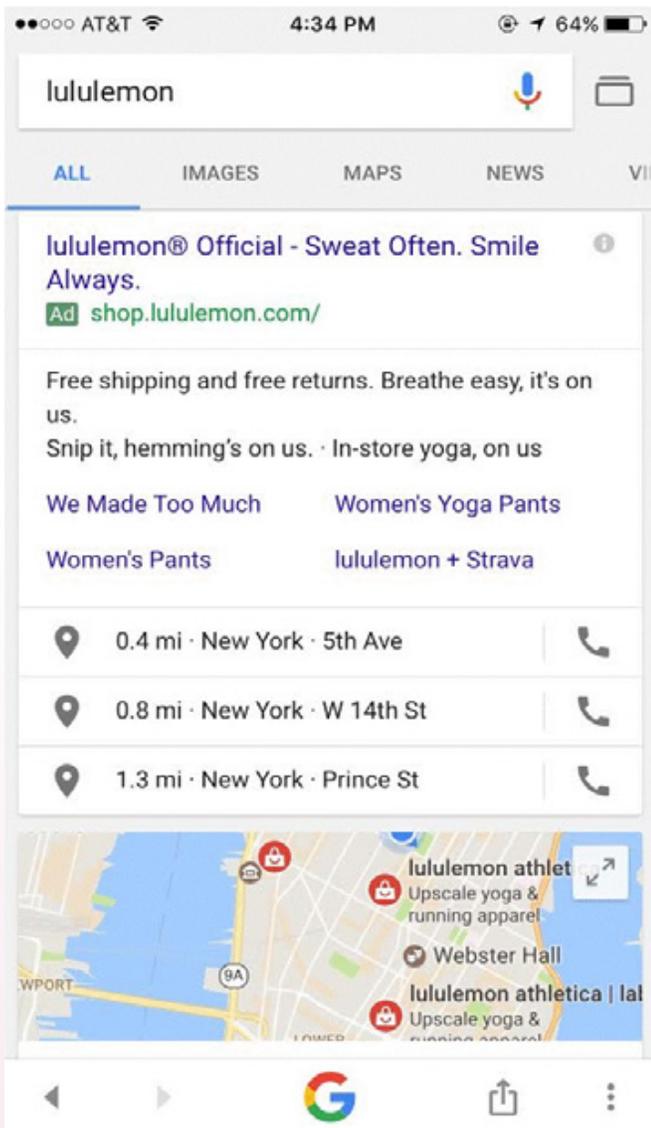
messages in 2014 to over 100 trillions by 2019 globally.

3. Micro-Moments

As more users are processing their online activities using their smartphones, marketers continue to leverage micro-moments to attract their audience's attention and fulfill their instant decisions.

Whenever a customer searches for something, looks for a nearby store, wants to finalize a task or makes a purchase, marketers can take advantage of these types of micro-moments to create targeted content and advertising.

In order for marketers to succeed in using micro-moments, they should understand the basic practices



of each one. Let's take for instance the "I-want-to-go-moments". Brick and mortar stores can take advantage of such a moment by capitalizing on "near me" searches, which have grown 2X between 2016 and 2017 according to Google. This requires storefronts to optimize their locations on their websites or apps. Furthermore, they can go even beyond that by creating ads for their store's location or popular products to improve their visibility in search engines and reach their customers at the appropriate time.

4. Augmented and Virtual Reality Marketing

Augmented reality ads is one of the major applications that are now used by some marketers.



It's a way to bring static or unreal environments into a more realistic experience, something that would integrate the "offer" with the "reality" of the buyer.

Michael Kors is a successful example of augmented reality ads. They created an ad on Facebook asking their users to try and purchase their sunglasses.

Aside AR ads, many businesses have been using augmented and virtual reality marketing for the purpose of creating brand awareness.

