

# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE





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## Greetings from IMPACT

Dear Readers,

As we write the Editorial for this June Issue, our mind goes to the urgent need to keep our oceans neat and clean without making them the burial ground for waste plastic garbage in the interest of clean and healthy living of all the living beings created by the Omnipotent, Omnipresent and Omniscient.

It is indeed unbecoming and shameless actions of the human beings which needs to be condemned by all right thinking minds of the society.

There is indeed a great ocean of knowledge in different realms to explore, exploit and experience with the objective of "to strive, to seek, to find, and not to yield".

This in our own humble manner we, in IMPACT, try to promote the "IMPROVED MANAGEMENT PRACTICES AND CREATIVE THINKING".

We have a team of good writers and innovative thinkers who regularly contribute their articles which are of immense appreciation by the reading public from all over the globe as is seen by the responses over phone and post.

We invite the thoughts of great Advocates, Chartered Accountants economists, practicing Managers, management expert academicians and research students in their respective chosen fields their considered views and opinions to make the journal grand and splendidous.

Editorial team

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



Temple Management

- Mr. N.V. Subbaraman



4

Unusual Things And Places You Won't Believe Existed In India

- Special feature



7

LEADERSHIP is it SIMPLE or COMPLICATED

- Mr. Syed Fazlullah Khan

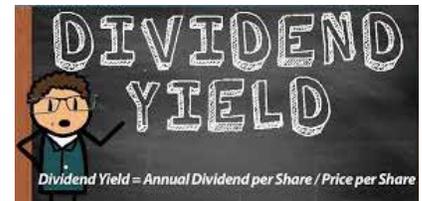


11



Dividends – A Corporate Dilemma

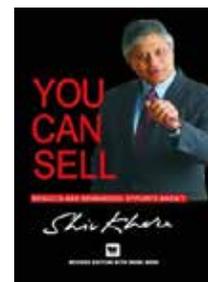
- Dr. Satya Suresh and  
- Mr. Chandrasekaran



14

You can sell

- A Book Review  
- Mr. Venugopal



17

Health Management

- Lion M. Desikan



21

Managing the Household

- G. Viswanathan



23

Sports Management

- Special Feature



26



# Sri Ramanujacharya on Temple Management

In the Editorial of our silver jubilee issue of IMPACT, May 2017, we pointed out that “The world over is celebrating the 1000th year of one of the most respected and revered Hindu Religious and spiritual leaders, Sri Ramanujacharya who founded one of the three most important limbs of Hinduism.

He was a great social reformer. Many may not be aware that HE IS A GREAT MANAGEMENT EXPERT also!

Yes, for the first time, an exhaustive code for managing the temples and Mutts connected with his faith Visishtadwaitha was prepared, circulated and being effectively followed even today - after a long THOUSAND years.”



N. V. Subbaraman

*A bilingual poet, writer, trainer, translator, thinker and speaker from Chennai **Mr. N. V. Subbaraman** has written 36 books. His paper, “Valluvam inspired Mahatma Gandhi,” was approved for presentation in the international Tirukkural Conference held in Washington, USA. His translated works include Thirukkural, Bharathiyar’s Kuyilpattu and Ramana Maharishi’s Aksharamanmalai. He is connected with the publication of the Management e-journal Impact. He was formerly the Deputy zonal Manager, LIC of India.*





In this article an attempt is made to bring out some of the salient features of Ramanujacharya's thoughts on Temple Management.

Sri Ramanuja is one of the three most renowned spiritual Acharyas of our holy Motherland – India that is Bharath. Shri Adhi Sankara and Sri Madhva are the other two great Acharyas.

Shri ramanuja was a social reformer and pioneer in eradication of untouchability. He declared that spiritual elevation and ultimate salvation is available to all and do not depend on the individual's caste or creed, gender or color!

Sri Ramanuja followed in the footsteps of Indian Alvars, the scholars Nathamuni and Yamunacharya. He is famous as the chief proponent of Vishishtadvaita, a branch of Vedanta, and his disciples were authors of texts such as the Shatyayaniya Upanishad.

Sri Ramanuja wrote a scholarly commentary for the Brahma Sutras and Bhagavad Gita. Though a spiritual Acharya, Sri Ramanuja, practiced and propagated Social equality, brotherhood, surrender to the Supreme being.

The development of Bhakthi movements, particularly involving the economically weaker and underprivileged segments of the society, throughout our Motherland, were inspired by Sri Ramanuja. The examples are Acharya Chaitanya's movement, and the whole lot of Abang singing schools of Sri Namdev, Thukaram and others. It is evident that this bhakthi tradition has helped the Indian society to stay together through difficult times and helped in promotion of equanimity and well being.

#### **Sri Ramanuja's relevance today:**

Sri Ramanuja is not only a philosopher and spiritual leader, he is a responsible Social reform-leader and through his leadership he propagated social equity, equality and inclusion of every segment of society in all social events.

Sri Ramanuja, institutionalized water conservation and management by making such kind of work a part of temple's duty. He was instrumental in development of a big lake in Karnatka which is in regular use for farming for the last nine hundred years and more.

In the modern environment Shri Ramanuja can be seen as an able administrator and a Management Guru. His well thought out administration plan for the temple at Srirangam envisaged the inclusion of every section of society to take and play a role in the functioning of the big and vast temple and provided food, clothing and shelter for all participants.

## e-books are available...

(A compilation of articles which they have contributed in Impact.)



