

IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

"Choose to live in
peace, not pieces!"

Why do we only
rest in peace?
Why don't we
live in peace
too?



Greetings from **IMPACT**



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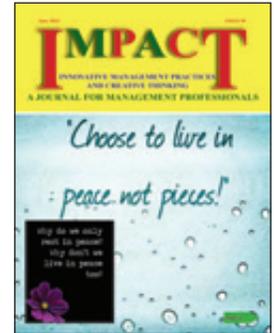
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Dear Readers,

Greetings to all from Impact Team.

Shakespeare used a phrase, “the swiftest hours, as they flew,” as did Alexander Pope, “swift fly the years.” It appeared, just now we welcomed the New Year 2022 with hope to regain and bounce back from the horror grips of the pandemic, which made every country including the mighty, mightier and the mightiest to kneel down on their knees without firing even a single bullet!

In Hindu mythology the story of Basmasura is the typical example for the pandemic. In that, the raakshas Basmasura after doing penance to Lord Shiva, gets a boon, “whoever he touches on their heads will become ashes”. Finally Lord Vishnu in the guise of Mohini, lures Basmasura to touch his own head and destroys him.

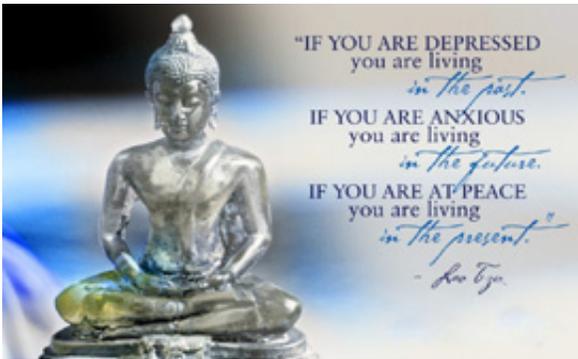
Similarly, as the western media claims, the Covid was born from a Chinese lab, funded by the business icons of U.S.A , made both china and U.S.A to pay heavy price for their demonic deed. Unfortunately, as usual the ignorant and gullible poor and the middle class families fell prey and lost their lives in all the countries across the globe. The rich and the richer went scot free and continue in making more money.

The irony of life is “Rich will become richer and the poor will remain poor”.

The TIME as usual brings solace by bringing CHANGE!

Editorial Team

INSIDE



Why only RIP- REST IN PEACE? Why not LIP - LIVE IN PEACE? —

Mr. R. Venugopal

4



How a “mistaken obituary led to the Nobel Prizes!”

7



Entering Into a Saturated Market? You Can Still Succeed —

Tommy Wyher

10



Poet Kamban’s concept of Statecraft —

Dr. H.V. Hande

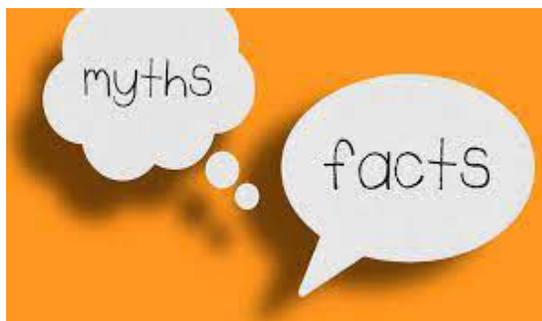
13



Debunking Common Machine Learning Myths —

Rashmi Karan

16



The 6 Biggest Myths About Meetings Today —

Paul Axtell

21



18 Spine-Chilling And Mystical Unsolved Mysteries Of India Which You Need To Know —

Sanjay Gouda

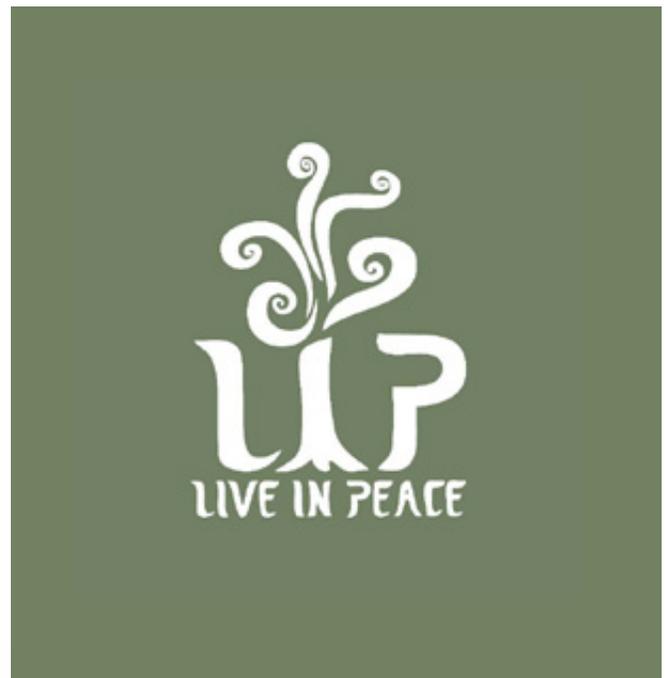
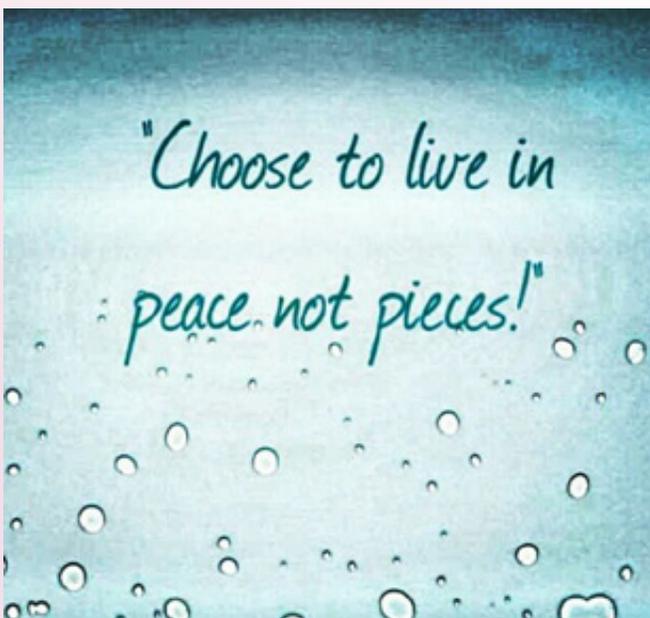
24

Why only RIP- REST IN PEACE? Why not LIP - LIVE IN PEACE?

The results of the Annual UN Sponsored Index on the Happiest Countries of the world for the year 2022 have revealed that India has occupied the 136th position out of 146 nations. Based on the people's own assessment of their happiness, economic and social data, this study has shown FINLAND has taken the First position for the 5th straight year. When we talk about the First, the question naturally rises about the Last- It is AFGHANISTAN with LEBANON with the 145th rank.

Just for our academic interest of the readers, here is the List of the First Five countries-

1. Finland
2. Denmark



3. Iceland
4. Switzerland
5. Netherland

This discussion can not be complete unless we mention about a few significant nations-

- Canada- 14th position
- USA- 16TH Position
- Britain- 17th position
- France- 20th position
- What about our Neighbors?
- China- 82
- Nepal- 84.
- Bangladesh- 94

What gives you Happiness and Peace?

