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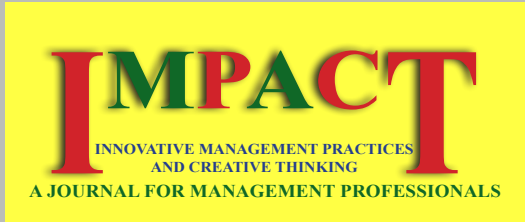
A JOURNAL FOR MANAGEMENT PROFESSIONALS



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**“INDIA THIRD-LARGEST  
ECONOMY BY 2030”**

# Greetings from **IMPACT**



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Dear Readers,

### A Turning Point in Global Dynamics

As we move through October 2024, the world finds itself at the intersection of significant geopolitical, technological, and environmental shifts. This month has witnessed profound developments, some anticipated, while others emerged unexpectedly, reshaping the narrative of our global future.

On the technological front, October 2024 has been marked by major advancements in artificial intelligence and biotechnology. Several companies have unveiled AI systems that challenge the boundaries of what machines can achieve, raising both excitement and ethical questions. These developments are being celebrated for their potential to revolutionize industries ranging from healthcare to education. However, there is increasing concern over the regulation of AI, particularly with the rising use of generative AI in political propaganda and misinformation campaigns.

The convergence of AI and biotechnology is also advancing personalized medicine, with October seeing breakthroughs in gene-editing technologies like CRISPR. These advances offer hope for curing genetic diseases but have also sparked debates about the implications of genetic modification and the ethics of human enhancement.

As October 2024 draws to a close, the world stands at a pivotal moment. The events of this month reflect the complexity of our times—rife with challenges but also brimming with potential for innovation and progress. The question remains whether global leaders and institutions can rise to the occasion, making decisions that will foster peace, environmental stewardship, and technological progress while ensuring that the benefits are shared equitably. The narrative of October 2024 will be remembered as one of critical transitions, and its legacy will be determined by the actions we take today.

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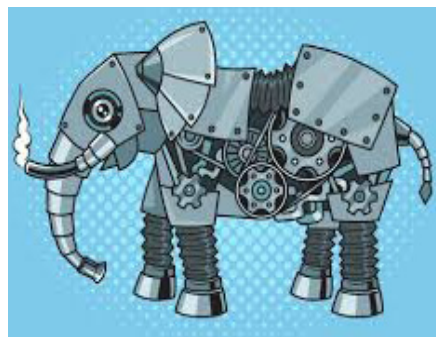
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# Management by Perspectives

**M**anagement by Perspectives is a modern approach to organizational leadership that emphasizes viewing problems, opportunities, and decisions from multiple angles. Unlike traditional, hierarchical management methods that focus on rigid rules or top-down decisions, this approach is rooted in understanding different viewpoints within an organization, fostering inclusivity, and making well-rounded, informed decisions. It's about seeing the full picture before acting, and in today's complex business world, this holistic approach has become increasingly important.

## What Is Management by Perspectives?

In essence, Management by Perspectives involves considering diverse inputs from employees, customers, stakeholders, and even external trends before making decisions. It aims to tap into the collective wisdom of the organization by bringing together different viewpoints. Whether it's a small business decision or a strategic corporate move, understanding different perspectives can reveal hidden challenges and solutions that a single viewpoint might overlook.



This approach is especially relevant in a globalized world, where teams are diverse, operating environments are volatile, and customer expectations are constantly changing. By using perspectives from various sources, organizations can adapt quickly, remain innovative, and ensure that all voices are heard.

## Core Principles of Management by Perspectives

1. **Inclusivity and Diversity:** Involving people from different backgrounds, expertise, and roles within the decision-making process.
2. **Collaboration over Competition:** Encouraging collaboration between departments and teams to exchange ideas rather than fostering competition that silos insights.
3. **Empathy and Understanding:** Trying to understand the motivations, needs, and concerns of employees, customers, and stakeholders.
4. **Adaptability:** Being open to changing directions based on insights gained from different perspectives.

## Live Examples of Management by Perspectives

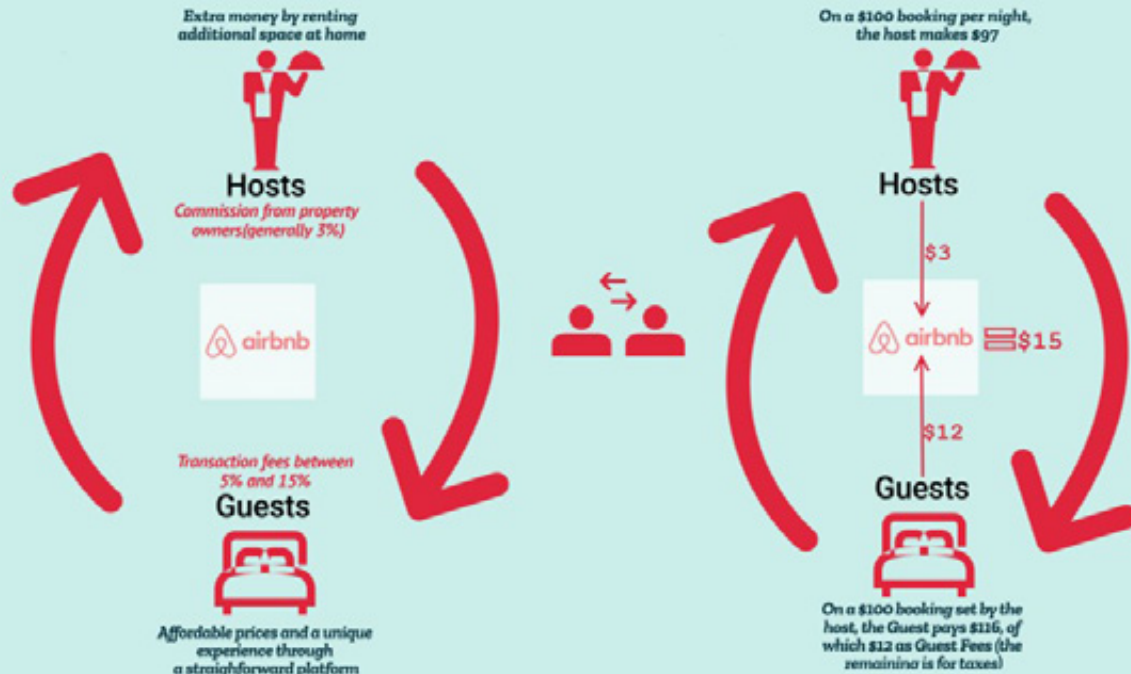
### 1. Google's Project Aristotle: Harnessing Team Dynamics

One of the clearest examples of management by perspectives is Google's Project Aristotle, which set out to identify why some teams were more effective than others. The project began with the hypothesis that the best teams consisted of the smartest



## Airbnb Business Model In A Nutshell

Airbnb is a platform business model making money by charging guests a service fee between 5% and 15% of the reservation, while the commission from hosts is generally 3%. The platform also charges hosts who offer experiences with a 20% service fee on the total paid amount.



people. However, after analyzing hundreds of teams, Google found that it wasn't individual talent but rather how teams operated that mattered most. Psychological safety — where team members felt they could speak up without fear of embarrassment or punishment — was the key factor for high-performing teams.

Google realized that creating environments where every team member's perspective was valued led to better decision-making, innovation, and collaboration. By integrating diverse perspectives and fostering openness, Google allowed teams to leverage the full spectrum of available insights, making them more effective as a whole.

## 2. Airbnb: Building Trust through Diverse Customer Perspectives

Airbnb's success story is closely tied to how it managed to view hospitality from the perspective

of both hosts and guests. In its early stages, Airbnb faced skepticism — would people actually trust strangers enough to stay in their homes? To address this, Airbnb's founders didn't just rely on business metrics or industry standards; they engaged deeply with both hosts and guests, understanding their needs, fears, and aspirations.

For example, after early customer feedback showed that people were hesitant due to safety concerns, Airbnb introduced safety guarantees and insurance for hosts. When users pointed out the importance of trust, Airbnb responded by developing robust user profiles, reviews, and verification features, allowing people to assess potential guests or hosts more confidently.