*N. V. Subbaraman*

*Mr. Venugopal*



**Syed Fazlullah Khan**

*Dr. K. Balasubramanian*



*Dr. Satya Suresh*

**Lion M. Desikan**



*Mr. Chandrasekaran*

*Dr. Sandhya Rao*



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# Unusual Things And Places You Won't Believe Existed In India

**T**ravelling in India is like a roller-coaster ride, thrilling and unforgettable. India has something to offer to every traveller: scenic beauty, beaches, mountains, fauna, adventure sports, luxury hotels, historical monuments, a cultural treat for all the senses... The experience will leave you a little exhausted; because in every moment, there's so much to live.

If you think you've seen everything there is to see, you couldn't be more wrong. India isn't called Incredible India for nothing. This wonderful land is riddled with more mysteries and astonishing things than Alice or Dorothy could ever have imagined.

Sometimes uncanny and sometimes uplifting, India is full of surprises. Every corner of this wonderland has something waiting to be unraveled, just like these:

## Levitating Stone - Shivapur, Maharashtra

Somewhere in Pune, in a quaint little hamlet called Shivapur, lies the Hazrat Qamar Ali Darvesh that has a magical story to tell. The current shrine was a gymnasium, 800 years ago. A Sufi saint called Qamar Ali was taunted by the wrestlers there. The saint placed a spell on the rocks that were used for body-building. The 70 kg rock can only be lifted by 11 finger tips touching it and calling out his name loudly. Till date, the Stone of Qamar Ali can be magically lifted by chanting his name!



## Land of Black Magic - Mayong, Assam

A cloak of mystery shrouds Mayong, better known as the Land Of Black Magic, a village 40 kms from Guwahati city, close to Pobitora Wildlife Sanctuary. It is popularly believed that the name Mayong comes from the Sanskrit word for illusion, Maya. Many tales of men disappearing into thin air, people being converted into animals, or beasts being magically tamed, have been associated with Mayong. Sorcery and magic were traditionally practised and passed down over generations. Many ancient relics of Ayurveda and black magic are now preserved in the Mayong Central Museum.



## World's largest River Island - Majuli, Assam



Located on the mighty Bramaputra, Majuli, the world's largest river island, is a celebration of the creations of God and man. The scenic beauty of this island is the closest one can feel to the heavens. Majuli is also a popular cultural hotspot for various schools of thought that propagate the teachings of Srimanta Shankardev.

## Asia's Cleanest Village - Mawlynnong, Meghalaya

Mawlynnong Village in Cherrapunji is popularly called 'God's Own Garden.' It has won international accolades for being Asia's Cleanest Village. It is a community-based effort for promoting eco-tourism. It is interesting to note that this village has a 100% literacy rate and most villagers speak English fluently. Mawlynnong boasts of other amazing sights like waterfalls, Living Roots Bridge and a Balancing Rock.



## Home to the notorious cream - Malana, Himachal Pradesh



Located in the north-east of the Kullu Valley, Malana is also known as the 'Little Greece of India', because the locals believe that they are descendants of Alexander-the-Great himself! This ancient village is cut off from the rest of the world, and they follow an indigenous political system. There are only about a hundred houses in this village, but it is home to Malana Cream, the finest quality and most potent charas ever produced.

## Village Without Doors - Shani Shignapur, Maharashtra

Located 35 kms from Ahmednagar, Maharashtra, Shani Shignapur village is known for its popular Shani temple. This village has never witnessed any crime, and that is attributed to the blessings of Shani Dev. The villagers have full faith in their god, and have completely entrusted their safety into his hands. That is why homes and commercial buildings in this village has no doors, or even a door frame. Taking note of the near-zero crime rate, the UCO Bank has also opened a 'lock-less' branch in this village, the first of its kind in India.



## Temple of Rats - Karni Mata Temple, Rajasthan



A little town called Deshnok, 30 kms from Bikaner, holds an intriguing sight: the Karni Mata Temple, home to over 20,000 rats. 'Kabbas' as they are called, these rats are worshipped because it is believed that they are reincarnated family members of Karni Mata. White mice are revered even more because they are considered to be Karni Mata and her sons.

Courtesy: <https://www.scoopwhoop.com/inothernews/extraordinary-india-30>



*to be continued...*

# LEADERSHIP is it SIMPLE or COMPLICATED



**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.*

While it can be difficult to become a great leader and to achieve great things, practicing great leadership is actually quite easy. There is a tendency to overcomplicate or over-think what leadership is, but actually, leadership can be very simple., if you provide four simple things listed below, your team will appreciate you, follow you, and in turn could achieve great results.

## **1. Clear direction**

This is the leader's number one job. If you do not do anything else, you absolutely must give clear direction to your team.

Let them know what the goals and objectives are. Too often there is a lack of clarity, which can lead to confusion, misalignment, frustration, and disengagement.



Sometimes, clear direction is all a team needs; General Patton said, "Tell them what to do and they will surprise you with their ingenuity."

**2. Support**

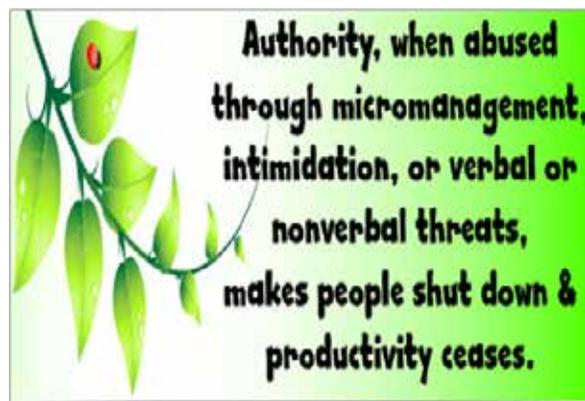
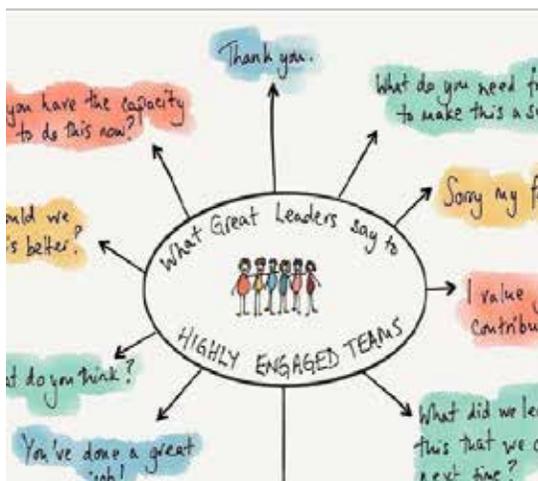
Your team does the lion's share of the work, and as their leader, it is your job to provide them with everything they need to be successful.