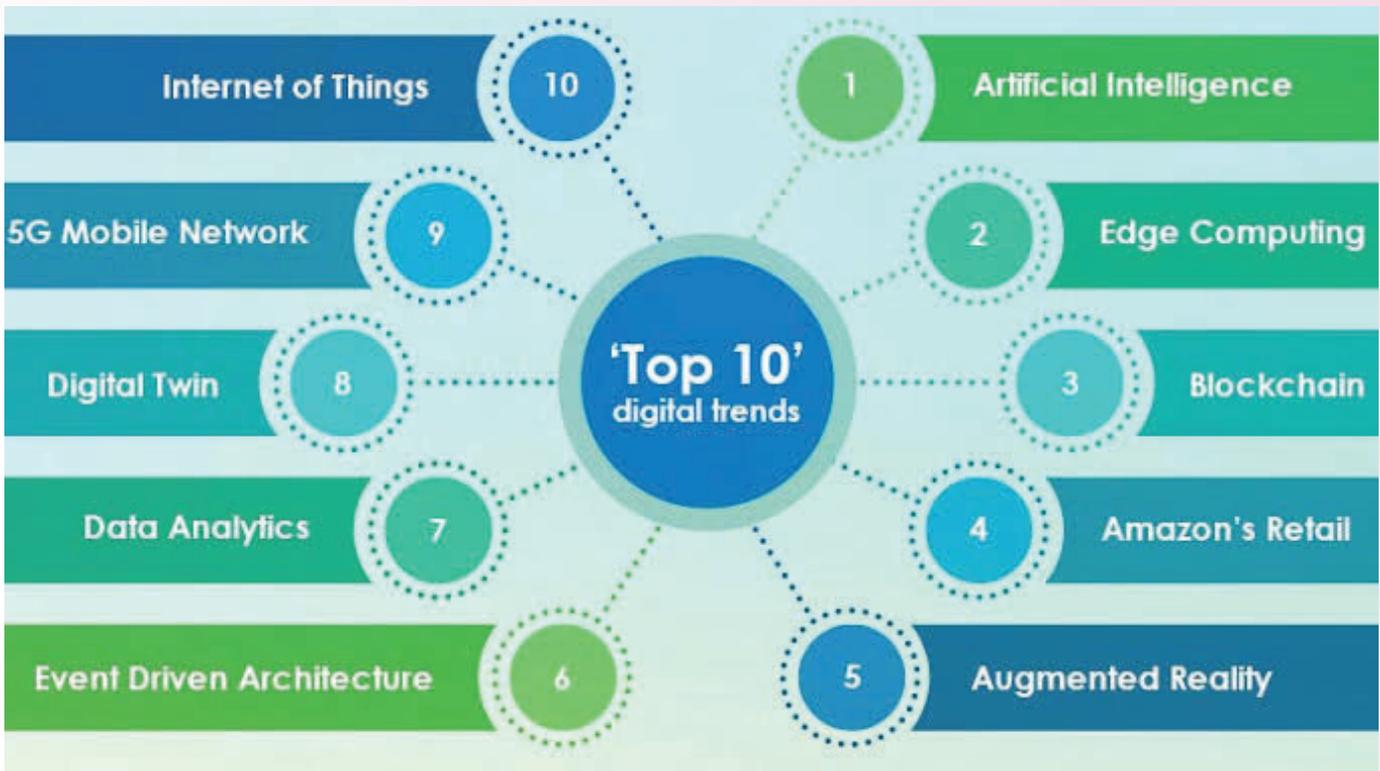
For instance, IKEA and L'Oreal managed to improve their customer experience with virtual reality by allowing them to visualize their products before buying them. Nivea, Starbucks and Volkswagen are other examples of big brands who succeeded in augmented reality.

This trend which is not new, is one of the most highlighted trends for 2019. According to Statista, AR and VR market size worldwide are expected to reach \$209.2 billion in only 4 years.

5. Live Videos - More Stories

Thanks to Facebook, Instagram and Youtube, live content is the fastest growing segment of internet video traffic due to the remarkable waves in the recent 3 years.

Live streaming content is effective because it's free, takes a short time to produce while it offers



a real-time user engagement, and viewers use your content based on your time not theirs.

Moreover, it has the ability to generate greater impressions than posts published in the newsfeed, especially if users choose to post them to their stories.

Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic.