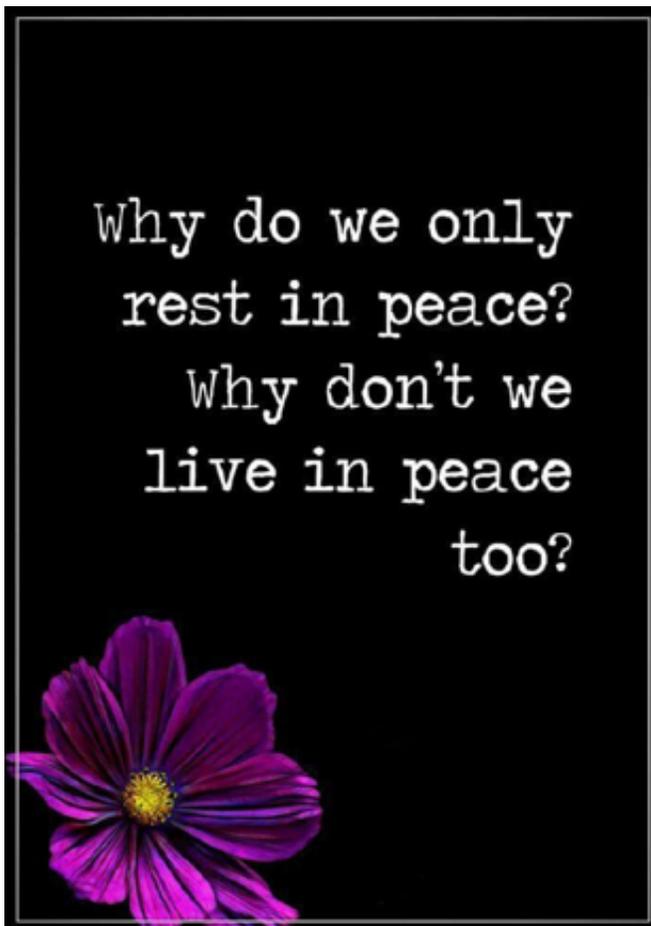
A King had gone for Hunting with his troops. He missed his way in between and got lost alone in the forest. He became highly thirsty and it looked he might even die to hunger and thirst. At last he came across a lonely hut and he tapped the door. An old man opened the door and asked the King “ Who are you and what do you want?” The ego of the King was wounded at the first instance that his own citizen did not recognize the King and fall at his feet- May be, this is the first time that one Subject did not give the due respect to the Royalty. But the King suddenly realized as to what difference it would make even he revealed his identity- after all, his first and foremost need was to get some water immediately followed by little food. Suppose the old man might not believe that

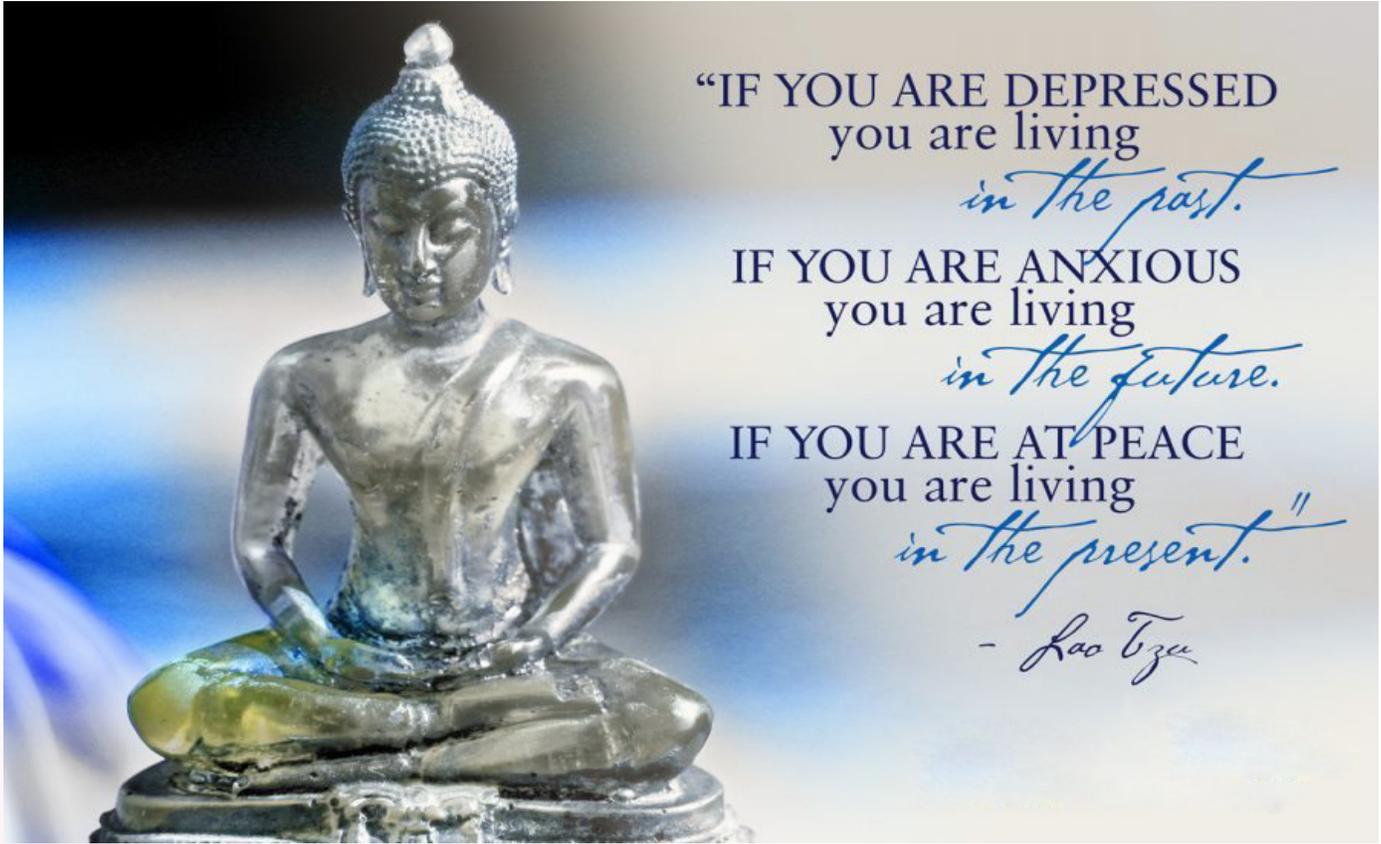


he was the King and might even refuse to help him and the old man might perhaps sympathize if the King simply begged for some water and food and accordingly he pleaded for food and water saying that he lost his way. The King was right. The old man immediately rushed to get some water and food, seeing the tired face of the King, even lamenting that he had only very little food left at the dead of night. The King got his life back on satisfying his needs. He understood that all his wealth, richness and status could not give that happiness and peace which a glass of water and a handful of old cold rice could give at that time. All his ego and sense of importance vanished in a second.

We all come across this Moment of Truth at some time or other in lives definitely.

I can give a perfect example of the Virus Covid which transcended all religions, languages, status of the persons and all distinctions of people. Nobody can disagree with this sentiment. The Pandemic has taught us to appreciate little things. Nothing is permanent. Count your Blessings.





Let us not correct others. It is not our job. Mental peace and happiness are more important and precious than perfection.

Treat each day as your last day- After all, it may be some times!

Life is all about three things-

- Winning the Hearts.
- Losing all bad things and
- Sharing Happy moments.

Make the Life Easier

We have the following levels of Living-

- Level 1- Ignore the Best and always look for the Worst among the people.
- Level 2- Ignore both the Best and the Worst among the people.
- Level 3- Highlight only the Best and ignore all the Worst among the people.