When you set a team up to be successful, most of them will grab the opportunity with both

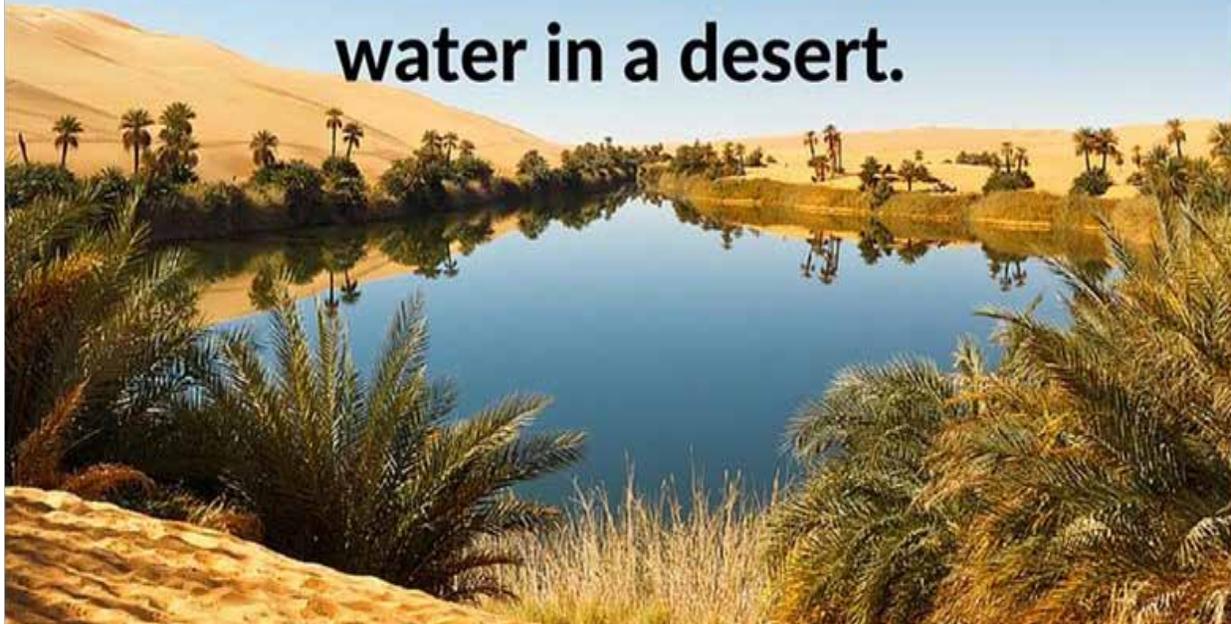
hands and become successful. Leadership is about serving your team, not about being served by them. This does not mean doing the job for them; it means providing the right environment, and then being there to help, if needed.

**3. Space**

Give the team the space to get on with the work. Provide support, but do not micromanage them. Micromanagement is not only frustrating and de-motivating, but it can also lead to mistakes, as it can



## Hearing positive feedback after a difficult project feels like finding water in a desert.



put your team under unnecessary stress. Micromanagement is not good for your team, and it is not good for you, either, because no one wants to work for a micromanager.

If that becomes your reputation, then the best staff will look to work elsewhere, and it will give you both recruitment and retention issues. It is OK to check up on the team, to see how they are doing and what you can do to help, but it has to be within reason.

4. Praise Positive feedback, is key to building a great team that achieves amazing things. I am always surprised by how resistant many managers and leaders are to giving praise, You need to create a culture of recognition, and it starts by recognizing effort. No one is

successful immediately, so you should look to give people positive feedback for trying, for being willing to give things a go.

What gets recognized gets repeated, and we want people to repeat the effort, because that is what it is going to lead them to success. If you wait for your team to achieve success before you praise them, then you could be waiting a long time.

If you want to become a better leader, or you want your team to achieve better results, providing these four simple ingredients will go a long way toward motivating and inspiring your team and boosting their efforts.

Leadership is a lot more simple than we think, is it not?!