This focus on understanding the perspectives of both the supply (hosts) and demand (guests) sides of the marketplace allowed Airbnb to build trust, which became a core value in its platform. Today,

the company thrives on this dynamic, offering services that cater to different needs and viewpoints within the ecosystem.

### 3. Deloitte’s Diversity and Inclusion Initiatives

Deloitte, a global consulting and accounting firm, has made diversity and inclusion a central part of its management by perspectives strategy. The firm actively encourages employees from various cultural, gender, and socioeconomic backgrounds to contribute their ideas and perspectives, ensuring that solutions are not only informed by data but also by diverse human experiences.

Deloitte’s “Inclusion Council” is a live example of how they manage by perspectives. The council is composed of employees from different levels and departments, ensuring that various viewpoints are represented in discussions about company policies and strategies. Through initiatives like mentorship programs for underrepresented groups and diversity task forces, Deloitte leverages the knowledge and insights of a broad range of people, creating a more inclusive and effective work environment.

Their diversity initiatives have not only improved employee satisfaction but also contributed to innovation in problem-solving. A diverse workforce brings fresh ideas to the table, and by managing through these perspectives, Deloitte is better equipped to serve its clients across different regions and industries.



### 4. Toyota’s “Genchi Genbutsu”: Going to the Source

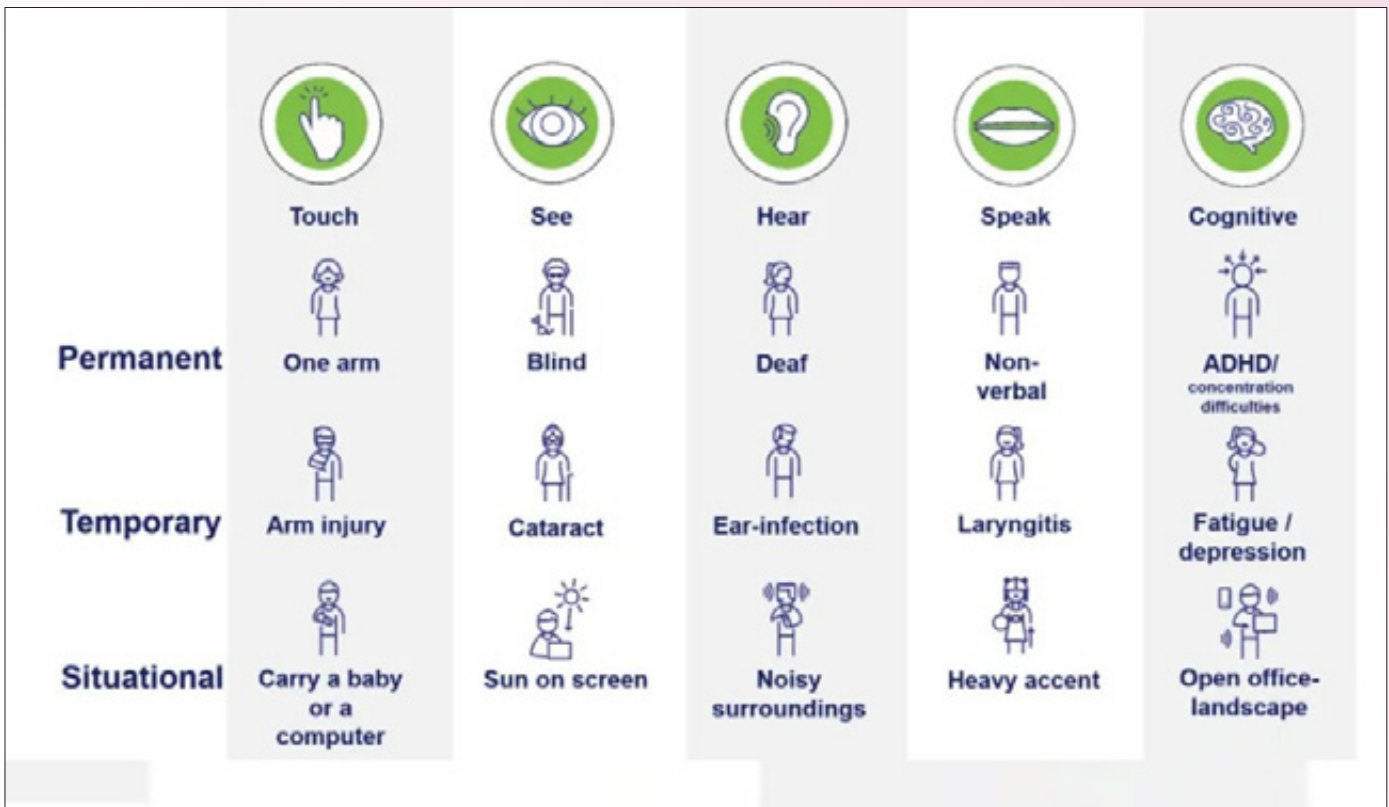
Toyota’s philosophy of “Genchi Genbutsu”, which translates to “go and see for yourself,” is an integral part of its management approach. Instead of making decisions solely based on reports or second-hand information, Toyota encourages its leaders and employees to go to the site of the problem, observe, and gather multiple perspectives before taking action.

For example, when Toyota faced production issues, their managers didn’t just rely on engineers or supervisors. They went to the factory floors, spoke to workers, and saw the process themselves. By doing so, they gained a deeper understanding of the challenges faced by workers and could implement more practical and effective solutions.

This approach to management by perspectives allows Toyota to maintain high-quality standards and continuously improve its processes by drawing on insights from those directly involved in day-to-day operations.

### 5. Microsoft’s Inclusive Design Approach

At Microsoft, the company’s emphasis on inclusive design demonstrates how management by perspectives can lead to better product development. When designing new products, Microsoft incorporates feedback from people with disabilities and individuals who have unique challenges that others might not consider.



For example, when designing their Xbox Adaptive Controller, Microsoft involved gamers with limited mobility in the design process. Their feedback directly shaped the product's functionality, resulting in a controller that was widely praised for its accessibility. By seeking input from individuals with different physical abilities, Microsoft was able to create a more inclusive gaming experience, showing how diverse perspectives can lead to more universally accepted and effective products.

### The Benefits of Management by Perspectives

1. **Better Decision-Making:** By tapping into a range of viewpoints, organizations can make more informed and balanced decisions.
2. **Increased Innovation:** When people from different backgrounds and perspectives contribute, new and creative ideas often emerge.
3. **Higher Employee Engagement:** Employees who feel that their opinions are valued are more likely to be engaged and motivated.

4. **Stronger Adaptability:** Organizations that listen to different perspectives are better equipped to navigate change, whether that's market shifts, technological advancements, or societal changes.

In an increasingly complex and interconnected world, Management by Perspectives is more than just a buzzword — it's a necessity. By embracing a diversity of opinions and viewpoints, organizations can better navigate the challenges of the modern world. Live examples from companies like Google, Airbnb, Deloitte, Toyota, and Microsoft illustrate how managing through perspectives leads to more innovative solutions, higher employee satisfaction, and ultimately, business success. As businesses continue to evolve, understanding and integrating different perspectives will remain a critical component of effective leadership.

**Author: Mr. M. Swaminathan**



# Pandit Nehru & Edwina Mountbatten

Lord Mountbatten who was the Viceroy, during the Partition of India, was hoping that he would continue as the Governor General of both India and Pakistan. While Pandit Nehru welcomed the idea, Lord Mountbatten was told in clear terms by Mohammed Ali Jinnah, that he (Jinnah) would be the Governor General and Mr. Liaquat Ali Khan would be the Prime Minister, of Pakistan.

Post Independence, the bon homie between Pandit Nehru and the Mountbattens (including Edwina), steadily grew. Mr. Natwar Singh, the late Diplomat and a friend of the Nehru family has the following, to say about this “Pandit Nehru’s ‘soft corner’ for the Mountbattens, at times clouded the judgement of Pandit Nehru. Following is his letter written on 21st May 1949 to King George VI.



“ Shri Jawaharlal Nehru presents his humble duty to His Majesty and invites attention to the relinquishment of His Excellency Earl Mountbatten of Burma, of the office of Governor-General of India with effect from June 1948. As India’s last Viceroy,..... The countess Mountbatten Edwina, in her own sphere, has been equally





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active and the men, women and children of India, especially those whom Partition uprooted from their established homes under the most cruel circumstances, owe her, a great debt of gratitude..... It is earnestly suggested that His Majesty would be graciously pleased to confer upon the retiring Governor-General and his Lady some mark of recognition commensurate with their services.

