

IMPACT

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AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

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everyone deserves a HAPPY
LIFE 

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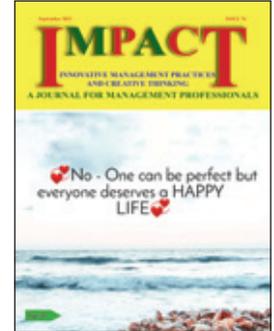
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Dear Readers,

Slowly the world is limping back to near normalcy from the grip of fearsome Covid. The Pandemic made the entire world, including the supposed to be developed nations to bow down and follow our traditional Indian habits of wash your legs before entering our home; wash your hands before you eat; take bath twice a day; go green ; align with nature etc. Now world media is discovering who is behind this monstrous virus and keep coming out with breaking news after news. None of the world leaders have officially confirmed regarding the culprits.

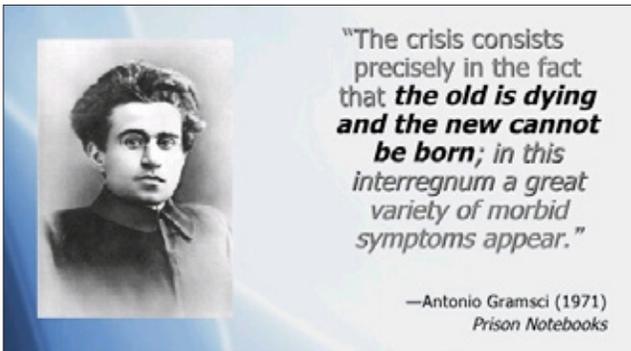
Again, the mighty U.S of A had to make a hasty retreat against Taliban after spending billions in alien territories. Some media says, U.S of A has not lost a penny and the profits had filled the coffers of arms manufacturers in U.S.A.

As usual gullible people and citizens of various countries slog on hourly basis and earn to meet both ends and to pay the respective governments' levied taxes. As the adage goes, rich become richer and poor becomes poorer - continues.

Let us all await for the wonderful days.....

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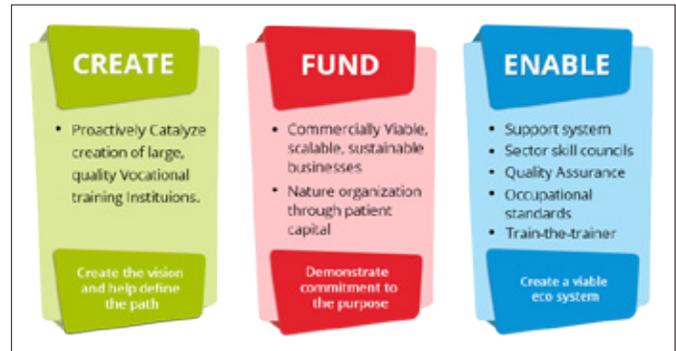
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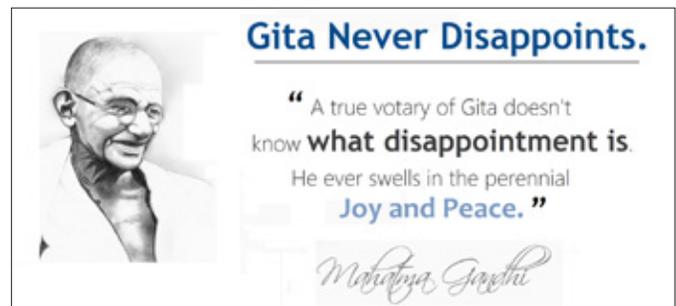
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Strategies to Deal Crisis and Turn Into Opportunity

Many Entrepreneurs face obstacles from the moment they wake up in the morning, whether they're trying to satisfy investors, struggling to meet payroll, dealing with unexpected complications or delivering a new product to market.