## Case Study

# Dividends – A Corporate Dilemma



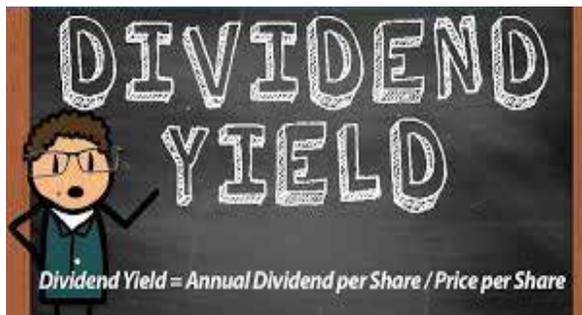
*Dr. Satya Suresh has 10 years experience in Corporate Communications. She changed her career to teaching to bring forth work life balance, which became a passion in due course. With 15 years teaching experience in Management Schools she is planning to undertake projects which are of social significance like undertaking UN volunteering project on educating children in troubled areas.*

*Mr. Chandrasekaran is a senior management professional and has worked with major corporates in India in both public and private sector such as SAIL and RCOM. He currently runs his own consulting company whose clients include large corporates like TCS, LandT, Voltas and numerous SMEs. He also teaches management subjects in educational institutions such as Bhartiya Vidya Bhavan, Wellingkars', IBMR-IBS, ICAI etc. In the field of education, he consults with RAK Medical University, UAE and has helped them set up their Performance Management Systems. He has presented papers on various management subjects in national and international conferences. He is on the board of several manufacturing companies in Bangalore.*



According to a popular perception, only companies that make profits are required to pay dividend to their shareholders. However, Indian regulations allow loss making companies also to pay dividends to their shareholders subject to certain laid down conditions.





In line with this, at least 16 companies that reported net loss in 2011 paid out dividends. For example, Reliance Communications incurred a net loss of Rs 758 crores in fiscal 2011 but paid out a dividend to the tune of Rs 103 crores. Similarly Kesoram Industries with a net loss of Rs 210 crores declared 55% dividend

Some top Indian companies have even resorted to borrowings to pay dividend to their shareholders. According to a report, in the fiscal year ending 31st March 2013, 57 of the 500 biggest companies listed on BSE had borrowed Rs 19,170 crores to fund their dividend payments. At least 14 of these 57 companies had net debt equal to more than 5 times their EBITDA For example, in 2013, DLF Ltd declared 20% dividend even though it faced negative cash flows and a fall of 40% in its net profits. In this process its leverage ratio went up to 5.8 x EBITDA from 4.5 in the previous fiscal.

Borrowings to fund dividend payouts, in a sense, channelize debt money of the company into the hands of shareholders showing the determination of such companies to put shareholders' interests above anything else. This may definitely help the promoters in a big way where they hold the majority of shares (such as RCom where the promoters hold more than 2/3rd of the shares) but could be dangerous especially for companies which are already highly leveraged.

Even where companies make profits, they may choose not to declare dividends and

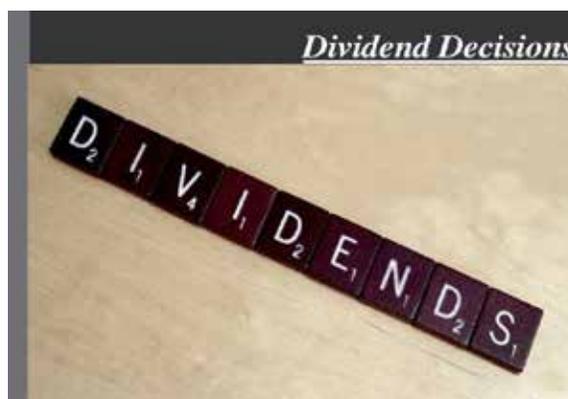
keep the entire profits as 'retained earnings'. For example, Apple Inc did not pay dividends during 2005 and 2012 despite the company making huge profits. In 2011, the company made a profit of about USD 26 billion but did not declare any dividend at all. This trend is evident in 'technology' or 'high growth' companies

To pay or not to pay dividend is a question mainly left to the discretion of the Board of Directors of a Company. However, unregulated, inconsistent, or not clearly thought out dividend payouts could send wrong signals to the investor community. For example that a company which paid out 50% dividend in one year based on that year's performance but declares a 25% dividend for the next year may be sending out negative signals to the shareholders about the company's earning potential which in turn will affect the value of its share in the market.

Hence to facilitate this important business decision, many companies have formulated their own dividend policies which would provide guidelines to the Board for determining the circumstance, nature, quantum of dividend pay outs.

Dabur India's Dividend Policy, for example, states:

1. Dividend shall be declared or paid only out of current year's profit after





providing for depreciation as per law and after transferring sufficient money to the reserves to fund

- a. New Projects or acquisitions
  - b. Modernisation, capacity expansion, renovation and major maintenance and repairs
  - c. contingent liabilities that may arise
2. In case of loss in the current year, dividends may be paid after setting of losses against the profits of the previous years
  3. Board shall desist from the practice of declaration of dividend out of reserves



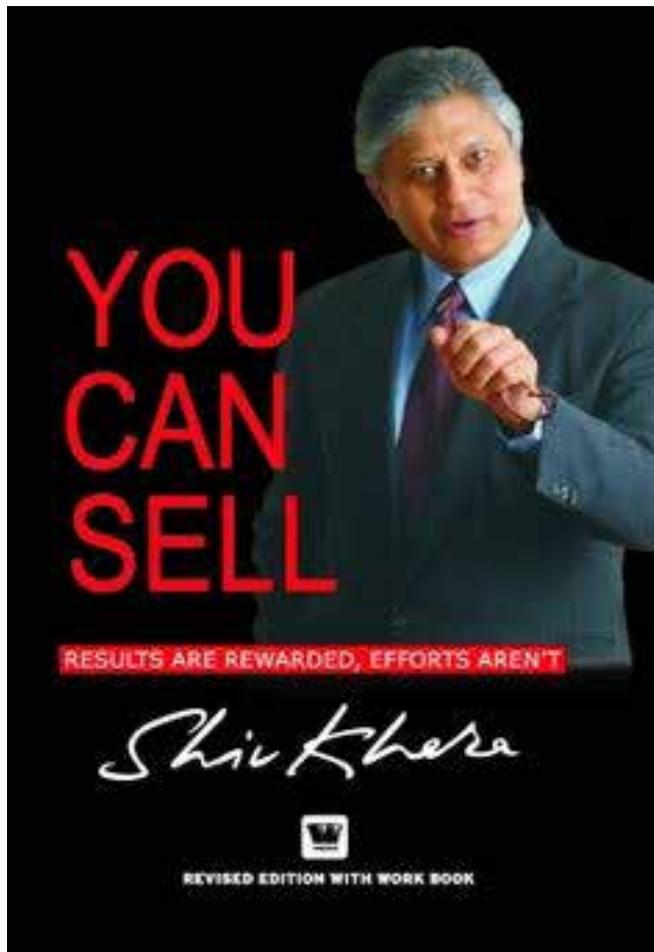
4. Amount of dividend shall be as near to 50% as possible subject to the following conditions:
  - a. Cash flows shall remain positive after declaration of dividend
  - b. Dividend must be as close to 50% as possible
  - c. Board shall endeavour to maintain the Dividend Payout Ratio.