Sd/- Jawaharlal Nehru  
Prime Minister & Minister for External  
Affairs and Commonwealth Relations.

“ In reply, on July 29, 1948, the King’s Private Secretary, Lascellus, wrote to Prime Minister Nehru as follows ‘My dear Prime Minister, The King has given careful consideration to the suggestion put forward in your letter of May 21st. While His Majesty is fully sensible of the distinguished service given to the Crown and to India, by Lord and Lady Mountbatten throughout the former’s tenure of the Viceroyalty and Governor-Generalship, His majesty is of the opinion that adequate recognition of that service has already been given, and that any further recognition of it now, would not be justified’. (What a shame!)”. Mr. Natwar Singh adds,

“I am a genuine admirer of Jawaharlal Nehru but this correspondence does him no good. He made an entirely unnecessary emotional, subjective recommendation which the King rightly

turned down. Jawaharlal Nehru throughout the freedom movement, was vigorously opposed to Independent India having anything to do with the British Commonwealth. There is little doubt that the ‘Mountbattens’, talked him into changing his mind. Similarly, Mountbatten influenced Nehru to take Kashmir to the United Nations”. (What a tragedy). Mr. Natwar Singh continues,

“The Nehru-Edwina correspondence is vast. They wrote to each other with rapturous frequency; but the most intimate letters will never be available. I once asked Vijaya Lakshmi Pandit, Nehru’s sister, if the rumours about her brother having an ‘affair’ with Edwina Mountbatten were true. She said to me, ‘Of course he did. And good for him’,” concludes Mr. Natwar Singh. The above episode shows how the relationship between Pandit Nehru and Edwina Mountbatten, damaged the course of Indian History, 70years ago.

**Dr. H.V. Hande**

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



# Seeking the Divine

The quest for the divine has been a central theme in human existence since time immemorial. Across cultures, civilizations, and epochs, this search for a connection with a higher power, a force beyond the material world, has shaped religions, philosophies, art, and personal journeys. To seek the divine is to engage with the profound mysteries of life, to explore what lies beyond human understanding, and to attempt to transcend the physical realm into the spiritual.

## The Universal Human Quest

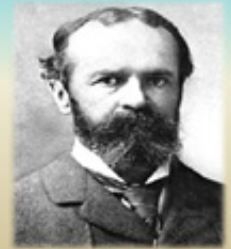
At the heart of the quest for the divine lies a universal impulse — the desire to understand one's place in the cosmos. Ancient civilizations, from the Egyptians to the Greeks, from the Vedic sages of India to the indigenous peoples of the Americas, all developed rich mythologies and religious systems that sought to explain the



## Key Scholar

**William James – 1842-1910.**

American philosopher. *The varieties of Religious Experience*, contains his analysis of mystical experiences.



mysteries of existence. In these traditions, the divine often manifested as gods and goddesses, celestial forces that interacted with human beings, either offering guidance, demanding worship, or testing mortals in their pursuit of truth and righteousness.

The forms of the divine vary greatly across cultures. In monotheistic traditions such as Christianity, Islam, and Judaism, the divine is embodied in a single, all-powerful God who governs the universe and provides a moral compass for humanity. In contrast, polytheistic traditions, such as those found in ancient Greece, Hinduism, and Shintoism, feature multiple deities, each embodying different aspects of life and nature.

## Mysticism and Inner Experiences

While organized religions provide frameworks for understanding the divine, mysticism offers a more direct and personal path. Mystics in all traditions seek an immediate experience of the divine, often





through meditation, prayer, or contemplation. These individuals have historically sought to transcend the ego and unite with the divine presence.

Sufi mystics of Islam, for instance, engage in practices of dhikr (remembrance) and sama (listening to music) to cultivate a state of divine love and union with God. Christian mystics, such as St. Teresa of Avila and St. John of the Cross, have described their journeys as one of spiritual ascent, often marked by intense experiences of divine ecstasy and communion. In the East, yogis and sages have long pursued enlightenment through practices like meditation, breath control, and asceticism, seeking to realize the divine within themselves.

### Nature as a Pathway to the Divine

One of the oldest and most accessible ways humanity has sought the divine is through nature. Many ancient cultures, particularly



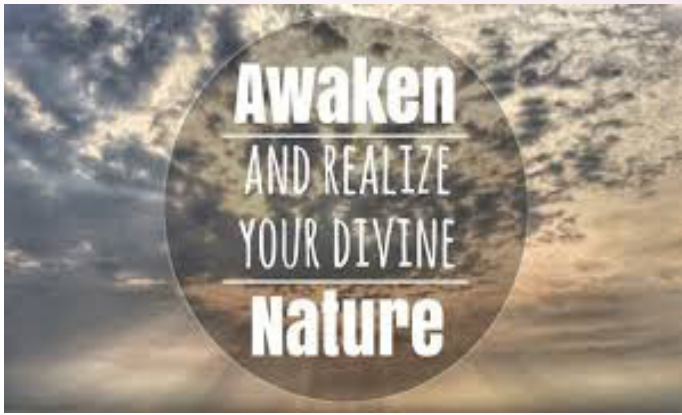
indigenous ones, viewed the natural world as a manifestation of divine forces. Mountains, rivers, forests, and animals were seen not merely as physical entities but as sacred beings imbued with spiritual power.

The concept of the divine in nature is beautifully articulated in the philosophy of pantheism, which posits that the divine is inherent in all things. Spinoza, a key proponent of this view, saw God and nature as two expressions of the same reality, where every element of the universe, from the smallest atom to the vastest galaxy, reflects the presence of the divine.

In modern times, this sense of divine presence in nature continues to resonate. Environmental movements, such as deep ecology and eco-spirituality, call for a return to a reverence for nature, recognizing it as a living, sacred entity. The divine, in this view, is not found in distant heavens but in the trees, rivers, and mountains that surround us.

### Art and Creativity as Divine Expression

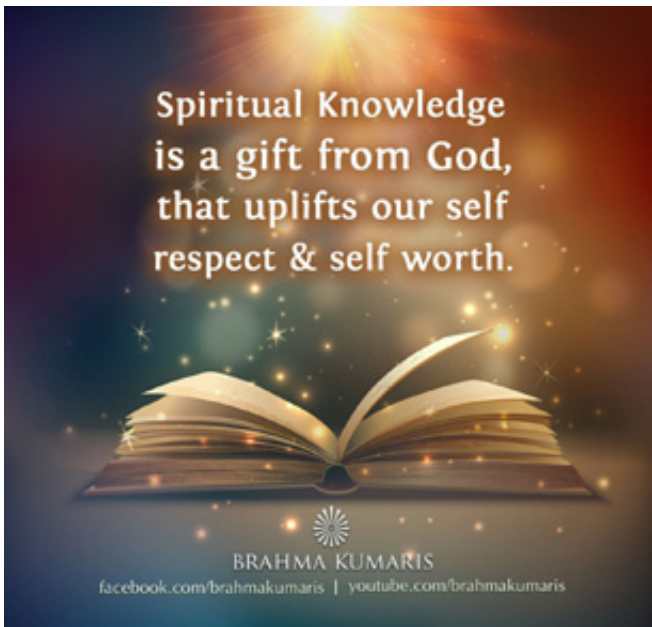
Art has often been seen as a means of channeling the divine. In many traditions, the act of creation — whether through painting, music, sculpture, or dance — is viewed as a way to connect with the divine or to express divine truths. The ancient Greeks believed that artists were inspired by the Muses, divine beings who bestowed creativity and insight upon mortals. Similarly, in Hinduism, Saraswati, the goddess of wisdom, art, and



learning, is revered as the source of all creativity and knowledge.

Throughout history, artists have sought to depict the divine in various forms. Renaissance painters like Michelangelo and Raphael sought to capture the beauty and majesty of the Christian God and saints in their works, while in the East, intricate depictions of deities like Vishnu, Shiva, and the Buddha continue to inspire awe and devotion.

Even in secular art forms, many creators speak of a “flow state” — a feeling of being guided by an invisible force beyond their conscious mind. This experience, often described as transcendent, can be seen as a kind of communion with the divine, where the boundaries between self, art, and the universe blur.