Level 4- Highlight both the Best and the Worst among the people.

Level 5- Highlight only the Best always and ignore the Worst among the people.

Level 5 is the Best method to make the life easier and happier.

This leads to our Principle of Why say Rest in Peace only to people who depart this world and say Live in Peace to all the living people around us and make this entire world a better place to live.

R. Venugopal

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



How a “mistaken obituary led to the Nobel Prizes!”

Can you imagine reading your own obituary in the newspaper? It literally means you come to know in advance as to what would people say about you!

It's said that Alfred Nobel got the chance to see his own obituary and he didn't like what he read.

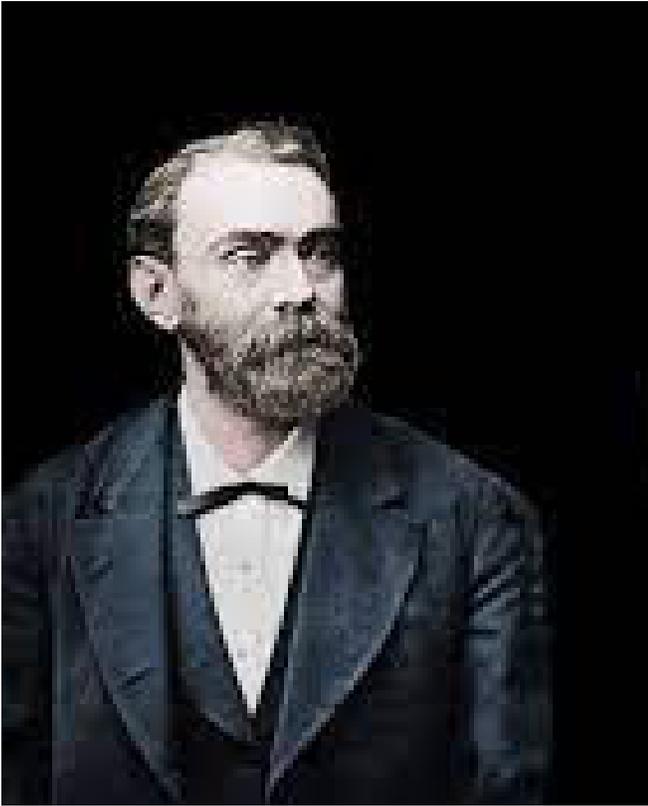
Alfred Nobel was a very wealthy and successful man. He had become an expert in chemistry and had invented three of the most commonly used explosives in the world - dynamite, gelignite (used

in mining) and ballistite, which is still used as a rocket propellant today.

With the huge fortune he made from these inventions, Nobel bought an engineering company called Bofors and turned it into an arms manufacturer. He made another enormous fortune designing cannons and guns and selling them around the world.

Then, in 1888, Alfred's brother died while visiting France.





A French newspaper wrongly thought it was Alfred who had died and it published an obituary that began like this: THE MERCHANT OF DEATH IS DEAD. Dr. Alfred Nobel, who became rich by finding ways to kill more people faster than ever before, died yesterday....

Alfred Nobel was shocked. Was this what people thought of him? Was this the legacy he would leave to the world?



That's when he decided to use his vast wealth to make a positive difference. Nobel set up a foundation with \$250 million dollars in funding. Every year the foundation would consult the leading experts in the world and hand out prizes to people who had made great contributions to humanity. There would be prizes for sciences, for literature, and for promoting peace.

Today the Nobel Prizes are probably the best known and most prestigious award in the world. They have been awarded to great scientists, authors and activists and helped draw attention to many outstanding works and worthy causes.

Nobel set up his foundation in 1895, just in time to influence his own obituary. He died only a year later. The Nobel Prizes accomplished his wish; they created a very different legacy for him than a reputation as *The Merchant of Death!*

He is not remembered as an explosives inventor or arms dealer, but as one of the greatest philanthropists of all times. He is also a great example of how it is never too late to change your life and help make the world a better place.

That is the story of *Alfred Nobel* and the legacy of *Nobel Prizes*.

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Entering Into a Saturated Market? You Can Still Succeed!

Entering a saturated market can be challenging, but specific tactics allow for success.

Offering a superior service or product at the right price can help small businesses compete with corporate juggernauts. The demand is a huge aspect of business, as a new business is not always going to be guaranteed their products/services are widely needed. Entering a saturated market will require a company to innovate to set itself apart from the competition. Here are a few tips to succeed when entering a saturated market:

Industry leaders can help

Going into business on your own as an entrepreneur can be an arduous task. However, name recognition can allow a company to automatically be viewed legitimately by nearly all in the industry. A name

like Elon Musk purchasing shares of Twitter revitalized the stock for a few days. Big names have relationships that can be leveraged in business, which cannot go unstated.

Christian Drapeau is a great example as the most recognized proponent of adult stem cell therapy. He is the CEO of Kalyagen which has made some beneficial partnerships in the last few years. The entrepreneur was even featured on Fox News Turkey explaining how stem cells could battle Covid-19. A huge name in an industry backing a company or product can be the endorsement needed for success.

Digital marketing is imperative

Content is always going to allow a company entering a competitive market to thrive. Airbnb is a perfect example of this when they started out. The vacation rental giant was featured with interactive media showing the economic impact of the business model. Media giants like Huffington Post and BBC picked this up, leading to quite a few backlinks. Backlinks can drive traffic and search engine rankings, which will be explained further below. The content also helped inform potential renters and rental prospects about the possibilities of earning.

Another great form of digital marketing is podcasting. Podcasting can be a great way to generate in-depth content at a low price. The





podcasts can be transcribed to make them easily searchable for those looking to reference certain talking points.

Social media is always going to be a great way to promote any business. Engagement can be difficult to drive in certain niches. Fast food giants, Taco Bell and Wendy's, both have accounts that have a following due to being humorous. While this might not drive as many sales, it does keep content in front of the eyes of potential customers. Partnering with the right influencer can also be something that sets a company apart. Jim Beam partnering with Mila Kunis was a very good idea, as other bourbons don't seem to have a recognizable face for the brand.

Search engine rankings help drive leads on a daily basis for businesses of all sizes. Writing content and doing email outreach to publishers can help get a company's content featured. The right podcast or weekly column that has gained traction in an industry can be a godsend. Ranking at the top of the search engines means these search juggernauts

believe that a business is a thought leader for specific keywords or questions.

Offering varied services/products

Offering additional services when compared to other competitors can work wonders. A digital marketing agency that handles everything from web design to full PPC campaigns is convenient. Managing multiple agencies that only handle one aspect of marketing can be a nightmare in itself. All-inclusive services that provide convenience are something consumers are willing to pay more for.