6. AI and Machine Learning

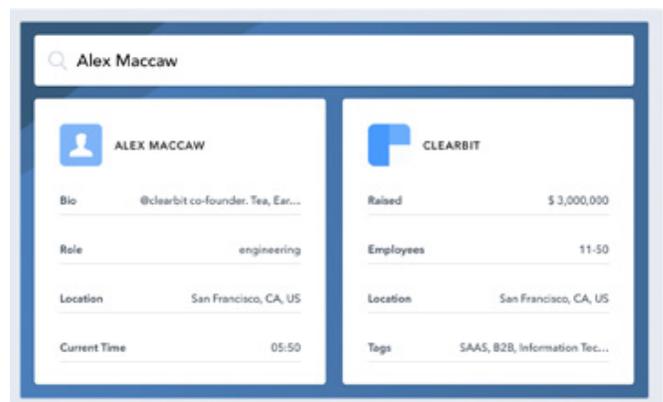
With global leaders like Amazon, Microsoft and Google extending their resources in AI and machine learning, this trend is not going away anytime soon.

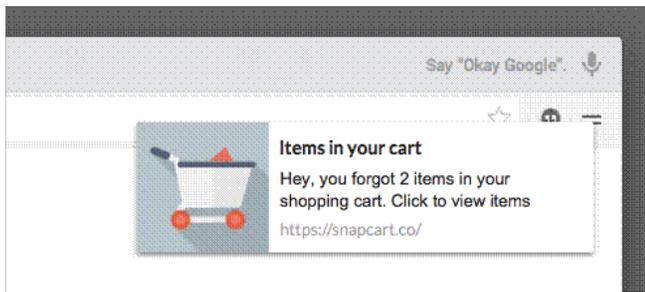
AI allows marketers to anticipate future probable patterns of their customers based on collected data.

With this data, marketers can then determine how to better engage with their active buyers using different channels such as direct mail, sales outreach, or digital advertising.

Several industries like food and beverage, ecommerce, life science and healthcare have started using AI. For instance, many food retailers use big data to determine the best delivery times of their products. This is done by gathering data from different sources such as the weather, road traffic and temperature... Furthermore, big data can help determine the effect of all these factors on food quality.

In the ecommerce industry, 86% of customers say that personalization is an important role in their buying decisions. Ecommerce companies use big data to predict their shoppers demographics and behaviors in order to create a more personalized





experiences such as sending customized discounts or re-engagement emails.

According to technology experts, AI and machine learning are expected to penetrate various new areas in 2019 affecting jobs like banking, finance, accounting and even intellectual jobs such as teaching.

7. Engagement-Based Email Marketing

As email marketing is getting smarter, marketers have started to care more about sending emails to subscribers who are active on their lists. For instance, if a contact highly engages with your emails, he should be regularly nurtured with content and updates about your company until he converts into a loyal customer. On the other hand, if a subscriber hasn't opened an email for a certain period of time, he will be considered as a dormant contact and will no longer receive additional emails.

But to send the right email to the right segment, marketers need to identify all their leads behaviors. If the platforms they are using have limitations to classify their audience into different segments based on their behaviors, they can integrate their tools with other applications that allow them to do that. After all data is determined and different segments are created according to defined criteria, marketers will be able to target their leads more effectively with behavioral-based emails.

To reinforce a more personalized manifestation of sending engagement-based emails, an obvious direction is resurfacing again: plain text emails. This sends those engagement-based emails in a more

individualized and hand-crafted way to the targeted user, which gives a more personalized aspect to the communicated piece. Moreover, because HTML style emails containing detailed graphics may increase the potential for spam, marketers are considering plain texts as alternative ways to minimize this problem. Besides, plain text emails address the need of the user and improve the engagement rate.

8. Rich Lead Profiling

Offered by companies that collect and manage complex data for millions of leads and businesses, data enrichment has become more and more important. Marketers use data enrichment to reveal more details about their leads and personalize their approach when attempting to contact them. The great advantages of data enrichment is that it removes any wrong or inaccurate information that companies might have about a specific lead such as his email, phone number or street address.

These retrieved data are then used to obtain other missing data. For instance, if you have an email of a particular lead, the data enrichment process will fill in his name, phone number, street address, his job position and household situation.