## The Modern Search for the Divine

In the modern world, the quest for the divine has taken on new forms. While traditional religions still play a significant role in many people’s lives, others have sought new ways to connect with the divine that transcend conventional religious boundaries. The rise of spiritual but not religious (SBNR) movements reflects a growing desire for personal spiritual experiences that are not confined to dogma or institution.

Practices such as yoga, meditation, mindfulness, and plant medicine ceremonies have gained immense popularity as pathways to the divine. These practices emphasize direct experience, inner peace, and self-transcendence, offering seekers a way to engage with the divine on their own terms.

## Conclusion

The search for the divine is as old as humanity itself, yet it continues to evolve with each generation. Whether through religious devotion, mystical experiences, nature worship, artistic creation, or modern spiritual practices, humanity’s pursuit of the divine reflects an enduring desire to connect with something greater than ourselves. In this quest, we find not only the divine but also the depths of our own souls, as we seek to understand our place in the vast, mysterious universe.

**Author: Ms. Lakshmi Sastry**



# Divorce At Age 90?

Recently I saw a film- POOKKALAM- meaning Flowering Season in Tamil, original film being in Malayalam. The story is about a 90 year old man calling for a divorce from his 80 year old wife, after a married life for about 70 years and having a son, two daughters and a couple of grand sons and grand daughters and a great grand son too. What is the reason for the divorce?

## A Brief story of the film

The old couple is living in Kerala in their farm house comfortably, being visited by the children every now and then for festivals and important occasions. The film begins with the Engagement function of one of their grand daughters with all people together, a lot of fun and noise. While searching for the actual Engagement letter of the grand daughter, the old man comes across an old envelope with a letter inside. This is a Love letter addressed to his 80 year old wife before 50 years. The old man is shocked and unable to bear it and wants to go for a divorce whereas all children



laugh merrily at his 'discovery'. The old lady too does not take the whole matter seriously, as it has happened 50 years ago and she wishes to continue her life as usual. But the old man is adamant and does not listen to anybody and goes to a family court through a lawyer for divorce. Whether the couple are 80 to 90 years of age or young, the Court is bound to grant them the legal separation, although the wife is not willing. In the mean time, the grand daughter finds out the person who wrote the love letter. He was a music teacher for the family and had developed a love for the mother of girl children and now he is also an old person and he has forgotten the whole issue.





At last, the old lady does not want to refuse whatever her husband desires as a good wife and agrees for the divorce which is granted by the court. After a separation of just one night from each other, the old man realises his folly and joins his wife. All the children celebrate the wedding of the old couple once again instead the engagement ceremony of the young girl.

### The Takeaways

This film has made me contemplate deeply.

Suppose, this kind of love letter you get in your old age, how will you react?

Or if your wife at her old age comes across your old college mate and you engage in an animated discussion with her on the old college days, how your wife will respond?



Even as it is, the first question every newly married girl asks her husband is, “ Did you have any girl friend in your college days or in your office?”

This kind of problem does not arise much for ladies because they are always careful to cut off any male friendship before wedding, although every hubby is curious to know about the same.

A few husbands never like their letters or mails being snooped by their better halves and become highly irritated.

There are many cases where misunderstanding develops between husband and wife over old friendships. I have come across husbands and wives not talking to each other for years together due to difference of opinion. They don't go for divorce in view of social taboo. Nowadays, this feeling is also not there, divorce takes place and the Father is allowed to meet the child once in a week. In some instances, the couple does not go for divorce in view of the mental agony for the children and lives together but their conversation is limited to the same routine 5 or 6 sentences everyday as “ Your coffee is on the table.” “ I am going to the





temple.” and “ I shall return late today evening from the office.”The kids too understand this false friendship when they grow up!

In some cases, the wife takes the husband after his retirement or after 30 or 40 years of marriage and asks the hubby to do all the household chorus and husband too does not have any alternative but to obey as otherwise he would not get the hot morning coffee, while reading the morning newspaper or the nice evening snacks along with the evening tea!

In a few cases, legal separation happens after many years of marriage at the age 50 and more. This is called Grey Divorce or Silver Splitter where spouses over the age of 50 split, typically after many years or even decades of marriage. One of the things that happens in this segment is when feelings of emptiness come in. They have fulfilled their responsibility of bringing up a child together.

Actually this is the time when it is important to reconnect, not to disconnect!

Well, as retired and old people, we should develop the magnanimity of tolerating this kind of small differences of opinion with our better halves and continue to live our lives peacefully. Actually after retirement, men should start assisting their wives in all household duties and help in the home management and exhibit mutual love and respect for each other. Let us show more empathy and admiration in our second innings.

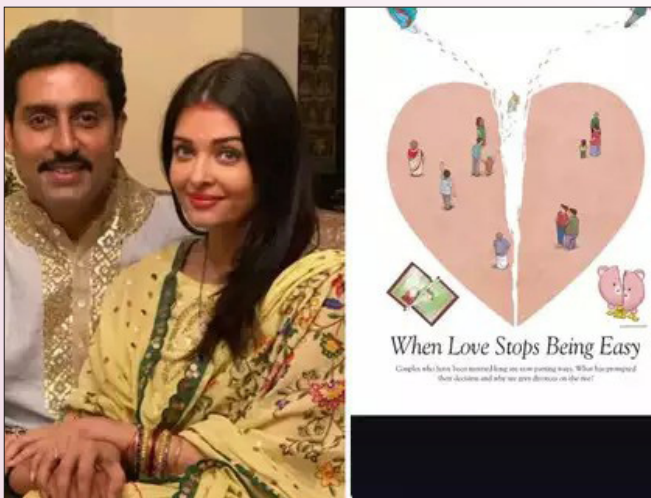
Are you game with my view points?

I shall be delighted to hear your feedback.

**Jest a minute!**


Q- What is the main cause for Divorces?

R- Marriage!



**R. Venugopal**

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





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# India's Space Mission: A Journey of Ambition and Achievement

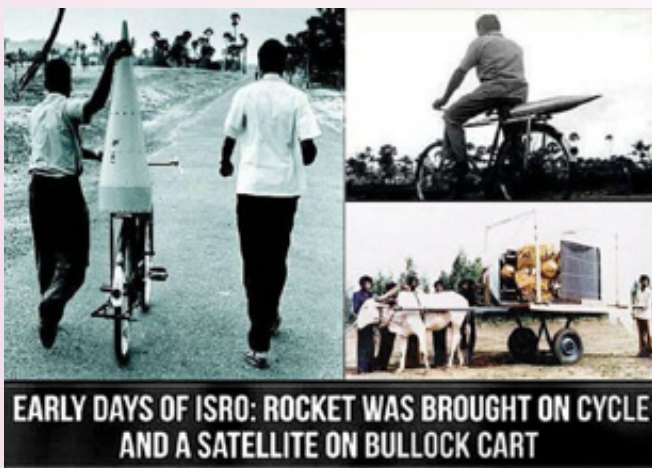
India's space exploration journey, led by the Indian Space Research Organisation (ISRO), has evolved from humble beginnings to ambitious endeavors. Over the decades, India's space missions have showcased the country's ability to master advanced space technology, explore new frontiers, and assert its status as a major spacefaring nation. This article explores the growth of India's space mission, its significant milestones, future ambitions, and the global impact of its space exploration efforts.

## 1. The Birth of India's Space Program: Early Days

India's space mission began modestly in the early 1960s when Dr. Vikram Sarabhai, the father of India's space program, envisioned using space



technology for national development. He saw space technology not as a luxury but as a necessity for addressing India's developmental challenges, particularly in communication, meteorology, and resource mapping.



**EARLY DAYS OF ISRO: ROCKET WAS BROUGHT ON CYCLE  
AND A SATELLITE ON BULLOCK CART**

- 1969: The founding of ISRO marked the beginning of India's space ambitions. Early efforts were focused on developing satellite technology, with the establishment of the Thumba Equatorial Rocket Launching Station (TERLS) in Kerala.
- 1975: India launched its first satellite, Aryabhata, aboard a Soviet rocket. Although primarily an experimental mission, it laid the foundation for India's indigenous satellite capabilities.