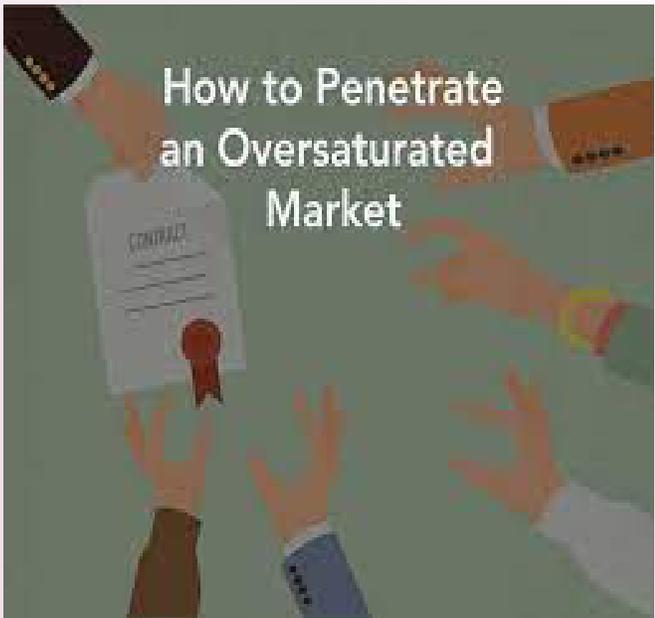
New products should be high-quality, as you do not want to alienate your customer base with a less-than-stellar product. The product should live up to the quality of the rest of the products the company buys. A test run of products could be an intelligent idea before a full launch with a large amount of company money being spent. Market research is always important when releasing a new product, so investing in this is of paramount importance.



Finding top talent in the industry

Hiring all-star after all-star employees is obviously going to have a positive impact on any business. Remote work is the most attractive form of work for most professionals. The commute being eliminated

can save a professional hours per week and quite a bit of money on gas/tolls. Perks attract top talent, but the ultimate perk is working from anywhere in the world from home. Offering remote roles also gives a company the ability to hire employees from around the globe.



Intimidation can be a factor for an entrepreneur who is looking into entering a saturated industry. Risks are important when starting a business, but they have to be calculated. Coming up with an angle for a business that differentiates it from the market can allow a new company to thrive quickly.

Author: By Tommy Wyber

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

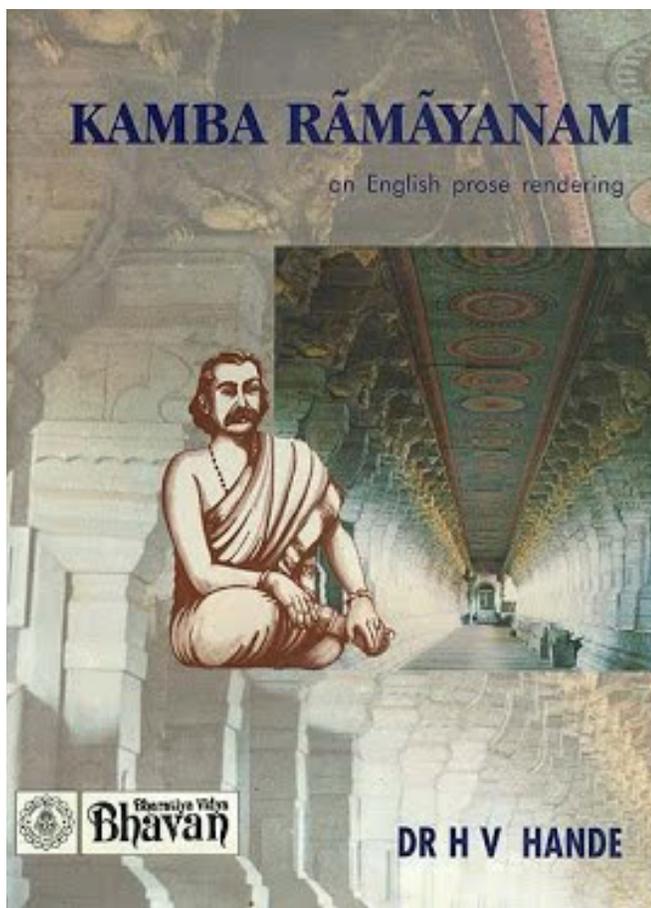
Poet Kamban's concept of Statecraft

In the Kishkinda Kandam of Kamba Ramayanam, Sri Rama, after anointing Sugreeva as the King of Kishkinda, offers the latter, a few words of advice on STATECRAFT.

Here is a part of it. After embracing Sugreeva, Rama offered a few words of advice. He said “Dear Sugreeva, go from here to the citadel of Kishkinda and perform all tasks properly after

examining in detail, taking into consideration the responsibilities undertaken by you. Let all things be done according to rule. Along with Angada, may you live long, select your ministers those who have distinguished themselves with knowledge based on truth. Your army chiefs must be blemish less. You must rule without any fault or slip, moving with your ministers and others in such a way that they neither come too close to you, nor leave you and go far away. Take care that they worship you like God. If there is a smoke of discontentment in some quarters, you have to detect through your intelligence, the fire beneath. Along with your goodness, you have to employ the strategy and statecraft mentioned in books. Do not overlook the talents of even those who are inimical to you. Show a smiling face and talk to them sweetly.

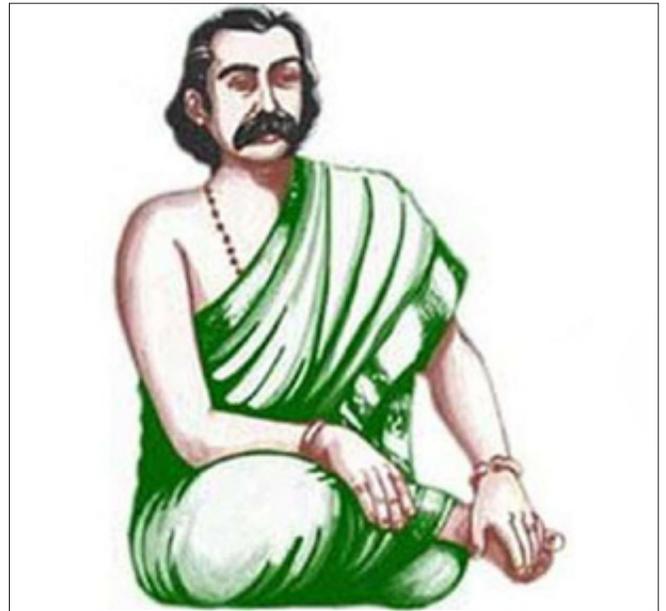
“The most important thing that needs your constant vigilance and protection is the wealth of your state which might make even the affluent celestials cast an evil eye. People in this world are of three categories; friends, enemies and those who are neutral. Do not think evil of any of these three groups, nor harm them. Even though others may carry tales about them to you, do not retaliate with harsh words. Do not covet the property of others. Do not insult or hurt anyone who are physically weak. Only because I transgressed this rule, was I put to great difficulties and thrown into a sea of sorrow by that Kooni. Remember that women may be the cause of death (as in the case of Vali) and suffering (as in our





case). Subjects must be protected in such a manner that they should say of the ruler. 'He is not only our king! He is our mother who has brought us forth'.

“While it shall be your natural duty to protect one and all, if ever any harm is done to the country by anyone of them, you should punish the evil-doer



without transgressing dharma. Birth and death in this world for all beings are the result of their karma. What is there for me to tell you about others, when it is said that even if Lord Brahma forsakes dharma that will be the end of Him? Only the punyam and sins of living beings are responsible for their respective wealth and poverty. Experts do not know of any other reason even from books. Therefore, I advise you to do good deeds which will bring you wealth and eschew bad deeds that will bring you poverty. My dear Sugreeva, administer the state properly and with distinction. Meet me with your ocean like army after the rainy season is over. You may now go”.

The above, is from my English prose rendering of Kamba Ramayanam.

I do hope the present day rulers, would follow the advice of Sri Rama as described by poet Kamban.