Of course, not everyone is cut out for these rough seas. But some individuals stand out as being particularly well-suited for dealing with the "hard things." It's these entrepreneurs who turn what seems to be an unending stream of difficulty into advantage. They emerge from obstacles stronger and more successful. While others lose, they not only remain calm but seize the offensive and the opportunities. Subjected to such obstacles, these entrepreneurs are transformed much in the way that Andy Grove, former Intel CEO, observed, "Bad companies are destroyed by crisis. Good companies survive them. Great companies are improved by them."

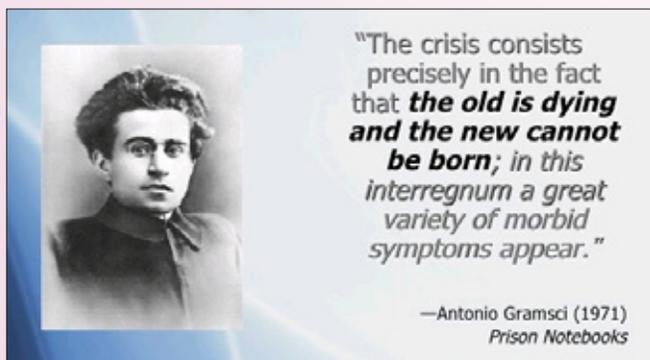
Understanding how to lead your startup through a crisis could save your company's life. But far

too many startup leaders fail at crisis leadership and subsequently lose their jobs or destroy their enterprises. To succeed, you must know how to identify a crisis before it consumes the enterprise and how to make significant changes — rapidly and repeatedly.

What's the first sign of trouble? When you find yourself exclaiming, "Oh, That's not working the way I thought." Anytime the world starts working in a way that you did not expect this might be a signal of an emerging crisis — and that you face a real test of your leadership. First, create a simple process to identify crises early on, before they overcome you and the enterprise. Second, learn how to lead major, rapid changes to contain the crisis. Third, when a crisis strikes, plan around the mistaken assumption and eventually put in place fixes so that it cannot reoccur. You make a major step forward in your ability to lead at such times by simply recognizing that a crisis can mean the discovery that a fundamentally important assumption about the company is wrong.

Unfortunately, many entrepreneurs, feeling that their leadership is imperiled, remain in denial, refusing to admit that a crisis exists. They put off dealing with it, often using some combination of these familiar excuses:

"I don't want to scare anyone by suggesting a potentially dangerous situation."



“Never let a good crisis go to waste.”

- Winston Churchill

“If I admit that one of my assumptions is wrong, people might think I don’t exist.”

“There’s no need to distract people from what they are doing until I know how to fix the problem.”

Mistaken assumptions do not go away; they only become more dangerous and difficult to deal with the longer the delay.

How it is possible for some to turn crisis into opportunity, there has to be a method for understanding and acting upon the obstacles that life throws at us. Roman Emperor Marcus Aurelius forged this formula centuries ago and wrote it to himself as a daily reminder:

“Objective judgment, now at this very moment.
Unselfish action, now at this very moment.”



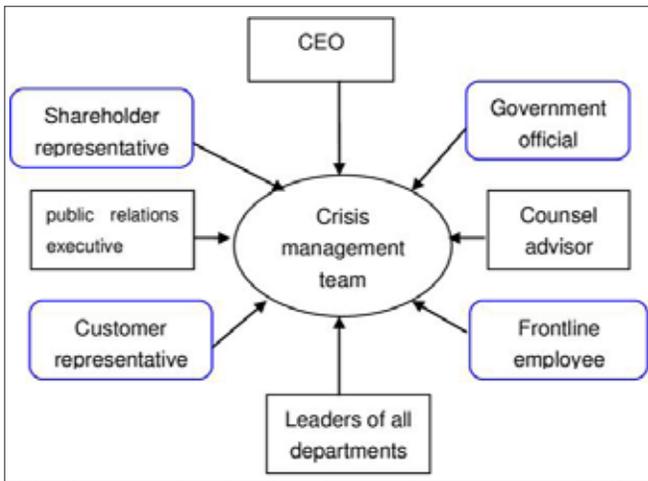
Willing acceptance — now at this very moment — of all external events.
That’s all you need.”