The final step is the optimization process. With the different data enrichment tools available, these data are used to create useful insights. Marketers should draw actionable conclusions in order to send each of their leads, an account-based email that specifically addresses his needs which in turn





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boosts the potential to convert him throughout the funnel.

9. Browser Push Notifications

Push notifications are moving into the realm of web browser technology and are one of the most popular web development trends for 2019.

Companies use browser push notifications to reach their leads more effectively and communicate with their audience in a more powerful way.

Another major role such notifications play is retaining customers and improving conversion rates. Ecommerce companies for example, use browser push to retarget their shoppers who abandoned their shopping carts and entice them to complete their purchases.

10. Content Personalization

As one size doesn't fit all and customers want more relevancy, the need for a personalized approach in marketing is becoming more critical than ever. Although delivering the right content to the right audience at the right time is tricky, it will add a big value to your content marketing strategy because it plays a major role in boosting your users engagement rates.

Personalizing or customizing content for audience relies on visitors data in order to deliver relevant content. It consists of showing dynamic landing pages based on specific criteria such as geographic, demographic or behavioral attributes with highly

targeted call to actions for the purpose of converting them more effectively.

For instance, Groupon asks visitors to confirm their locations once they land on their site in order to deliver accurate, geo-targeted offerings.

In the ecommerce industry, personalized content has a good impact on consumers; according to econsultancy, 44% of users who have a personalized shopping experience are likely to become repeated buyers.

Although this trend has been a common practice in the recent years, it's expected to rise in importance in 2019 with an estimate to be worth more than \$400B by 2021.

Key Takeaways

- Marketers are keen on taking more intelligent decisions based on past knowledge in order to deliver more personalized campaigns to their target audience. This can be done with the help of AI and big data which are two of the most highlighted trends in 2019.
- Voice search, AR, VR and smarter chats are new communication channels that were highlighted in 2018 and will continue to increase in importance in the next year.
- A more effective email marketing is based on communicating with active contacts as they are the most eligible and easiest leads to move down the funnel. This avoids wasting time on dormants as well. In addition, lead profiling is key for an effective account-based marketing.
- Browser push notifications play a major role in retargeting abandoned visitors and increase conversions.
- Personalizing content boosts the engagement rates and has a significant positive effect on the buyers' shopping experience.

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

How to Optimize Time In and Outside Work

Most of us would agree that Time is everyone's most valuable and scarce resource. Managing it effectively can be the difference between success and failure. Some of the Successful Business Leaders use it wisely and manage their day to optimize their business success and personal life.

1. Get everyone to agree on your priorities.



Get family, friends, colleagues, and employees to agree on the most important priorities, if not they will pull you in multiple directions. In order to really manage and maximize your time — to squeeze every opportunity out of it — you have to appreciate how much you have. Take control of your time, and don't allow others to... When I do this, I'm able to control my time better.

Grant Cardone, sales expert who has built a \$ 750 million real estate empire says, "I typically wake up before the sun and stay busy all day. Time is either invested or wasted, so I don't like white space on my calendar. I make time for myself, my family and my business, to do things like writing my

goals, working out, taking a walk with my kids, and leading calls and meetings. I'm not busy to be busy; I'm taking action to be productive and live the life of my dreams".

2. Get a good calendar.

People don't have money problems; they have priority problems.



Get your priorities right and your money will get right.

A good calendar is key. You need one that works with your lifestyle in the way you process information. You can also use app that does for you. While you may have more than 20 items to address each day, assign only two or three major tasks per day to yourselves. The goal is to focus intently on them to ensure they aren't rushed and are completed thoroughly.

3. Structure your day around when your brain is at its peak.

Brain health is everything when it comes to being productive, so this is the starting point. It's at the core of how you structure the day, diet, and lifestyle.