Frequency of dividend payout is also decided by the Board. Common industry practice is to declare it once in a year even though companies such as IBM declare quarterly dividends.

Composition of a company's shareholders also may play role in the quantum of dividend. Depending on their personal tax situation, majority of shareholders may prefer capital gains over dividends or vice versa based on the prevalent tax rules.

Dividends are generally paid as cash, although companies also pay dividends in the form of additional shares or in other material form.

It would appear from the experience of Dabur that enunciating a clear dividend policy would go a long way in ensuring investor and shareholder loyalty and trust.



## Book Review



Mr. Venugopal

*Mr. Venugopal has served in LIC of India from 1968 to 2006 for 38 years and retired as an Executive Director. Then he served as the Profaember of the Syllabus Committee for the MSc- Actuarial Science course at the Christ University as well as one of their guest faculty. He is one of the editorial consultants for the Insurance World magazine.*

“You Can Sell”- Results are rewarded, Efforts are not- is Shiv Khera’s revised edition in 2010 and another excellent, easy to read book, very relevant for any sales person, more so for a life insurance professional.

Once again Shiv Khera goes by his trade mark slogan:

“Winners don’t do different things,  
They do things differently.”

A quick glance at the titles of the 31 chapters brings us closer to the concept of life insurance selling - some of them are:

- Pride in the Profession of Selling
- Attitude determines the Altitude

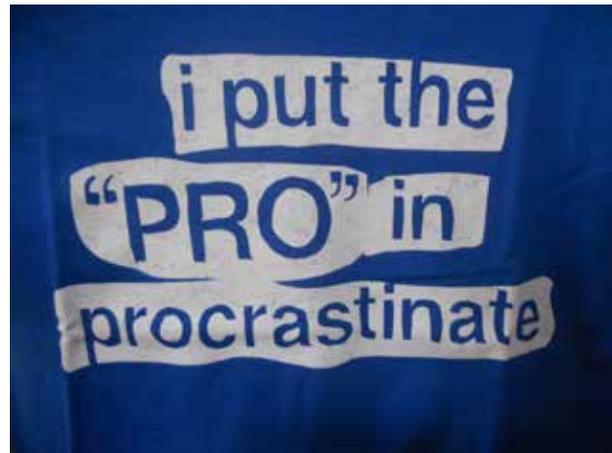
- Formula for success
- Pleasing Personality
- Selling is a Rejection Process
- Transactional versus Relationship Selling
- Prospecting
- Referrals and Testimonials
- Uncovering the Need
- Features and Benefits
- Closing
- Objection Handling
- Negotiation
- Goal Setting
- Managing Time
- Ethics

This book helps you in establishing new goals, develop a new sense of purpose and generate new ideas about yourself and your future. It assists you in creating an action plan for the rest of your life.

The principles explained in this book are universal, applicable to any situation, organization or country.

### **Selling is a Challenge**

Selling has become a bigger challenge today as



1. Today's buyer has many more options.
2. Competition has also become more sophisticated.
3. Media has made people more knowledgeable and aware.
4. Caveat Emptor- Buyer Beware is the old slogan. Now it is Seller Beware, as the seller is perceived to be an expert in his / her field.
5. But the old maxim remains- Survival of the Fittest.

### **Principles, not Tactics**

Selling should have the following Principles, not tactics or strategies:

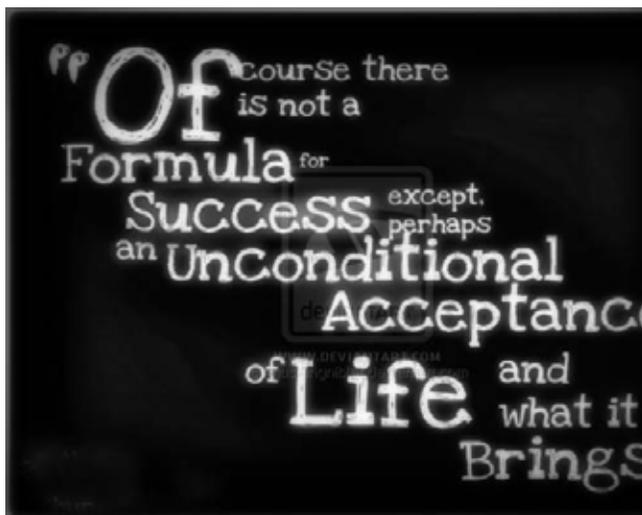
Integrity

Respect and

Responsibility.

The sales person should have the burning desire as illustrated by the incident in the life of Socrates. Once this great Philosopher held a disciple under water tightly till the kid started turning blue. Then he asked the boy "What did you want the most when you were pressured under water?"