Iconic entrepreneurs like John D. Rockefeller, Thomas Edison and Steve Jobs all used this same formula when obstacles confronted them, even using the situation to fuel their immense ambitions. For them, the obstacle was the way.

Great entrepreneurs understand that just by telling everyone to expect crises as part of working at a startup, they can drive out much of the drama that could arise. Something that is expected becomes much less unsettling when it arrives.

After a crisis has been identified, great entrepreneurs immediately become crisis leaders and form a crisis team, identifying all resources that might be needed and focusing the team on the correct sequence of actions:

1. Let everyone who might be affected know that there is a problem.
2. Contain the problem so it does not become bigger.
3. Implement a work-around.
4. Identify the root cause and implement a permanent fix.
5. Thank everyone involved for making the company stronger.



If you leave a step out, you risk making the problem bigger or possibly reliving the crisis. In either case, the team loses trust in the leader.

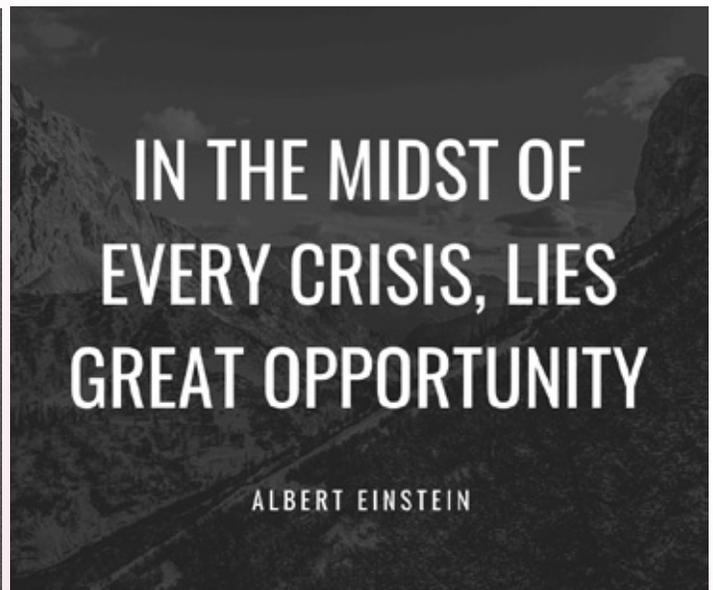
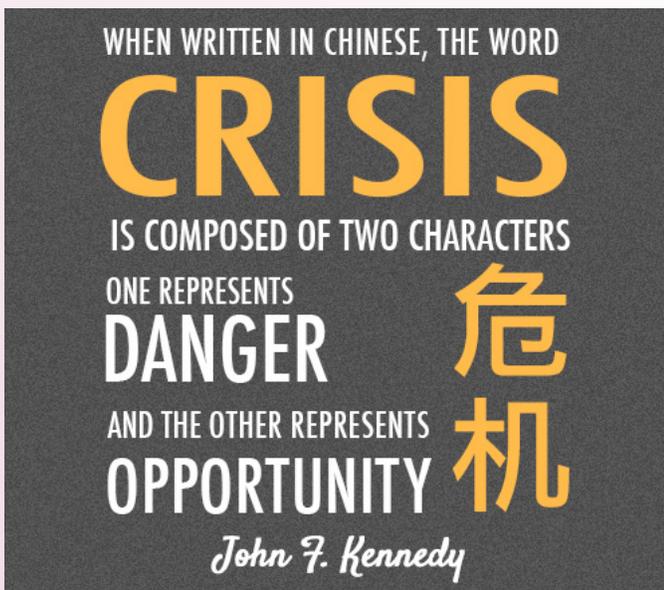
During the crisis, two common pitfalls mentioned below should be carefully avoided.

First, make sure the crisis team consists of the people who control the resources that may be called on to contain and rectify the problem but who will not feel personally threatened by potential solutions. People who feel they may be blamed for a crisis will obstruct or distract the team from objectively considering all the relevant information. You may ask them to help the team, but they should not direct where and how resources are used.