- 1980: India successfully launched Rohini-1, its first satellite to be placed in orbit by an Indian-made rocket, the SLV-3, marking the first major step towards independent satellite launching capabilities.

## 2. Milestones in Space Exploration: Reaching for the Stars

ISRO's journey through the 1990s and 2000s marked an era of steady advancements in satellite technology, rocket development, and international collaborations. Here are some of the key milestones:

- Polar Satellite Launch Vehicle (PSLV): Introduced in the 1990s, PSLV became ISRO's most reliable workhorse. It earned global recognition for its ability to launch multiple satellites in different orbits with precision, making India a key player in the international satellite launch market. Notable successes include:
  - 1999: PSLV-C2 launched satellites from South Korea, Germany, and India, marking the first time ISRO launched foreign satellites.
  - 2008: PSLV-C9 launched 10 satellites in a single mission, setting a world record at the time.
  - GSLV and Cryogenic Engine Development: The development of the Geosynchronous Satellite Launch Vehicle (GSLV) with an indigenously developed cryogenic engine was another landmark. Though early GSLV

missions faced challenges, ISRO persevered, and by 2014, it successfully launched the GSLV-D5 with a fully indigenous cryogenic engine. The GSLV's capabilities allow India to launch heavier communication satellites into higher orbits.

## 3. India's Moon and Mars Missions: Bold Steps in Space Exploration

India's space program reached new heights with ambitious interplanetary exploration missions that captured the world's attention.

- Chandrayaan-1 (2008): India's first lunar mission marked its entry into planetary exploration. Chandrayaan-1 made several key discoveries, including the presence of water molecules on the Moon's surface, a finding of immense scientific significance. The mission was also notable for carrying NASA's Moon Mineralogy Mapper, demonstrating India's ability to collaborate internationally on cutting-edge space research.





- Mars Orbiter Mission (Mangalyaan) (2013): One of the most remarkable achievements of ISRO was the successful launch of the Mars Orbiter Mission (MOM). It made India the first country to reach Mars orbit on its maiden attempt and the fourth space agency globally

to do so. Launched at a fraction of the cost of similar missions, Mangalyaan earned global praise for its cost-effective approach to space exploration. Its primary goal was to study the Martian atmosphere, surface, and mineralogy.

- Chandrayaan-2 (2019): Building on the success of Chandrayaan-1, the Chandrayaan-2 mission aimed to explore the south polar region of the Moon. While the lander, Vikram, lost communication during its descent, the orbiter continues to provide valuable data. The mission demonstrated India's progress in complex space missions, even as ISRO geared up for future lunar exploration.



#### 4. The Next Frontier: Chandrayaan-3 and Gaganyaan

India's space program remains forward-looking, with several ambitious missions planned for the coming years, focusing on both lunar exploration and human spaceflight.

- Chandrayaan-3 (2024): Learning from Chandrayaan-2, ISRO is preparing to launch Chandrayaan-3, aimed at making a successful soft landing on the Moon. This mission,



involving only a lander and a rover, will focus on further scientific exploration of the lunar surface and technologies for landing in more challenging terrains.

- **Gaganyaan:** India's Human Spaceflight Program: Perhaps one of the most anticipated upcoming missions is Gaganyaan, which will mark India's first manned mission to space. Planned for launch by 2025, Gaganyaan will carry a crew of three Indian astronauts to low-Earth orbit for a week. The mission is a testament to India's growing space capabilities and is expected to lay the groundwork for future human space exploration, including potential lunar or Mars missions.

## 5. ISRO's Expanding International Collaborations

As ISRO's expertise grows, so does its role in international collaborations. India's space agency has partnered with numerous countries and organizations to advance space science and technology.



- **Commercial Satellite Launches:** Through Antrix Corporation, ISRO's commercial arm, India has launched over 300 foreign satellites from over 30 countries. These cost-effective launches have made India a preferred partner for global satellite operators.
- **Global Partnerships:** India has engaged in various international collaborations, including working with NASA on missions like NISAR (NASA-ISRO Synthetic Aperture Radar), a satellite designed to monitor changes in the Earth's ecosystem, natural disasters, and sea levels.

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- Space Diplomacy: India has extended its space technology to benefit its neighbors under the SAARC Satellite initiative, designed to offer communication and meteorological data to South Asian countries.

## 6. Future Ambitions: Deep Space Exploration and Space Economy

ISRO's ambitions for the future go beyond Earth's orbit, targeting the Moon, Mars, and even more distant destinations. The coming decades could see India establish a strong presence in deep space exploration and the space economy.

- Mars Missions and Venus Exploration: Following the success of Mangalyaan, India is planning Mangalyaan-2, a more advanced mission to Mars, and even looking towards Shukrayaan-1, a proposed mission to study Venus.
- Space Economy: ISRO has set its sights on contributing significantly to the growing

global space economy, which includes satellite-based services, space tourism, and asteroid mining. India's cost-effective space missions make it well-positioned to be a major player in this domain.

- Private Sector Involvement: Recent reforms have opened up India's space sector to private players, promoting innovation and investment. Startups in space technology, such as Skyroot Aerospace and Agnikul Cosmos, are developing indigenous rockets and satellites, fostering a competitive space ecosystem.

India's space mission has come a long way from launching small satellites to planning manned spaceflights and interplanetary exploration. ISRO's success reflects India's technological prowess, innovation, and determination to make space exploration affordable and accessible. As the country gears up for missions like Gaganyaan and further lunar exploration, India's role in the global space community is set to grow, driving scientific discovery, economic opportunity, and international collaboration.

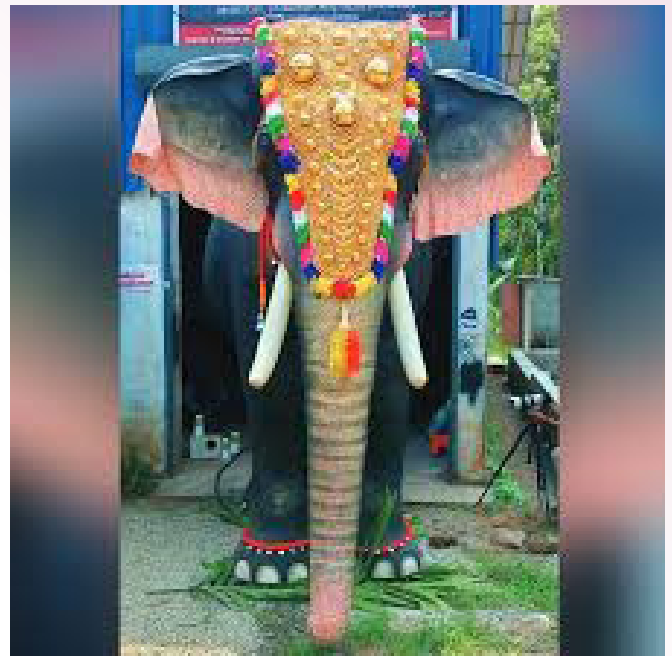
The next few decades promise to be transformative for India's space program, with the potential to place the nation among the leading space faring countries of the world. With its vision firmly set on expanding the horizons of human knowledge, India's journey into space is just beginning.

Author: Ms. Priyanka Chowdry



# Robotic Elephants In Hindu Temples

First term exam for my son just got over and I am feeling a little relaxed as nowadays along with the children we mothers are also studying, relearning our lessons and doing all the activities and project works that were not part of our learning process. But, we were much exposed to the real world compared to our children who are very close to the reel world. Of Course the advancement in technology has made it easier for the children to grasp several abstract concepts much vividly. And while there is a break from the academics, busyness has engulfed me as after the Dussehra holidays there is a school exhibition and I am busy with my son working on the topic of Robotics in Medical Field. In the meantime I chose to write something about the topic of Robotic Elephants in Hindu Temples. This way the workload will be little lesser as both the topics are related to each other. While he has just picked up the concept of coding and trying to create a live model using the



remote control car base to explain his topic to the visitors, I am trying to express some of my personal experiences and opinions regarding the coexistence of man and animal.