The disciple replied "Air". Then Socrates said "Similarly when you want success as badly as you wanted air when you were under the water, you will have it, nobody will be able to stop you on that day." This is called the



Burning Desire.  
Formula for Success  
Be passionate.  
Believe in your product.  
Believe in your company.  
No substitute for hard work.  
Pro-active Persistence – do not quit.  
Be optimistic and positive.  
Bet on a continuous education program.  
Learn from others' mistakes - you cannot afford to make all the mistakes yourself.  
Be enthusiastic.  
Do not procrastinate - do it now.  
Stand by your principles of integrity.  
Success is not measured by how much we go up in life, but how many times we bounce back after we fall down.  
Selling is more of rejections than of acceptances.  
While losers are moaners, groaners and complainers, for a true sales person every NO is NEXT OPPORTUNITY. He celebrates each 'no' as he / she is getting closer to 'yes'.  
Transactional Selling  
Relationship Selling



Commission-based  
Integrity-based  
Tactics based  
Price based  
Value based  
Feature based  
Benefit based  
Short term objective  
Long term plan  
Hard sell  
Soft sell  
Gain  
Gain plus retain  
May have ulterior motives  
Sincere.  
Selling is not Telling but Asking  
There are open-ended and close-ended questions in the selling process.  
Close-ended questions have only 'yes' or 'no' answer. But open-ended questions lead to the closing of the sale like:

- What would you prefer?



- Will you give check or cash?
- Are you looking for something?
- How can I help you instead of May I help you?

**Ethics in Selling**

Reputation is what other people think of you whereas

Character is what we know who we are.

A Sales person too has a lot of obligations like

1. Economic
2. Legal
3. Moral and
4. Social obligations.

How a sales person has to go his / her ethical considerations is best explained by an incident in Abraham Lincoln’s life as a practising attorney. Once a particular case came before



him. On studying the file, he said that the case was technically okay but not ethically. When the client offered to pay any money, Abraham Lincoln replied “Fees is not the issue - because when I am arguing your case in front of the judge, all the time at the back of my mind, I will keep saying to myself ‘Lincoln, you are a liar, Lincoln, you are a liar’ - I cannot live with myself after this case.”

In a lighter vein Shiv Khera has given a few instances of bragging salesmen, who use short-cut methods to win a sale:

In order to convince a client of his company’s claim records, the sales person said “if you fall from the 15th floor of the building, you can collect your claim check while crossing the 10th floor.”

The salesman was filling up the proposal form. When it came to the question of the cause of death of the customer’s father, the customer felt embarrassed as his father was hanged for some crime. The salesman offered to write “Fell down from a platform at a public function.”

The Manager was questioning the high cost in the travelling bill of a salesman.

The salesman mentioned “It is all hotel charges”.

The Manager remarked “You have to stop buying hotels hereafter.”

A Book for every life insurance sales person I find this book eminently suitable for each of our sales force, as it appears to have been written only for our life insurance sales people.

This book of Shiv Khera, one of his other 12 books, also stands in the same line of his international best sales- You Can Win - which has sold over 2 million copies in 16 languages.



# HEALTH MANAGEMENT

## Lion M. Desikan

**Lion M. DESIKAN** is a former District Chairman and Life Member, Lions Club International, District 324A. He is a social activist and literary lover.

### DO YOU KNOW?

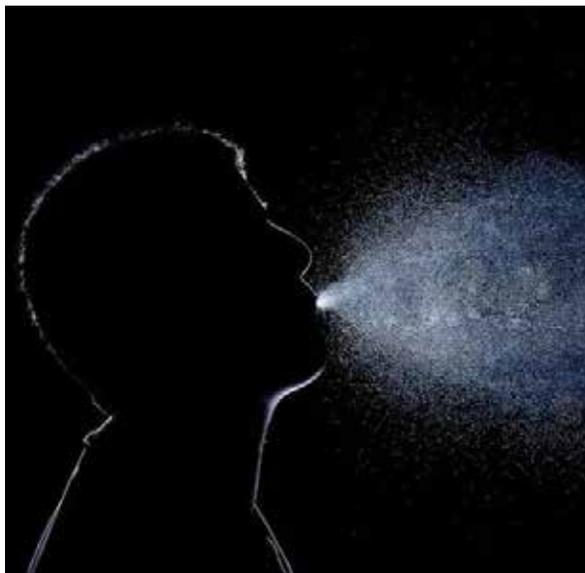
#### SNEEZE SPRAY:

##### What does sneeze spray look like?

New high speed videos have captured what a sneeze look like.

The sneeze leaves the mouth in the form of a sheet of fluids that balloons.

Then breaks into long filaments; finally disbursting into a spray of deposits. It was formally that a sneeze contained only a spray of deposits.



#### MENIERS DISEASE:

Meniers symptom often comes on suddenly.

This occurs daily and frequently and once a year.

Symptoms include; disabling vertigo and a dizziness, loss of balance and nausea.

Tinnitus (ringing in the ear) and fluctuating hearing loss accompanied by a feeling of fullness, pressure or pain may also occur.

#### TREATMENT FOR MENIERS DISEASE:

Meniers disease involves a fluid imbalance in the inner ear, a low salt diet is recommended to decrease fluid retention CRANIAL OSTEOPATHY may help in relieving symptoms and an acupuncture may also help.

#### Fallen arches:

Muscles injury causes the posterior tibial tension.

The main arch supporting and on to lose strength and begin to stretch resulting in pain may cause and the result of aging and continued standing or walking in high heels

Improper footwear is given a contributing factor.

#### STRENGTHENING FILE N ARCHES:

Standing calf raises an effective exercise on strengthening arches.

Place your toes on the edge of a step or raised surface.

Then lift your heal up as high as possible.