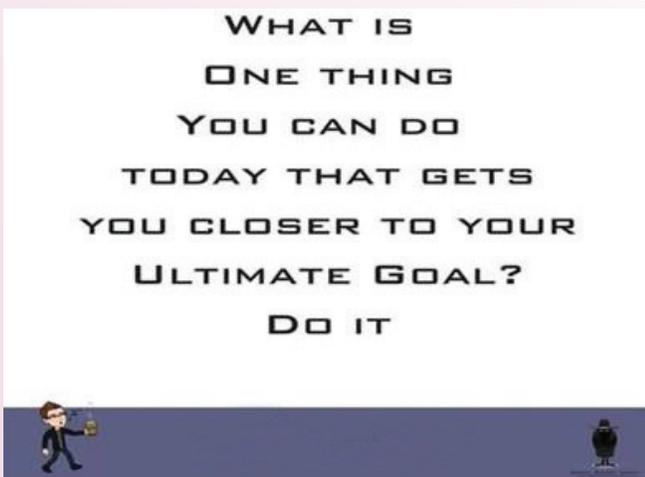


Peak performance is not about entering a stress state. “Peak performance means that you find the environment that gets you in a position, and in a situation, where you can really perform at your best,” said Hans Hagemann, co-founder of the Munich Leadership Group “We don’t have the idea of a stressed out top performer.” Instead, the peak performer is someone whose emotions are under control and as such they can think optimally. “We are talking about an easygoing situation where you feel that everything is easy for you to do,” he said. “The best possible situation in this context is experiencing flow, where everything seems to go very smoothly and you are very creative and everything is coming to your mind easily.”

It would be better to make all the important decisions early in the day when you’re at your best. Learn to say no to meetings that aren’t completely essential and block a few hours in calendar to work on higher-level strategy every day.

4. Identify ‘the one thing.’

Every minute matters, so identify your top priorities in life and the desired outcomes. Every morning



ask yourself, “What’s the one thing I can do to move this forward? The one thing that would be most impactful, build long-term value, and make things easier?” Most of the time, it’s not urgent. So schedule those things in calendar.

5. Separate opportunities and operations.



Every CEO and entrepreneur wishes they had more time. Installing the personal productivity system which divide our days into two simple parts by designating mornings for opportunities (growth, sales, and influence) and afternoons for operations (delivery, follow up, and delight) would yield better management of Time. The easiest way is to separate your daily to-do list this way.

This creates a healthy blend of new opportunities for growth while keeping our delivery commitments. Of course, there will be days that throw off this schedule, but if you can make this your “default,” it will instantly create progress in your life, every single day.

6. Focus on profit-producing activities.

First and foremost, forget work-life balance. Every successful entrepreneur I’ve met has dedicated time in their life where they go all-in on their business. They implement “work-life integration,” meaning your work is your life and your life is your work. You bring those you love along the journey.

Billy Gene Shaw III, founder and CEO of Billy Gene Is Marketing says, “As a CEO, I manage my time by being extremely aware of my profit-producing activities (PPAs). I understand that Billy Gene Is Marketing makes the most money



when I create a sales video that reaches millions of people or host a live training in front of thousands. I usually delegate tasks outside my PPAs because the opportunity cost is expensive”.

7. Delegate.



Time doesn't stop, it's the only commodity we can't control — we just control how we spend it and we take it for granted. So we spend time doing things that help us to function at our best.

Most of us have far more on my “to do” list than my “done” list. Hence like things done my way, and don't always give away tasks I'd rather do myself. But learn to delegate whatever isn't the best use of one's time, is a game-changer. It keeps the ball moving forward. If you're in leadership, it's your job to help employees grow. So don't fear delegation, embrace it. Trust your team to get it done.

8. Adopt the 'laptop lifestyle.'



You need to be available at a time that works both for your clients and your team. But we all have personal lives, and it's important to take time for yourself. Fortunately, we also live in the age of information, so those able to take advantage of the “laptop lifestyle” can combine their work and personal lives.

No one can tell me I can't get important tasks done on a boat, at the beach, or while traveling the globe. CEOs shouldn't focus on the number of hours they work. Instead should focus on productivity during those hours and the tasks that yield the greatest return says Jason Hall, author, founder and CEO of Five Channels.

Many of us have Strategies to get things done the way we want it to be done and by implementing strategies listed above one can Optimize Time in and Outside the work.

Syed Fazlullah Khan

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



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