Second, avoid under communicating (provide selective info and block information flow). Many entrepreneurs become secretive in a crisis, not realizing that under communication only heightens emotions, leading to speculation and misaligned actions. You can figure out how much to communicate by answering this simple question: Does everyone that may be impacted by this crisis have the information they need to understand its importance?

Five strategies born of this ancient maxim, forged over centuries, this framework contains timeless wisdom that we all can use to turn the challenges we face into great triumphs for ourselves and our companies. It's the one thing that all great entrepreneurs have in common.

1. Keep a cool head. John D. Rockefeller was barely two years into his first job when the Panic of 1857 struck. Rockefeller could have become depressed and paralyzed by the unfortunate circumstances he faced. But instead of bemoaning the timing of the economic upheaval, he chose to perceive events differently than his peers. He looked at them as an opportunity to learn, to experience a baptism by the market. He was inclined to see opportunity in every disaster, as he once put it.





Within 20 years of that first crisis, Rockefeller alone controlled 90 percent of the oil market.

2. Think differently. Steve Jobs was famous for what observers called his “reality distortion field,” which made him dismissive of phrases like “It can’t be done.” When he ordered a special kind of glass for the first iPhone, manufacturers were aghast at the aggressive deadline. “Don’t be afraid,” Jobs said. “You can do it. Get your mind around it. You can do it.”

Nearly overnight, manufacturers transformed their facilities into glassmaking behemoths, and within

six months they had made enough for the whole first run of the phone. His insistence pushed them past what they thought was possible.

We can choose to reject our first judgments and the objections that spring out of them by insisting that obstacles are in fact malleable not concrete. Like, Apple’s leader we must have faith in our ability to make something where there was nothing before. To companies like Facebook and Google in their startup years, the idea that no one had ever done something was a good thing. It meant there was an opportunity to own it themselves.

3. Ignore the rules. Samuel Zemurray, the owner of a small upstart fruit company, was once told he couldn’t build the bridge he needed across the river in Central America. This was because government officials had been bribed by United Fruit, one of the most powerful companies in the United States at the time.

So Zemurray had his engineers build two long piers that reached far into the center of the river instead. When needed they strung a temporary pontoon that could connect them in a matter of hours.

Readers are requested to send their
management related questions.

IMPACT will get replies from management
experts.

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Crisis can be an opportunity

Those who view it as an opportunity expect to recover faster and maintain or grow their revenues



When United Fruit complained, Zemurray simply laughed and replied, “Why, that’s no bridge. It’s just a couple old wharfs.” We can see this type of stoic ingenuity in startups like Uber and Tesla. There are times that we must take bold action that requires ignorance of outdated or oppressive regulations to accomplish our business goals. What’s right is what works.

4. Anticipate (think negatively). There is a popular technique being used by individuals at startups and Fortune 500 companies that the Harvard Business Review has called the pre-mortem. This pre-mortem technique, designed by psychologist Gary Klein, is an exercise in practicing hindsight in advance. But like all great ideas, it’s actually nothing new. The credit goes to the ancient Stoics. They even had a better name for it: premeditatio malorum (premeditation of evils).



Our plans rarely resemble the way things turn out. But as stoic entrepreneurs, we can rehearse in our minds what could go wrong and not be caught by surprise. Using this process, we surpass our competitors who are shocked and fall back, devastated by what they did not imagine coming.

5. Amor fati (or love your fate). When Thomas Edison’s entire research and production campus burned to the ground, he didn’t get angry or become despondent. Instead, he became energized and invigorated. In only three weeks the factory was partially back up and running, all because Edison practiced what the ancient Stoics called amor fati, love of fate.

We too can follow above strategies and use what others see as crisis and turn them into opportunities for our ambitions and inevitable success.