This exercise strengthens the arch as well as the entire form.



#### READER'S RESPONSE:

At the outset, let me congratulate you and your devoted team for successfully bringing out the Silver Jubilee Issue of the IMPACT magazine.

Rightly you have introduced a few new columns like the Book Review, Young Achievers and the views of the eminent Educationists. The magazine has a novel look.

Ms S Nivetha has carried the day by her simple and sincere answers to the queries. On behalf of all the readers, I wish her success in all her future endeavors.

Dr Vijayalakshmi, Principal of the Chellammal Women's College, Chennai, in her interview has given frank and fitting replies to your volleys- may I say that she has played with a Straight Bat!

The existing features continue to enthrall us like the motivating article of Dr K Balasubramaniam on Self- Esteem which stresses on Self-Management as an essential quality, the Health Tips by Mr Desikan and the treatise on Valluvam by Mr NV Subbaraman.

While wishing IMPACT more and more laurels towards its Golden Jubilee, let me make a few humble suggestions:

1. Kindly invite contributions from the readers in the form of articles, book reviews and case studies. Some incentive in the form of an annual free subscription for our magazine or a good book- a Reader's Digest compilation etc- can be planned.
2. The Young Achievers can be found in the entire State, especially the rural areas- for example the latest twin girls- Nila Bharathi & Vana Bharathi who scored the maximum marks in the 12th Class recently- and from remote areas.
3. Similarly the Educationists can be interviewed from other Centers too.

R Venugopal.

\*\*\*\*\*

From P RAVIKUMAR:

Sir, Very Information and useful magazine for Youth. This need to reach our Younger generation in large numbers i.e., colleges.

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

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

**Send your questions to:  
[impactjournalindia@gmail.com](mailto:impactjournalindia@gmail.com)**



**G. Viswanathan**

**Mr. G Viswanathan has an army background. He served in the administrative side of Naval High Command**

# Managing the Household

Household and upkeep management is one of the important management requirements for any individual. Self-management and household management are the keys for the success of many celebrities.

It is essential to maintain the house in a systematic manner. The head of the family is responsible to take care all the necessary commitments well within the stipulated time which will pave the way for the kids and youth to observe, follow and learn.

Even if there is an absence of the head of the family for some reason and if the unwritten system is in order, such households will not feel any difficulty in the smooth functioning.

In today's nucleus families, the parents go to work and many children are left unaided till they come back. This being the order of the day, invariably the children become very adamant since they are left alone to

## Developing Money Management Skills in Children

- Discussing money issues regularly and agreeing on short- and long-term goals
- Demonstrating a balance of spending, saving and sharing family income
- Knowing and practicing consumer rights and responsibilities
- Being consistent, fair and willing to share ways to improve money management in the future





take decisions on their own without any matured guidance. In this process, many children get into a mental agony, or scared for unknown reasons. In this situation, it is the foremost duty of the parents to approach and understand from the child's perspective and to guide empathetically during the holidays or during the free time which will be a moral boost for the children to learn the right approaches to handle any situation. It is not only the academic accolades that are important, the parents should know to inspire the children through their approaches during similar situations.

Sending the children after the school hours to the tuition centres, only to keep them engaged again in a school atmosphere till the parents come back from their work, will be a dangerous proposition to the children. After all, an adult if engaged in work fully for more than five hours will have mental fatigue or the work pattern itself thereby the output of such work will only decrease though they spend more time. Similarly, the children after their school hours where they are being drilled by their teachers, once again if they are sent to the tuition classes will result in

mental fatigue to the children and this in turn will create an aversion towards the subjects and the education itself.

Another issue in today's household management in nucleus families' are:

1. Not exposing the children in the household's financial strains.
2. Not exposing the children to the sudden unpalatable situations like small health hazards or the absence of the servant maid or cook.
3. Not exposing the children to take up responsibilities to handle and to learn the unnecessary and avoidable expenditures.

If the concerned parents provide the scope for the above three mentioned issues and help focus their children to a solution based approach, then those children will get groomed for a better tomorrow. After all it is the responsibility of the parents to guide the children to learn the 'Art-of-Living' rather than insist on the 'Art-of-Getting-Marks'.

Life is a holistic combination of the positives and negatives. The real meaning is while every plus will have a minus, every minus will equally have a plus.

Mere academic credentials alone will not bring success to anyone. The success is being attributed on the wholesome self-management





of that individual in any given situation or in crisis.

Giving responsibilities to the children by the parents and make them learn the hardships or the fruits of success are of paramount importance for every parent. Delegation and trust will imbibe and instil the confidence and motivation in the hearts and minds of the children. This will also enhance the self-esteem of the children to face the irregularities of life as a challenge to be conquered rather than looking them as punishments for their past karma.



Our ancient, traditional gurukula system was formed and adhered, that gurukula system enriched the students' not only in learning the subject-matters, it also helped in getting groomed in accepting, involving and delivering the responsibilities that had been entrusted to them. Example: The guru's cattle are to be herded; cleaning the utensils and washing their own clothes to name a few. This also inculcated the team spirit amongst the students to help each other to fulfil the responsibilities, which is the basis for any management oriented organizations or households.

It is therefore a humble request on my part that parents should do their best to bring up their children as they are the future parents. Moreover, they transform as a responsible citizen of our country.



dimensional importance and the value of sport. The candidates would also acquire business skills relating to public relations, marketing and entrepreneurship, which would assist them in the administration of institutions engaged in various sporting activities.

- The students are exposed to the tools and techniques of sports administration including those of event management as well as acquaint them with contemporary trends and issues in sport. The sports science section would cover sports medicine, sports psychology, sports physiology, and sports therapy and health promotion.
- Helps students develop administrative skills necessary for managing the media, sports celebrities and officials.