Dr. H.V. Hande

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





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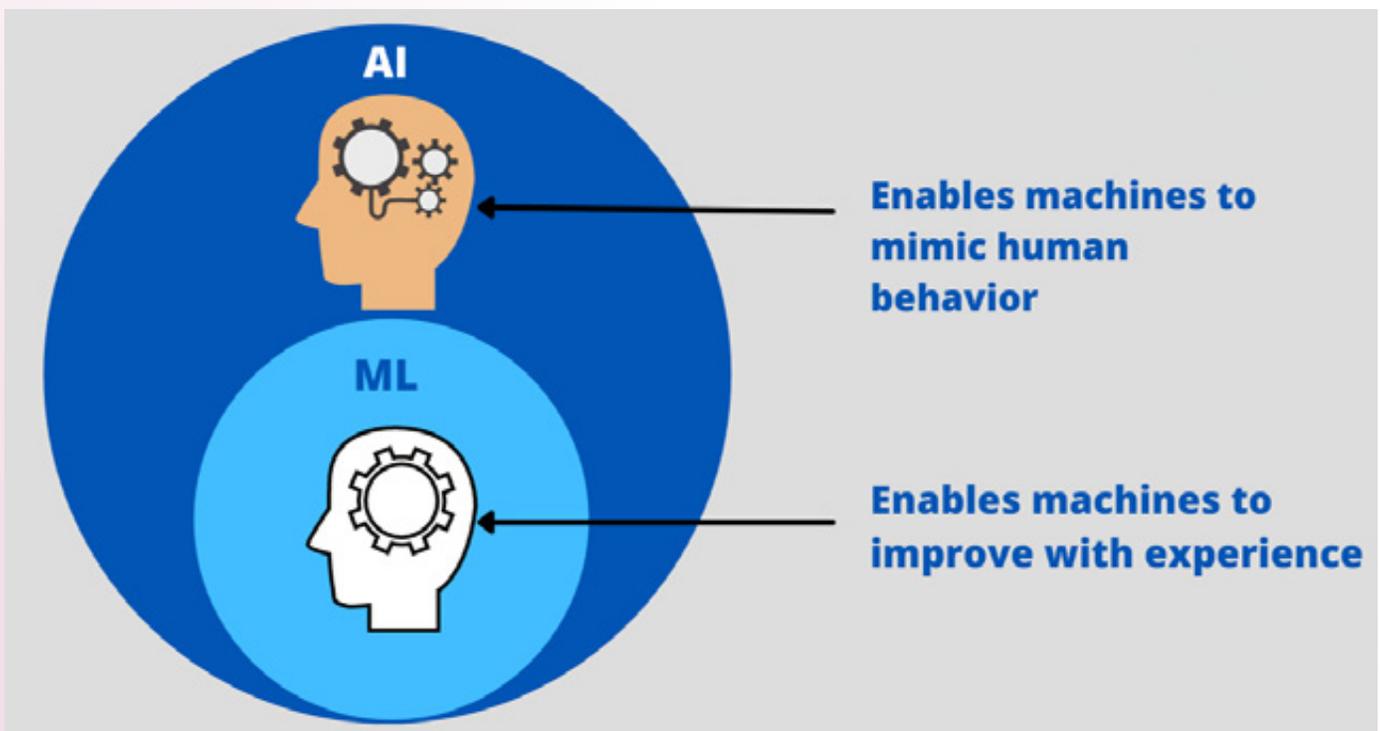
Debunking Common Machine Learning Myths

There is a lot of talk about machine learning these days and talks often propagate myths. In this article, we would like to bust some machine learning myths that are far from reality.

The world is getting smarter every day. There are autonomous cars, smart homes, and robots that serve you at a restaurant in Japan. If this isn't fiction turning into reality then what is? You might be curious that what makes these technologies so smart! So, machine learning is the common term associated with all these inventions. Let's explore some of the common myths associated with machine learning.

Myth 1: Artificial Intelligence and Machine Learning Are Same

Artificial Intelligence refers to the ability of machines to solve problems and learn. These systems mimic the human cognitive functions, allowing decision-making. Machine learning is the subfield of artificial intelligence. It aims to develop methodologies that allow machines to learn. Machine Learning is the ability to identify complex patterns in data sets. It also builds models using algorithms and predicts future behaviors.



Machine Learning Myths Busted!

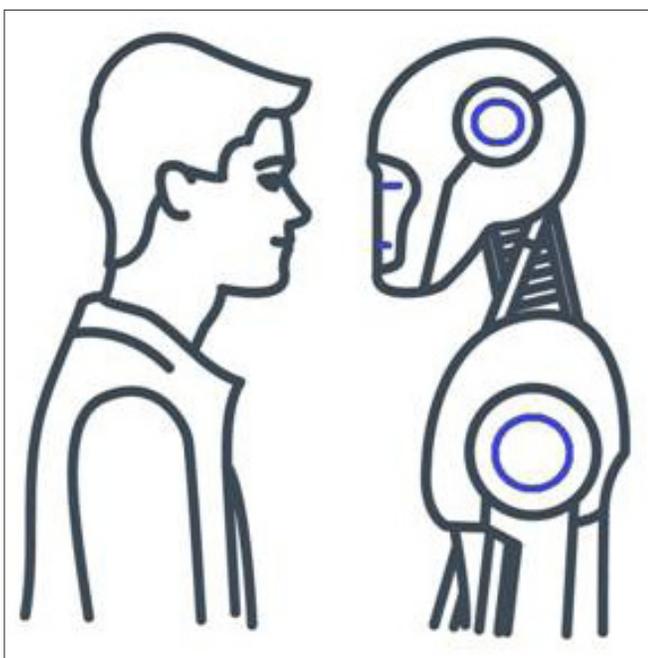
Myth 2: Machine learning is “smarter” than humans

It is not ruled out that it is very likely in the future!

The power of machine learning to find patterns and correlations from the available data is unbeatable. Yet, humans need to intervene to make assessments

from the obtained results. Machine learning makes it possible to detect patterns and throw in recommendations.

In complicated tasks like medical diagnosis, machine learning can give encouraging results. The supervision of humans is still required to determine the results and rule out inconsistencies. This brings us to the next very common myth.



Myth 3: Machine Learning will replace humans

This is a popular topic of discussion these days. But the concern that ML and AI-based systems/robots



8 ULTIMATE MYTHS ABOUT MACHINE LEARNING



will replace humans is not ambiguous. Robots are automating manual work at many places like factories, production processes, and medicine. But, their implementation is as assistive technology and not as employee replacement. ML has simplified many redundant processes and also improved process management and productivity.

Myth 4: You can “just implement machine learning once and forget about it”

Let us take an example of information security here. There is a huge difference between detecting

any system issue and detecting faces. Faces are faces today and they remain so tomorrow, nothing changes, except for aging. But new security issues can come up any day. If we talk about the application of ML in cybersecurity, you can't just install and forget. Everything is changing. Criminals are people with a specific motivation (money, espionage, terrorism, etc.) and their intelligence is not artificial. They can change malware so that smart systems don't catch them.

Machine learning models are usually constant. But, in information security, you may have to train your



ML models from scratch. A security solution that does not update its antivirus base will be useless in long term. Criminals can be dangerously creative when necessary.

Myth 5: You need more and more data to get results

While working on an ML project then it might tempt you to add more data points to the training

data. Yet, it is not always a very good idea to dump in more and more data.

If you feed too much data to your model, it will memorize it and there can be the issue of model overfitting. This further leads to high error rates for unseen data. Keep in mind – ‘Garbage in Garbage Out’ principle. You don’t just need to add data but high-quality data that can help in creating better quality ML models.