Syed Fazlullah Khan

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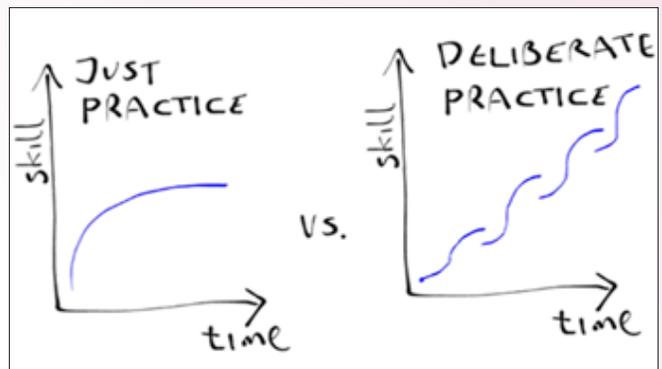


Deliberate Practice

The Key To Skill Development and Organizational Excellence

Greatness can be developed by any man, in any field, through the process of deliberate practice, says Fortune Magazine editor Geoff Colvin in the book 'Talent is Overrated'.

The book, after an in-depth study, emphasizes: "It is an activity designed specifically to improve performance, often with a teacher's help; it can be repeated a lot; feedback on results is continuously available; it's highly demanding mentally, whether the activity is purely intellectual, such as chess or business-related activities, or very physical, such as sports; and it isn't much fun."



K. Anders Ericsson, the foremost researcher on expertise says, "Popular lore is full of stories about unknown athletes, writers and artists who become famous overnight, seemingly because of innate talent--they're 'naturals,' people say. However, when examining the developmental histories of experts, we unfailingly discover that they spent a lot of time in training and preparation."

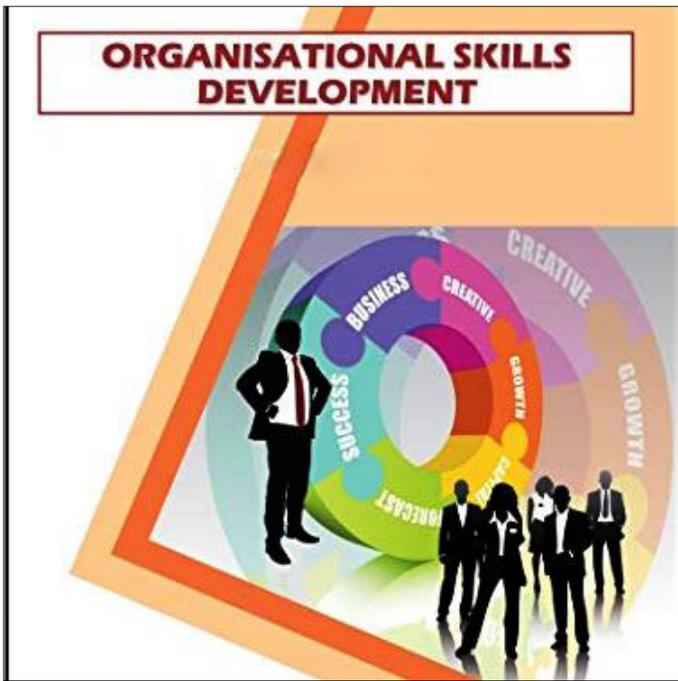
Traditional practice is often just mindless repetition. Deliberate practice has focused attention on perhaps one aspect of the routine.

There is no stable steady state. We are either actively working to improve our process, or it is slowly eroding.