**A course in sports management focuses on the following areas:**

- Sports marketing
- Sponsorship, marketing and merchandise of sports
- Sports finance & business
- Sports management policy
- Communication with the press and media

- Sponsorship and broadcasting
- Sports event staging
- Knowledge about sports law on contracts and drug use
- Sports ethics and sports organization

Electives may include sports medicine, sports journalism, sports entrepreneurship, grass-roots sports development, leagues management etc.

Career Scope and Job Prospects in Sports Management By year 2025, at least 23 lakh people are expected to become a part of the Indian sports industry. For every 1,100 people on the field, India would need at least 55 coaches, 15 track & field experts, 25 sports medicine experts, 50 trainers, 22 sports nutrition experts, 11 sports psychologists, 106 strength trainers as well as competition managers, bio-mechanical engineers, sports photographers, sports journalists, sports management personnel, sports law experts and event managers, according to a FICCI 2014 report.



**Graduates can avail job opportunities across a variety of fields:**

52 approved national sports federations in India: These governing bodies which aim to promote the respective sport as an industry in India need professional sports managers always.



**Sports branding/ marketing:**

Indian cricketer M.S.Dhoni earned Rs.153 crores through advertisements/ endorsements as per a Forbes 2014 report. Marketing / branding therefore has got immense scope in the field of sports. Sports marketing managers & sponsorship managers will be in demand soon.

**Sports goods:**

Sports professionals who understand the details of sporting merchandise are in demand in India as international brands like Nike, Reebok, Adidas are

increasing their presence in the country.

**Sporting event management:**

Event management companies are hiring sports managers by the dozen to accommodate the rising need to focus only on sports related events. The sports calendar in India is now chock-a-block with a variety of matches and events. It started with just the IPL - Indian Premier League (cricket) in 2008 and by now we have Hockey India League (started in 2013), Pro Kabaddi League (started in 2014), ISL - Indian Super League (for football, started in 2013), Indian Badminton League (started in 2013) and so on. There is going to be a great demand for sports directors, operation managers, communications & PR personnel, venue management professionals, implementation managers, sports administrators, media professionals & so on.

Courtesy: [www.indiaeducation.net](http://www.indiaeducation.net)

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**► Tips To Find Sports Marketing Job**

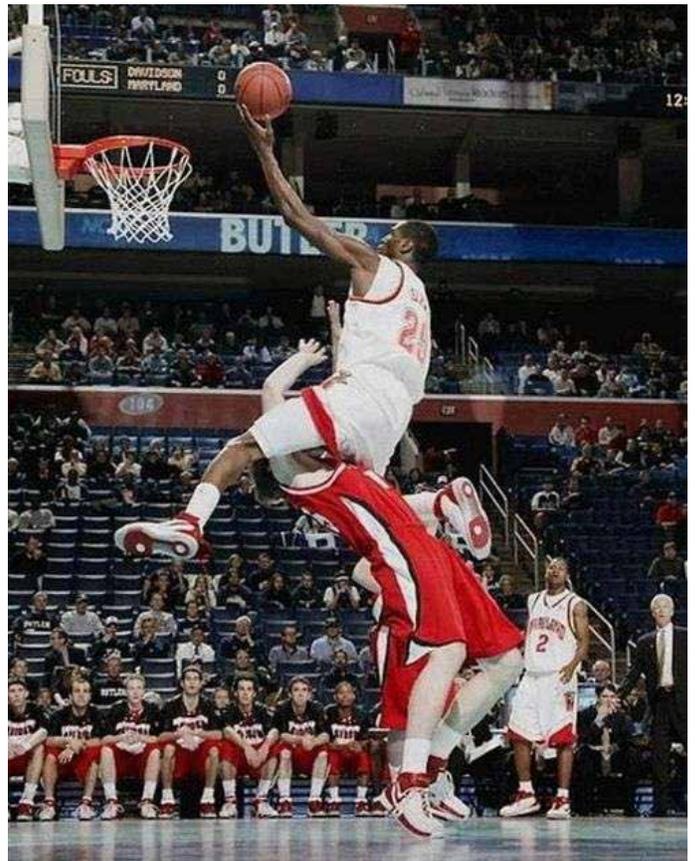
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- Make Network Into A Job



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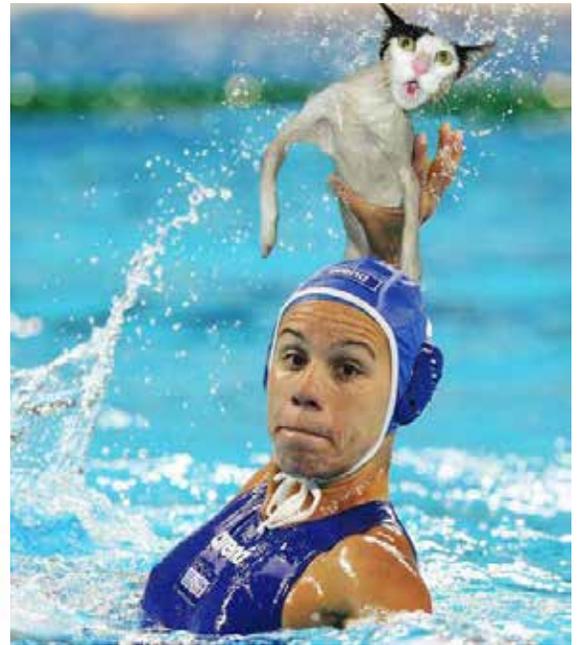
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# Sports humour





"They don't make Raquets like they used to."



Courtesy: Internet

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