Myth 6: Machine learning is a very recent thing

It is a myth. Though there is no judging on this one because ML wasn’t very popular back in the 90s.

The earliest ML applications date back to 1952. Arthur Samuel wrote a program that could learn to play checkers. But, this field of computer science was only reserved for the specialized circles.

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The main reason was their difficulty in obtaining results in practice. Machine learning requires considerable computing power to achieve useful results. With the latest advances, computer science could achieve this feat in the past 2 decades.

I would also like to mention the availability of actionable data. The availability of usable data was very low in the later 20th century. The current explosion in the availability of usable data has made machine learning a hot technology.



Conclusion

We hope this article helped you debunk some of the machine learning myths. Machine learning is already in the game even when its potential is still untapped. A majority of companies are already using machine learning solutions. Some remarkable growth in machine learning and deep learning is very likely in the future.

*Authored by **Rashmi Karan***

Source courtesy: <https://www.naukri.com>

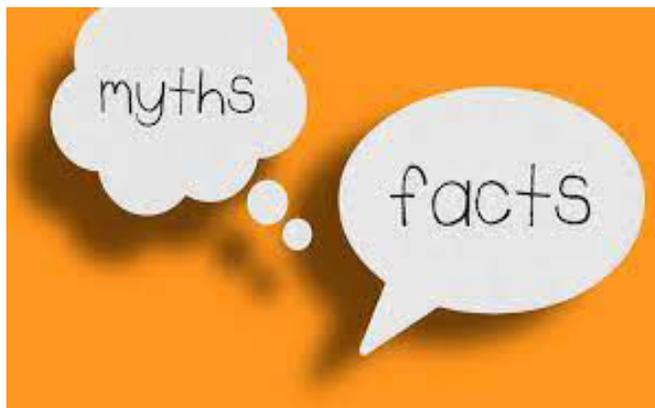
The 6 Biggest Myths About Meetings Today

A new survey out from the software company, Clarizen, states that U.S. employees are spending more time than ever – almost nine hours of the work week -- preparing for and attending meetings. What’s worse is that more than a third of those polled felt that these meetings were unnecessary and a waste of time.

Seeing this, it’s easy to understand why most employees have given up on the possibility of better meetings. Change can seem hopeless, but it’s not. The key for organizations and employees alike lies in questioning the practices that we have not examined before -- the myths that we hold as true.

Most people realize that meetings should have agendas, should stay on track, and should finish on time. In fact, if you were to ask your group these two questions, you’ll find that, for the most part, people know what needs to be done to have effective meetings.

- What do you wish were true about meetings you lead that isn’t true now?
- What do you wish were true about the meetings you attend that isn’t true now?



Try it, and you’ll find the lists to be almost identical. For example:

- Have an agenda and stick to it.
- Start and end on time.
- Manage the people who tend to dominate the conversation.
- Get more people involved in the conversation.
- Make decisions and get things moving.
- Don’t call a meeting if we don’t have anything to talk about.
- Do something about distractions.

This article is about items that will not be on either list. Here are the six biggest myths about meetings today:

Managers should run their own meetings.

If there are only five people in your meeting, run it yourself. If there are 20, no way. Your attention and devoted listening are too important for you to be distracted by trying to manage the conversation. Instead focus on: What value are you getting from the conversation; when does the group need your perspective; what feedback might you have for individuals in your group as you watch them interact in a group setting?

Writing the meeting summary is secretarial work.

People are running from one meeting to the next. Often your meeting ends only because the next group wants the meeting room. Unless you write concise, clear meeting summaries, what you talked about and decided in this meeting



will disappear—and quickly. The person who summarizes the meeting has tremendous influence and power over the future. Find someone who has a gift for writing and understands the importance of getting a one-page summary out within an hour—this might be your best engineer, IT analyst, or salesperson.

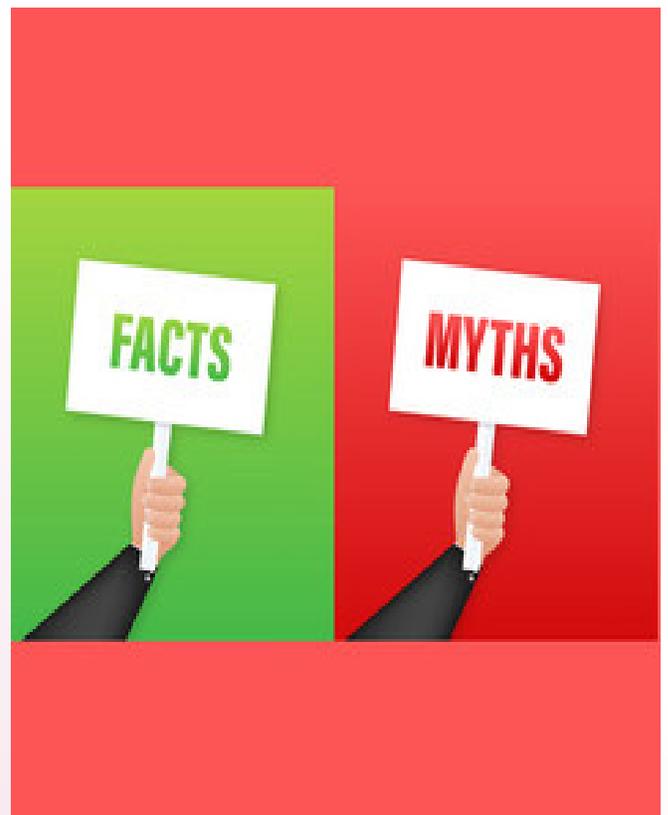
Information sharing is a good use of time.

Meetings are about moving the organization forward. They are about making decisions, reaching alignment and orchestrating action. It's rare that sharing information does any of these things. If information sharing dominates the agenda, you are not respecting the time and talent in the room. Target to spend only 10 to 15 percent of your time on sharing information.

You can count on people to do what they say they will do.

We all know that people do not keep their word. Good, hardworking, well-meaning people do not do what they say they will do because they are busy and working more hours than they want to work.

Culturally, it's okay...it's just not a big deal anymore for people to be unreliable. If you want progress, you must ask people for specific commitments with dates, and you must follow up with them along the way.



PowerPoint always adds value to a meeting.

PowerPoint is wonderful for covering lots of information in a way people can follow. The question is: Do you want a presentation or a conversation? PowerPoint puts people into a default position of thinking about other things and not asking questions. They are basically waiting for the presentation to be over. Think about this in terms of project updates. Are you looking for a simple 10-minute update on how the project is going, or do you want a rich back-and-forth conversation about the project? Which approach allows your leadership team to truly support and impact the project?

Calling on people is harmful.