Organisational Performance

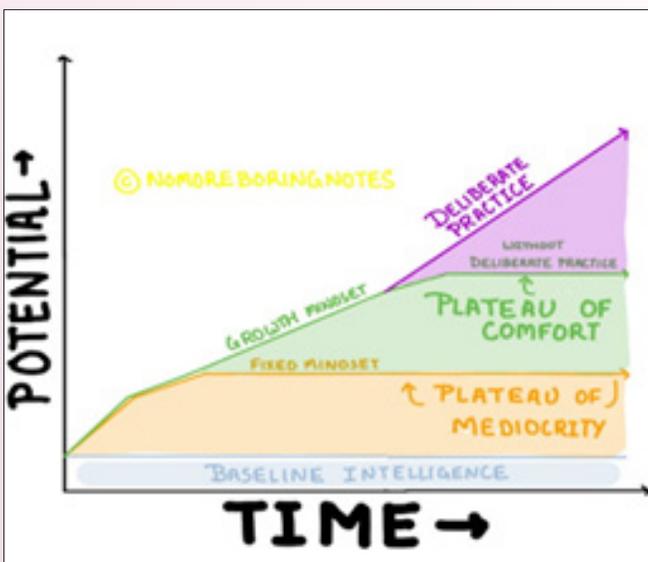
It is commonly observed in most of the organisations that as soon as the management becomes complacent with a process and begin to





plateau, the employees are no longer improving their performance and this can contribute to waste i.e. our performance plateaus because we become “good enough” at what we do to solve our immediate problem. It is also true that the process at one time earlier might have been new and innovative, but now it can become stagnant over a period of time. Once employees stop looking to improve their performance and are just going through the motions, the company is losing money. It is at this juncture that a coach should play the crucial role. The coach should offer

guidance in small steps to keep his employees on the right track, while also deliberately practicing certain aspects of their strategy to stay up to date and maintain their edge. Deliberate practice with feedback from the coach is the way to build real skill. It’s about breaking a complicated skill into pieces, practicing, getting feedback, and trying again.



From the point when we reach automaticity of a skill, experience alone does not produce performance improvements. Instead, part of what’s needed to get off the amateur plateau and move toward true expertise is a process called deliberate practice. Deliberate practice is when we choose to practice what we are not good at with “sustained, mindful efforts to develop the full range of abilities that success requires.”

In the organisational environment, once we have a structured system or design in place, the next step is repetition or practicing the same with consistency. As we discussed earlier, if we practice in our comfort zone, we won’t see any results. We can repeat the same ineffective task again and again for years, but we won’t see any changes.

Shift to Learning Zone

Noel Tichy, professor and former chief of General Electric's famous management development center at Crotonville, puts the concept of practice into three zones: the comfort zone, the learning zone, and the panic zone.

Most of the time we're practicing we're really doing activities in our comfort zone. This doesn't help us improve because we can already do these activities easily. On the other hand, operating in the panic zone leaves us paralyzed as the activities are too difficult and we don't know where to start. The only way to make progress is to operate in the learning zone, which are those activities that are just out of reach.

Deliberate practice demands that everyone must practice in his or her learning zone. This is the zone where you challenge yourself every single day. You come out of your comfort zone and try something new. It must feel hard where you constantly want to give up. The practice should feel hard and cognitively challenging. You must feel drained after it. It demands your full attention and that's why the best results are seen when you practice in solitude. It should not be fun.

For example, if you want to build good biceps and you lift the same 10 kg weights every week for months together, you won't see any significant results. Your body will become used to it. But if you challenge yourself and keep on increasing