Irinjadappilly Sree Krishna temple in Thrissur Kerala became the first Indian temple to receive a robotic elephant from PETA (An Animal Rights Organisation-People for the Ethical Treatment of Animals)-India , that was developed by four entrepreneurs Prasanth, Robin, Jinesh and Santosh at a cost of ₹5 lakhs using an iron skeleton and rubber outer cover. This was supported by the award-winning film actor Parvathy Thiruvothu. Similarly the Thrikkayil Mahadeva Temple in Kochi has received a robotic elephant with help from NGO





and PETA and support from actor Priyamani. In Tamil Nadu too, the Shivan temple in Devarshola in Gudalur Nilgiris got its first robotic elephant on February 4-2024 from the NGO -Voices For Asian Elephants curated by Sangita Iyer.

Before expressing my opinions let me share some of the details that I could come across on the internet while trying to understand the development due regards this topic of Robotic Elephants in Hindu temples.

Until August -2022, the Wildlife Protection Act, explicitly prohibited the trade in wildlife including both wild and captive elephants. On 14 th March- 2024, the centre came up with the public notification with various conditions to be fulfilled while transferring an elephant and as a result, for the first time the captive elephants were allowed to be transferred.

And this change owes its development to the passion and compassion of Sangita Iyer- who received the Nari Shakti Puraskar - The Women Power Award-March 2017- “the highest award for women making a difference in India”- from the

President of India for her courage to expose the plight of captive elephants that are being exploited for profit behind the veil of culture and religion.

Sangita was born in Palakkad district and at the tender age of 3, when she happened to visit their family temple along with her grandparents, that she had come across the temple elephants and her love for this huge animal grew hugely. At the age of 4, her family shifted to Mumbai where she pursued her schooling and completed her BSc in Biology taking up the job of a primary school teacher. From there by a stint she happened to work as a secondary school teacher in Nairobi -Kenya. From there she shifted to Toronto -Canada where she pursued her MA in Environmental Education and Communication from the Royal Roads University and a Post Graduate Diploma in Broadcast Journalism from the Humber College-Toronto. There she began her journalism career as a news desk assistant at CTV- Toronto and gradually became a video journalist and hosted programs at the Roger’s OMNI Television in Toronto. From there she moved on to Bermuda where she reported and anchored the primetime news on the island’s ABC/CBS affiliate ,ZBM News.

In 2008, she co-founded BEA- Bermuda Environmental Alliance - a non profit organisation aimed at educating Bermudians on nature and wildlife issues, and providing practical solutions aligned with earth stewardship. Gradually over the years, she transitioned into producing nature and wildlife documentaries harnessing the power of sound and images to communicate in a manner



that resonated with people. She produced a four - part miniseries, “Bermuda - Nature’s Jewel” for Discovery Channel - Canada’s Daily Planet. Then she hosted, executive directed and produced a six-part series of the same title, currently being used as an educational aid in Bermuda’s schools. In September 2012, she was one of the few Canadians selected for “The Climate Reality Project”, a training by the former US vice-president Al Gore. Her dedication brought her several accolades and awards contributing to her personal growth and at the same time contributing to this change in India with Kerala temple pioneering the task, that’s her native birth place.

Now coming to the plights of these wild animals that prompted Sangita and many other animal lovers to come up with this modern day solution, as per Rajkumar Namboothiri- the head priest of the Kerala temple that received the first robotic elephant, -most elephants in captivity in India including Kerala are being held illegally or have been transported to a different state without permission. Because elephants are wild animals who wouldn’t willingly obey human commands



when used for rides, ceremonies, tricks and other purposes, they are trained and controlled through severe punishments, beatings, and the use of weapons with a metal tipped hook. Many have extremely painful foot ailments and leg wounds from being chained for hours on end, and most don’t get adequate food, water, or veterinary care, left alone any semblance of a natural life. As a result the frustrated elephants develop and display abnormal behaviour. At their wit’s end, they often snap and try to break free, running amok and so harming humans, other animals and property.

According to figures compiled by the Heritage Animal Task Force, captive elephants killed 526

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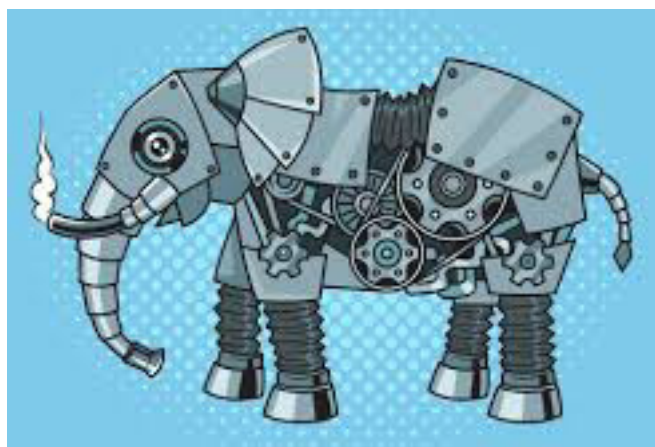
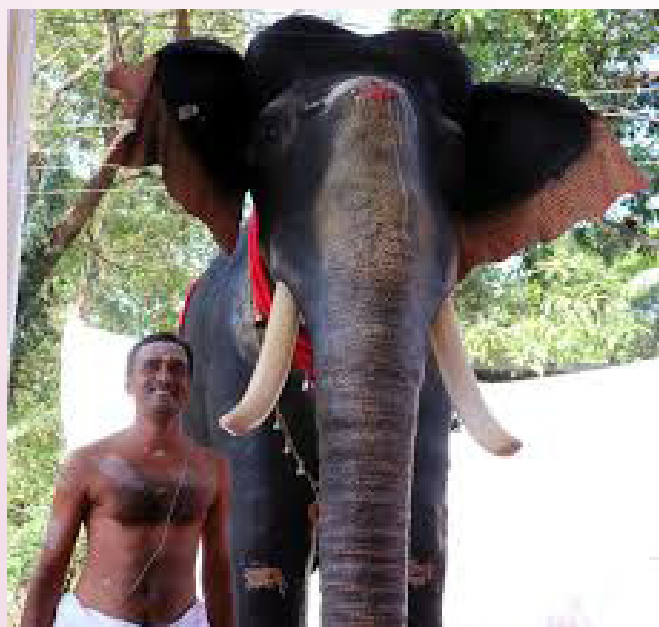


people in Kerala in a 15 - years long period. And the chikkattukavu Ramachandran, who has been in captivity for 40 years and is one of the most often used elephants in the Kerala's festive circuit, had reportedly killed 13 beings - six mahouts, four women and 3 elephants.

Well, I am not a great animal lover, but I don't have any harmful intentions towards them. In Fact, as a homemaker, when I used to enter the kitchen in the early morning, maybe sometime near or away the Brahmamuhurta, I used to notice few cockroaches trying to escape seeing the sudden light at the early hours. And in those Brahmamuhurta I used to start my day by killing those cockroaches before starting cooking. Despite a clean kitchen, these nocturnal creatures manage their ways to play hide and seek through the kitchen sink of the ground floor. Then these lizards and mosquitoes.

Though I have not killed any lizard, but mass killing of mosquitoes, yes through spray and electric shock of the hunter bat. But maybe, size does matter, and when huge elephants are tortured, it touches to the heart of many. But then, is it possible to live in harmony without killing or torturing any animal?

Well, I am not a great soul who has not done any harm to any other living beings who can justify this



act of killing and saving. But, purposefully I have not harmed anybody or any living being. And as an act of survival, let the laws of karma have its justice done to my acts of self defence. But I will share some of my practical experiences of this man-animal coexistence.

Few months back, we shifted house to Adambakkam area to a second floor. Here those early morning cockroach killing has stopped as it's not a ground floor and also I am able to manage my cooking by starting around 6 am as both school and husband's office are nearby. Else, the traffic and time spent in those traffic in the metro cities kill us the way we kill cockroaches and mosquitoes. But here also I am dealing with a challenge.

Now an animal of little bigger size and sentiments, a rat. It's a regular visitor at night to the kitchen balcony where I keep three different dustbins segregating the various types of homebound garbages, though those efforts of me and many other families including the efforts of Chennai Corporation to create a Sringara Chennai ends in serious disaster in those big open dustbins. Again size does matter. This rat had spoiled the previous tenant's dishwasher and I am also keeping my washing machine in that balcony. Now, every night, the rat is coming looking for some food and the backyard of the washing machine is like a safe place to lick those chocolate wrappers or cheese covers or egg shells or even drumstick remains. It doesn't matter whether junk food or healthy organic food, it's food for



that little creature. On the other hand, I have the fear, if it spoils the washing machine, a big hole in my pocket, though I am managing not to show any anger on it for leaving faeces after eating.