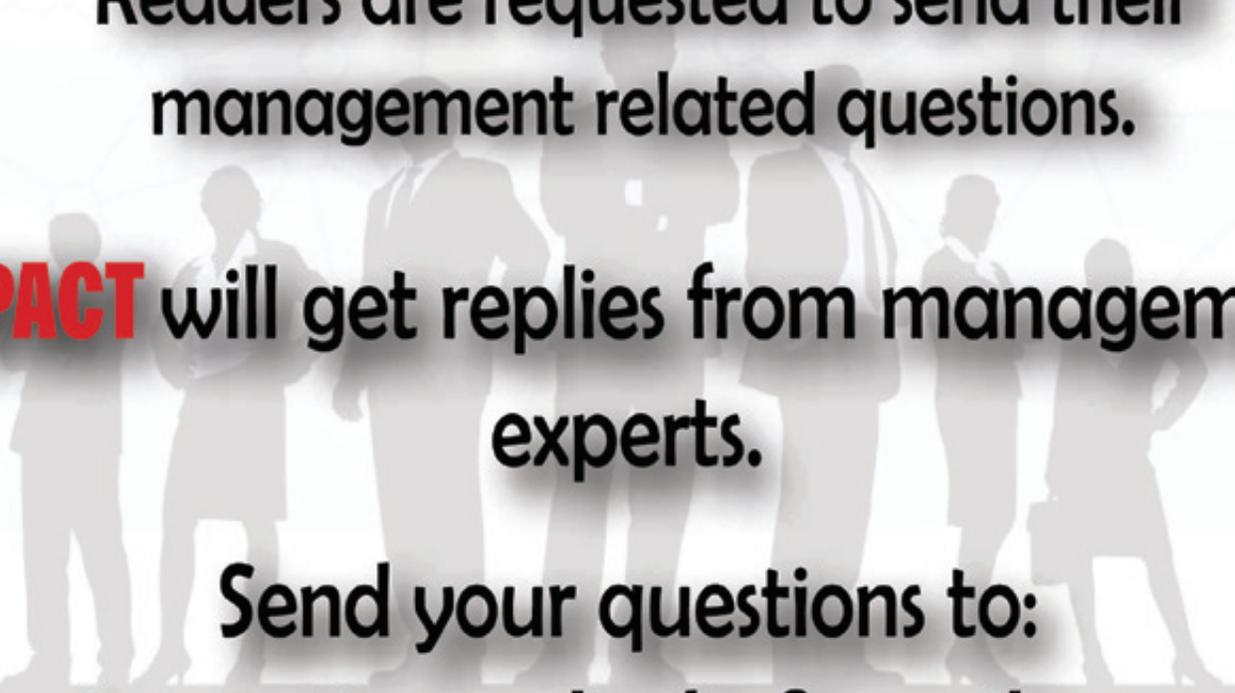
I get it. Do not call on people to embarrass, dominate, or control them. Do not put people on the spot or catch them off-guard. Still, if you want a balanced conversation that is rich with ideas and different points of view, you must call on people to

get their insights if they're not offering them on their own.

This is the perspective that almost everyone has when they walk into a meeting—I'll speak if I feel like it. As a consequence, those who love to talk do, and those who don't, don't. How is that working for you so far?

Dispelling these myths and introducing change to your organization will be easier than you think. As we've seen from the Clarizen survey, you are not alone in the way that you feel – almost everyone wants meetings to be better. Take the first step now, and go out to find your allies. Change will come shortly after.

Authored by Paul Axtell



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

IMPACT will get replies from management
experts.

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18 Spine-Chilling And Mystical Unsolved Mysteries Of India Which You Need To Know



THE HYPOTHESIS: Scientists say the strange reason for this is the chemicals in the water in this area.

India has always been a land of mysteries dating back to centuries ago. Mysteries that lead to question marks in capital letters in our minds. Mysteries that are difficult to explain. There are events, phenomena, and happenings that occur that probably have no explanations whatsoever. Let us take you through the 18 mystical unsolved mysteries of India which will chill your spine down.

1. Mystery Of Twins Village

This village is called the 'Village of Twins' due to the strikingly large number of twin births in the village. Not only that, whoever leaves this village and go to another place and gives birth they also end up having twins. This village currently claims to be having 200 pairs of twins.



PLACE: Malappuram, Kerela

2. Mystery Of The Floating Pillar

This temple is a well known archeological and historical site dedicated to Lord Shiva. A strange thing about this place is that one out of the 70



THE HYPOTHESIS: According to people, they believe amongst the many tricks temple builders of that age knew, this was one of them.



PLACE: Lepakshi, Andhra Pradesh

pillars this temple is built on hangs in the air. This pillar is standing without any support.

3. The Mystery Of The Lifting Stone

A 70 kg heavy stone at this shrine has NO other way to lift whatsoever, except if 11 people in total gather around this rock, point their forefingers at it and name the saint who put a curse on the stone and that is when it levitates automatically.



THE HYPOTHESIS: It is believed that a Sufi Saint called Qamar Ali cursed on this stone being used for bodybuilding about 800 years ago.



PLACE: Hazrat Qamar Ali Darvesh Shrine, Shivapur Maharashtra

No matter what you do, there is no other way to levitate that rock except this one.

4. The Mystery Of Door-Less Houses

No building, or place of residence, houses, shops or for that matter, even schools haven't any kind of doors on them and neither a doorframe. More than that, not a single crime has been reported in this village ever.



THE HYPOTHESIS: People of Ahmednagar, (which is famous for its Shani Temple) hold a strong belief in the powers of Lord Shani and believe that this is all his doing.



PLACE: Shani Shingnapur (35 km away from Ahmednagar)

5. The Mystery Of Snow Skeletons

Around 300-600 skeletons can be seen beneath the surface of the frozen Roopkund lake every year when the ice melts at this mysterious place in India. Radiocarbon tests and forensics date the corpses back to the 15th century AD.



THE HYPOTHESIS: The locals believe that the corpses belong to the then king and queen of Kanauj, who was going on a pilgrimage but plunged into the lake due to a severe hailstorm and died.



PLACE: RoopKund Lake, Himalayas

6. The Mystery Of Magnetic Hill

At the magnitude of 11,000 feet above sea level, it seems like the cars are pulled up at their own



PLACE: The Magnetic Hill, Ladakh



THE HYPOTHESIS: However, they say its an optical illusion. There is one of Gravity Hill which means that a very slight downhill slope appears to be an uphill slope. Why it appears that way can actually be attributed to the obstructed horizon, either completely or mostly. What is also believed to be at work behind this mysterious phenomenon is a magnetic force so strong that it can pull cars uphill. Well, this is the scientific explanation. But as per the villages there believed it to be a path to heaven once upon a time, people deserving of it would automatically be pulled up to heaven while others wouldn't experience this phenomenon.

accord. It is believed you can drive here even with the car ignitions off and the hills will be pulling cars towards themselves. It is a small stretch of road located about 30 km from Leh towards Kargil and known as Magnetic Hill of Ladakh.

7. The Mystery Of Red Rain

The legend of red rain in Idukki Kerela mystified people. Also known as blood rain, it baffled people back in 2001. Such events are even unexplained through scientific reasons and render them so mysterious that they are marked in our minds



THE HYPOTHESIS: Why did it happen? There were multiple theories put forward.



PLACE: Idukki, Kerala

forever. Apart from the fact that it was the usual monsoon time, this part of Kerala experienced rain in blood red color. It was also a very localized phenomenon occurring only over a stretch of a few km.

CESS (Centre for Earth Science Studies) theorized that the red particles emerged out of an exploding meteor. But later, they rejected it themselves.

Indian Meteorological Department's senior scientific assistant Mr. K.K. Shashidharan Pillai came up with an amazing explanation. Mr. Pillai noted that Philippines' Mayon Volcano was erupting at the time when Kerala was experiencing blood rain. So volcanic acidic material was blamed.

It was also thought to be Arabian Desert dust. Another one of the explanations blamed extraterrestrial life. What exactly happened? We are yet to find out.