Many times I thought of getting a sticky mat to get rid of this little creature. But, for almost four months, it's visiting the balcony and trying to eat something out of almost nothing and trying to survive in its original place where I am a new entrant. So, I should wipe it out in anticipation of property damage or this tongueless creature should fight with me for being a new entrant in its area or we both should have a mutual understanding of not harming each other to live in harmony. Well, human beings are fighting with each other for petty issues and current wars are not coming to an end, and can I expect to establish a mental connection with these voiceless little creatures! But, somewhere I am feeling, it's possible to create connections.

Let me share two more incidents of this man-animal coexistence while in Anna Nagar. There when I was associated with the welfare association, several times the issues of cats and dogs will be raised in the meetings. Interestingly, there was a yoga practitioner who used to love the cats and used to feed them. And those cats used to enjoy those meals and use others' terrace including our building where we used to stay, for emptying their stomach. And more than the cats, it's the mess up they used to create that was the real matter. And as I said, even size of mess up does matter and that to when you are in a hurry to drop your child at school by fighting with the traffic police for taking a shortcut to save time of covering those extra distances due to metro work diversions and discovering dead rats and other faecal matter and a wet doormat right in front of the door. If reaching late, the child will be punished and all your efforts from the Brahmanuhurta killing of cockroaches to the muhurta of fighting with traffic police or the neighbours, as if big cities are filled with several such small issues, that deals with conflict and conflict resolution many times at the cost of losing



peace of mind and then searching that inner peace somewhere in outer spiritual courses.

I too had lost my peace of mind, dealing with my inner and outer challenges and in place of visiting any healing centres, I stood still to deal with them.

Some people through their ordinary living set aside extraordinary examples for others.

In that same street, while many canine lovers used to love to take their pets for a stroll to urinate and pass motion at others' fence areas, there used to be an old Punjabi grandpa who used to carry a paper and a polythene along with his pet to clean up the spots. And personally, unable to deal with a mother cat, I had tried to relocate its kitten from the common area only to land up with several such messed up activities by the cat as if it was taking revenge on me. In fact, one day I had said sorry to God for that act of mine that might have hurt that mother cat. And I don't know, if such heartfelt prayers are actually answered, but from that day the cat didn't trouble me. Interestingly, when I was into trouble and one of my neighbour was justifying the voiceless creature became unjust towards it when it started the mess up work at their door front. So, only when we step into others' shoes that we realise the severity of someone's pain.

Anyways, several such incidents of man-animal conflict and coexistence has taught some management lessons in everyday life, and overcoming a crisis is easier than overcoming the



daily challenges and being a homemaker it's like being out of the pan into the fire almost daily. But nowadays ,neither I am on the pan nor in the fire, rather I am with a pen and a paper.

Now coming back to those robotic elephants,our Gods and Goddesses are associated with several such wild animals as their carriers and as Devadutt Patnaik was once explaining the no conflict and complete harmony among the animals like the snake, the bull,the lion,the peacock,and the rat belonging to Lord Shiva and his family, that curates me to think,is it really possible on our part to stay in harmony with these animals of every size ! And to some extent I feel,yes it's possible,maybe we are not that compassionate to establish such bonds. Else the tribal people are living in harmony inside the deep forests for millenniums and we civilised people are snatching their habitats, their rights, their living and making them voiceless just like the animals and then through NGOs most of which are associated with foreign funds,we work behind the veil of wildlife protection , ensuring employment and basic needs to the native people living near the forest fringes by becoming voice for the voiceless magnificent animals like the Asian Elephants.

I have no right to speak anything wrong against the action taken by these NGOs,but recently I watched the movie on the Bastar belt of Chhattisgarh taken around the issue of Salwa Judum, naxalism and the struggle and determination of a lady IPS officer to eradicate naxalism and the NGOs and popular writers and media people's involvement in protecting

the culprits. Though, the cop character is partly true and partly curated,my take-home from the movie is that, through a chakra vyuh that engulfs poor people who are more voiceless than these animals,many qualified young people are dragged inside,the media,the popular writers are used up to maintain the momentum in favour of several unethical practices and even the government machineries are used up for creating laws most of which are safe vents for our leaders and traps for we public, to bring changes in our society that punch holes in the fabric of social harmony which exists naturally in our country.

The forest dwellers have lived with the art of harmonic living with the wild animals and they are far better educated due regards environmental protection as those forests are their homes and those wild animals are their silent companions just like our Gods and their vahanas.

Ivory trading, sandalwood trading,rare and endangered species are not in danger due to the local natives rather due to the violent beasts hidden inside some human beings. One of the logic explained in the movie on the main cause of sustaining naxalism in the name of communism ,starting from the naxalbari village in West Bengal to Kerala, covering the belt of Bihar, Jharkhand, Odisha, Chattisgarh, Andhra Pradesh, and Karnataka is the rich underneath mineral belt these forest lands have along with the innocent tribals as it's natives.

In many of my posts,I have shared all these things to the Prime minister of India through his NAMO





app only to realise that our good thoughts become their assets and computer generated appreciation mails are the first and last communication between our government and us. Hence I have stopped suggesting my ideas there and through this platform of writing, I am sharing my thoughts and concerns believing that one day a better harmonic coexistence will be created between we the public who have become voiceless like the gigantic elephant and our government who have chained us up within the rules and regulations of this country.

So far, the little creature has not crossed the laxman rekha of my kitchen door threshold to destroy things inside and I have not crossed my laxman rekha to kill the little creature, but one day there was a harmless sudden encounter when it had tried to come to the balcony a little earlier and I happened to open up the door for something and it quickly climbed up the grill and had a narrow escape.

Rather to avoid any serious situations of conflict, at night, I am keeping the dustbins inside and praying for the little rat to find its way somewhere else without spoiling anyone else's balcony.

And while actor Shivaji Ganeshan and his family had got blessings from the Kanchi Shankaracharya for doing the noble acts of donating elephants to some temples, present day actors are getting popular for popularising the robotic elephants. Change is the only constant and the only constant that doesn't change is the act of humanity. Every temple doesn't have elephants but those who used to maintain on various grounds be it of grandeur, religious connections or anything else, if they can continue by following ways that will not harm the animal, rather it will make them feel like God's pets, maybe PETA will not have objection and such temple elephants can set examples of eternal man animal coexistence just like our temples are standing as witnesses of our past glory and achievements.

Finally I have a very personal plea. While these NGOs are becoming voices for the voiceless



**Kerala temple introduces 'robot' elephant built at a cost of Rs 5 lakh for ritual duties**

animals, why none of them are raising voice for the government orderlies who are made voiceless institutionally where they work day and night without any Diwali or Dussehra rather working more on those days while our public servants are busy celebrating Diwali and Dussehra round the year and all these at the cost of public money!!!

Sitting on a wild animal like a lion, Goddess Durga destroys the beast like mahisasur hidden within human beings. Let the spirit of coexistence of man and animal fill every one's heart with joy and tranquillity to get victory over the wild beasts present within us.

Happy Dussehra, Happy Vijaya Dashami. Happy Navratri to all the readers.

**Ms. Chinmayee**

*Am a full-time homemaker and a self-taught passionate artist and an amateur writer looking forward to take my passions to a professional level. I have written certain situational stanzas in English and an amateur autobiography of my life experiences from 1999 to 2021 in Odia titled Baishi Pabache meaning on the 22 nd step.*





# India in 2030: A Vision of Transformation

India, poised to be one of the leading global powers, is steadily moving towards a future defined by its growing influence, economic expansion, technological advancements, and socio-political reforms. By 2030, the country is expected to undergo significant transformations across various sectors, shaping it into a dynamic force on the global stage. Here's a comprehensive look at India's possible trajectory by 2030 across various domains:

## 1. Economic Growth and Industrial Powerhouse

India's economic progress is expected to accelerate, becoming a \$10 trillion economy by 2030, positioning itself as the third-largest economy globally, following the United States and China. This economic growth will likely be driven by:

- **Manufacturing Boom** The "Make in India" initiative, combined with an expanding domestic market, may turn India into a



global manufacturing hub. Industries like electronics, pharmaceuticals, automotive, and textiles will likely see robust growth.