8. The Mystery Of Suicidal Birds

Every monsoon, this place experiences a very bizarre & sad phenomenon. Over the last 100 years, thousands of birds have flown to their death over a small strip of land in Jatinga, India. Between September and November year after year, several migratory and local birds commit mass suicide at the village. Between 7 and 10 pm, hundreds of birds descend from the sky, plummeting to their deaths by crashing into buildings and trees. The phenomenon has captured the interest of wildlife



THE HYPOTHESIS: The villagers have long held a belief that evil spirits hovering the skies are responsible for driving the birds to suicide. The birds are believed to get disoriented and disturbed when flying near the ridge, causing them to plunge to death. They are said to be mysteriously drawn to the light sources put up by villagers, and become too dazed to fly.



PLACE: Jatinga, Assam

circles and tourists, making the village of Jatinga world famous. What is most mind-boggling is that most of these bird species are diurnal and there's no explanation why they would be flying at night.

9. The Mystery Of Visa God

We all know how tough is it to get a U.S. Visa. Lord Venkateswara is the deity here who is known as visa granting Balaji. It is one of the ancient temples near the banks of Osman Sagar lake. This temple is about 45 min drive from Hyderabad. Since few years this place has become one of the top pilgrimage destinations for truly aspiring US-visa candidates. The mysterious fact about this temple is that they do end up getting one. We don't know if it is the law of attraction or actual Lord Venkateswara's

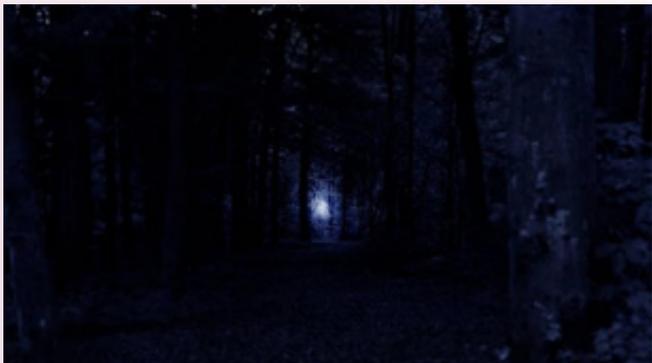


PLACE: Chilkur Balaji Temple, Hyderabad.

blessing, but this temple is already known as the temple of the youth.

10. The Mystery Of Ghost Lights

There have been many sightings of unnatural glowing lights of different colors hovering over the marshes in West Bengal. Referred to as 'Aleya Lights' for many years now, these lights are a nightmare



PLACE: Marshlands of West Bengal.



THE HYPOTHESIS: Scientists suggest that these lights are essentially ionization of methane over the marshes that form out of the decaying organic matter present in abundance in these bogs.

for fishermen, as they usually end up confusing them and they would lose their way. In many cases reported till date, various fishermen have even lost their lives due to these strange lights. These marshes are some of the most mysterious places in India owing to this unexplained phenomenon. The Aleya Ghost Lights are officially a global phenomenon.

11. The Mystery Of Holy Rats

The Karni Mata Temple is infested with 20000 rats. People come from all over the world to worship



THE HYPOTHESIS: The rats are seen as holy because legend claims that when the goddess Karni Mata's stepson was reincarnated by Yama, the god of death, he also allowed all of the goddess's children to be reincarnated as rats. Another version of the story suggests that when a 20,000 strong army fled to Deshnoke, a sin punishable by death, Karni Mata showed mercy and turned them into rats instead. In response, the army promised to serve Karni Mata in her temple forever.



PLACE: Deshnok, Rajasthan

these rodents. It is also known as the temple of rats because it is overrun by animals who run scurry through its stone walls. The rats are seen moving freely around the temple sipping milk from large metal bowls.

12. The Mystery Of Gravity Defiance

A hall that goes by the name of Bara Imambara in Lucknow is one of the most mysterious places of India. It is an important place of worship for the Muslims who come here every year to celebrate the religious festival of Muharram. The bhool bhulaiyan here has intrigued travelers and architects for over 200 years. The history of the BhoolBhulaiya is closely linked to the BadaImambada. In the late 18th century Avadh was reeling under severe drought and to provide employment to his people, NawabAsaf-Ud-Dowhala decided to build the BadaImambada. The monument also stands tall at



THE HYPOTHESIS: There are about a thousand such passageways and most of them lead you nowhere but another passage. If you get into the labyrinth, it is quite easy to get lost and might take a while before you manage to come out. There are so many people who get lost here. Apparently, a bid was made for the construction of the monument and every detail of this place was made very carefully.



PLACE: Lucknow, Uttar Pradesh

50 meters in length but with no pillars or beams supporting it.

13. The Mystery Of Least Accessed Place In India

This territory is an area of dispute between China & India. Regardless of that fact, it is also the least



THE HYPOTHESIS: If it is a UFO, then by definition nobody knows the truth. It's a high-security matter, that the government does not want the general public to know about.



PLACE: Kongka La Pass, Ladakh

accessed area of India. There have been weird sightings of UFO and strange figures of humanoids. The locals in this area believe that it belongs to the aliens. There have been more than 5 sightings of weird undetectable objects here.

14. The Mystery Of The Bullet Baba

This temple is known as the Bullet Baba's temple and is dedicated to a person, Om Banna, who died in an accident 20 years ago while driving his 'bullet'. According to the people who come here to worship the odd god, when Om's bike was taken to the local police station after the accident, it kept disappearing from the police station only to be found at another site each time. The news about this miracle spread like wildfire and the bike is now the idol in the temple.



PLACE: Jodhpur, Rajasthan

15. The Mystery Of The Immortal Flame

"JwalaJi" is the name of Hindu Goddess in Hinduism. She is said to reside as an eternal flame



THE HYPOTHESIS: The religious history telling that when Lord Shiva was in the unconscious state due to death of his wife Sati who threw herself in holy altar after her father accused Lord Shiva. Lord Vishnu divided Sati's body into fifty-one pieces which fell on earth at various places. These places came to know as Shakti Peeths and where Sati's tongue fell is JwalaJi.



PLACE: JwalaJi Temple, in Kangra, Himachal Pradesh.

since time infinity near a place called Kangra in Lower Himalayas, India. The mystical and astonishing fact about this flame is that it is burning since time immemorial.

16. The Mystery Of The Abandoned Village

This town is abandoned and cursed (even the vegetation is limited). Once upon a time, it used to be home to Paliwal Brahmins. Kuldhara stands desolate and an uncanny silence prevails all around since 200 years.



THE HYPOTHESIS: All we know about this village is that all its inhabitants left the village to settle somewhere else and cursed the place so that no one would ever be able to settle down there. About 200 years ago, Salim Singh, the Diwan of Jaisalmer, known for his debauchery and unscrupulous tax-collecting methods, set his eyes on the beautiful daughter of the village chief. The Diwan was absolutely hell-bent on having the girl and he told the villagers if they came in his way he would levy huge taxes on them. Fearing the wrath of the Diwan, the residents of the entire village fled one dark night, leaving behind their homes and everything within them.



PLACE:Kuldhara, Rajasthan

17. The Mystery Of The Spooky Beach

People roaming around the beach hear whispers and voices from behind, but they obviously find no one around that could make the noises. The mystery is that there are a lot of people who disappeared on this beach.



THE HYPOTHESIS: The beach was previously a burial ground for Hindus, and thus it is full of spirits of the dead! Maybe it's the theory that makes it one of the mysterious and haunted places in India.



PLACE: Dumas Beach, Surat, Gujarat.

18. The Mystery of Friendly – Cobras

The spookiest part about this place is that every household in this village is obligated to keep a resting place for cobras. The creepiest part, NO snake bite has EVER been reported in this village. Snake worship is practiced here religiously. Turns out, the snakes are really friendly here.



PLACE:Shetpal, Maharashtra.

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