- **Service Sector Dominance** India's IT, healthcare, and financial services sectors are already key contributors to its GDP. By 2030, advancements in artificial intelligence, automation, and cloud technology could further boost these sectors, creating millions of new jobs.
- **Green Economy** Sustainability will be a major driver of economic development. With a focus on renewable energy, electric vehicles, and green infrastructure, India could lead the world in clean energy production, aiming for 50% of its energy from renewables by 2030.

## 2. Technological Revolution

Technological advancements will be central to India's development. With an enormous digital population, the country is set to become a global leader in the digital economy.



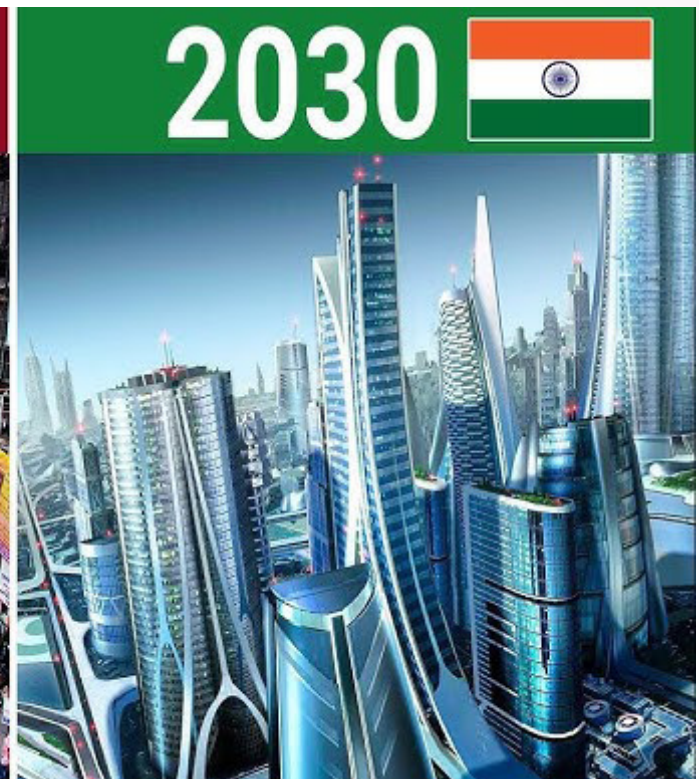
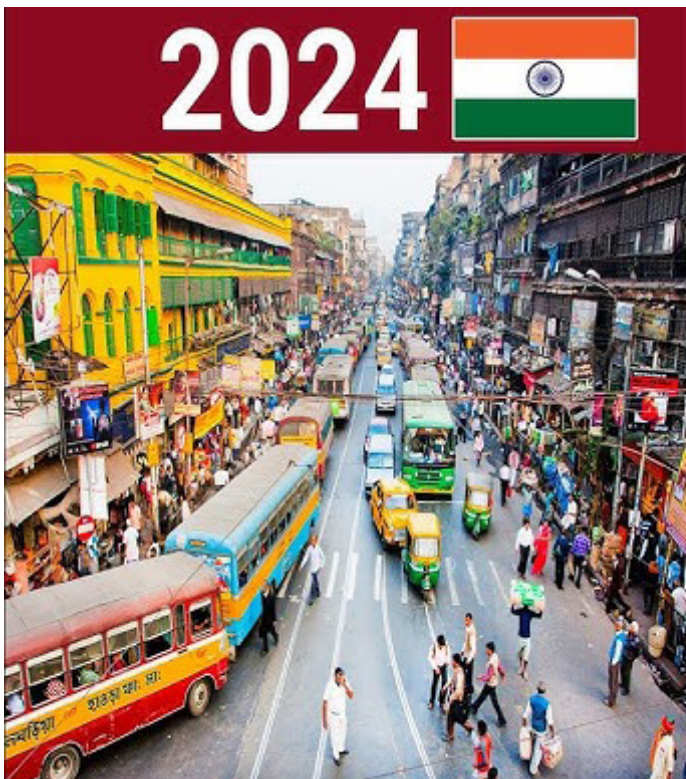
- 5G and 6G Connectivity By 2030, India will likely have nationwide 5G coverage, and could be experimenting with 6G technologies. This will not only accelerate digital communication but also revolutionize industries such as healthcare, agriculture, and manufacturing through IoT, AI, and big data.
- AI and Automation Artificial intelligence will penetrate every sector, from agriculture to finance, streamlining processes, and increasing efficiency. India's leadership in AI development, combined with its massive workforce, could provide a significant boost to global innovation in machine learning and automation.

- Space and Defense Technology India's space agency, ISRO, continues to make breakthroughs. By 2030, India may establish a permanent presence in space exploration, possibly contributing to international missions to the moon and Mars. Defense technology will also see advancements, with India emerging as a key player in cybersecurity, drone technology, and autonomous weapons systems.

### 3. Infrastructure and Urban Development

India's urban landscape will dramatically evolve by 2030, as the government continues its focus on building smart cities, improving connectivity, and modernizing infrastructure.

- Smart Cities The government's Smart Cities Mission is expected to transform urban India with sustainable urban living, digital infrastructure, and efficient public services. Enhanced public transport systems, green buildings, and high-speed internet access will be central to this transformation.







- Transport Revolution India is likely to expand its high-speed rail network and introduce efficient electric public transport systems. The development of infrastructure like the Delhi-Mumbai Industrial Corridor will further boost industrialization and trade. Electric vehicles (EVs) will dominate the roads, supported by an expansive network of charging stations.
- Housing for All The Pradhan Mantri Awas Yojana (PMAY) aims to provide housing for all by 2024, and by 2030, most of India's urban and rural populations will likely have access to affordable, sustainable housing.

#### 4. Demographic Shifts and Social Progress

India's demographic profile in 2030 will have both opportunities and challenges, with a population of around 1.5 billion, making it the most populous country globally.

- Youth Power With over 60% of its population under the age of 35, India's demographic dividend could drive its economic and social development. However, this youthful population will need proper education, skill development, and employment opportunities.
- Gender Equality and Social Inclusion Significant strides towards gender equality and the empowerment of marginalized communities will continue to be a priority. By 2030, greater female participation in the workforce, especially in STEM fields, is expected. Social inclusion policies will aim to reduce disparities based on caste, religion, and economic status.
- Education and Health India's education sector will evolve with technology, promoting







e-learning and personalized education. Healthcare, too, will benefit from telemedicine and AI-driven diagnostics, bringing world-class medical services to rural and remote areas.

## 5. Environmental and Agricultural Future

India's environment and agriculture sectors will undergo transformations as the country grapples with climate change and food security issues.

- Climate Action India is committed to reducing its carbon footprint and achieving net-zero carbon emissions by 2070. By 2030, significant progress is expected, with widespread adoption of renewable energy, reforestation projects, and green infrastructure.
- Sustainable Agriculture India will adopt precision farming techniques, powered by AI and IoT, to maximize yields while minimizing environmental impact. Innovations like vertical farming, hydroponics, and organic farming will become more widespread.
- Water Security India will need to address its water crisis, with improved irrigation, desalination plants, and rainwater harvesting systems. Smart water management systems will be crucial to ensuring sustainable water usage for agriculture and urban areas.

## 6. Global Influence and Strategic Power

By 2030, India will likely emerge as a significant geopolitical player, with an active role in shaping



global policies on trade, security, and climate change.

- Geopolitical Strategy As a member of key international organizations like the United Nations, G20, and BRICS, India will have a strong voice in global affairs. Its strategic relationships with the U.S., Russia, China, and the European Union will influence its diplomatic and defense policies.
- Defense and Security India will continue to modernize its defense forces and expand its defense exports, solidifying its position as a global military power. Cybersecurity and space defense will become integral parts of its national security strategy.

By 2030, India will be a country of remarkable contrasts – where traditional values coexist with cutting-edge technologies. It will be a nation of growing economic power, social reforms, and environmental leadership. The challenges of climate change, rapid urbanization, and socio-economic disparities will remain, but India's resilience and innovation will help it navigate these complexities. As India strides towards 2030, it is not only its internal development that will define it but also its role as a key player on the global stage.

**Author: Ms. Aishwarya Balaji**

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