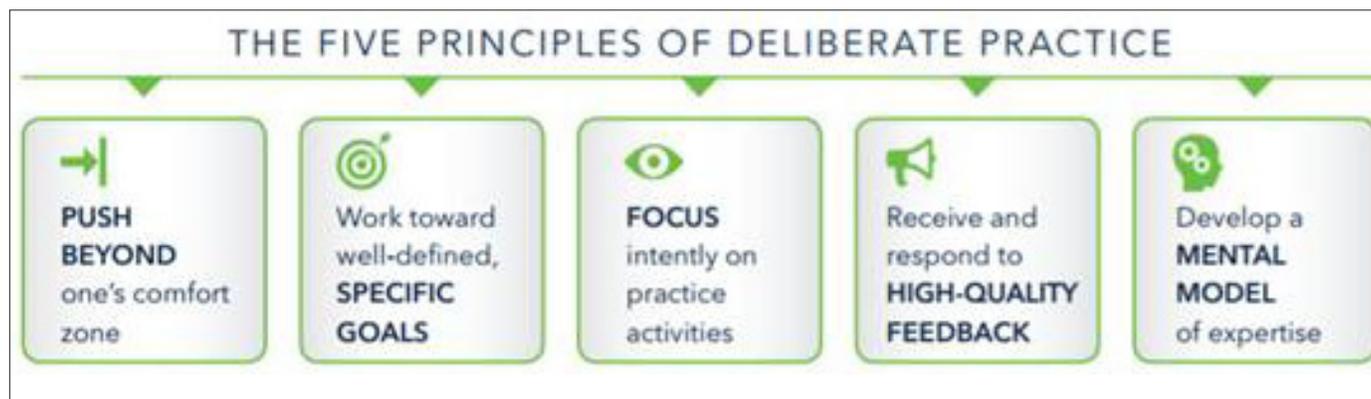
your weights and repetitions, 10kg in first, 12 in seconds, 15 in third and so on, that will definitely give you results. This is the basic gist of this practice – "Working at the edge of your abilities."

In addition to your practice, continuous feedback is the most important aspect of deliberate practice. Practicing something without knowing whether you are getting better is pointless. Yet that is what most of us do every day without thinking. That is why you need a teacher/coach to monitor us. Choosing how each one will monitor his/her own progress is also equally important.

The clarity we require to check on our improvement may broadly fall under the following:

- What are the areas you are lagging behind?
- What keeps you distracted?
- Why couldn't you finish that task?
- Are you getting too comfortable with your practice?
- Tracking your progress keeps you in track.
- How deliberate practice actually changes your brain.

Experts in different fields use deliberate practice to build these mental models and improve their performance. The practice they engage in is also not simply a rehearsal of what they hope to reproduce. Violinists listen to other great musicians and work meticulously through a piece to visualize what each note will feel like. Chess players study games of great players to gain insights into their own play.

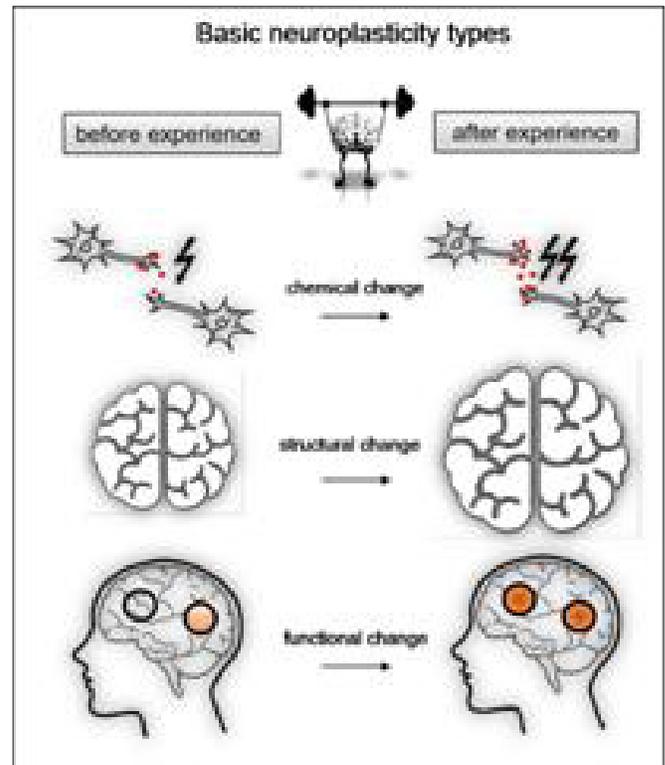




Routine practice — playing the violin, engaging in a chess match — is one part of deliberate practice. But it must be accompanied by experiences that deliberately build a mental model of what expertise looks, feels, and sounds like.

Deliberate Practice changes your brain

It was long thought that our brains do not change after a certain age but this concept has now changed. Science has shown that our brains keep on changing with the way we use it, a phenomenon called NEUROPLASTICITY.



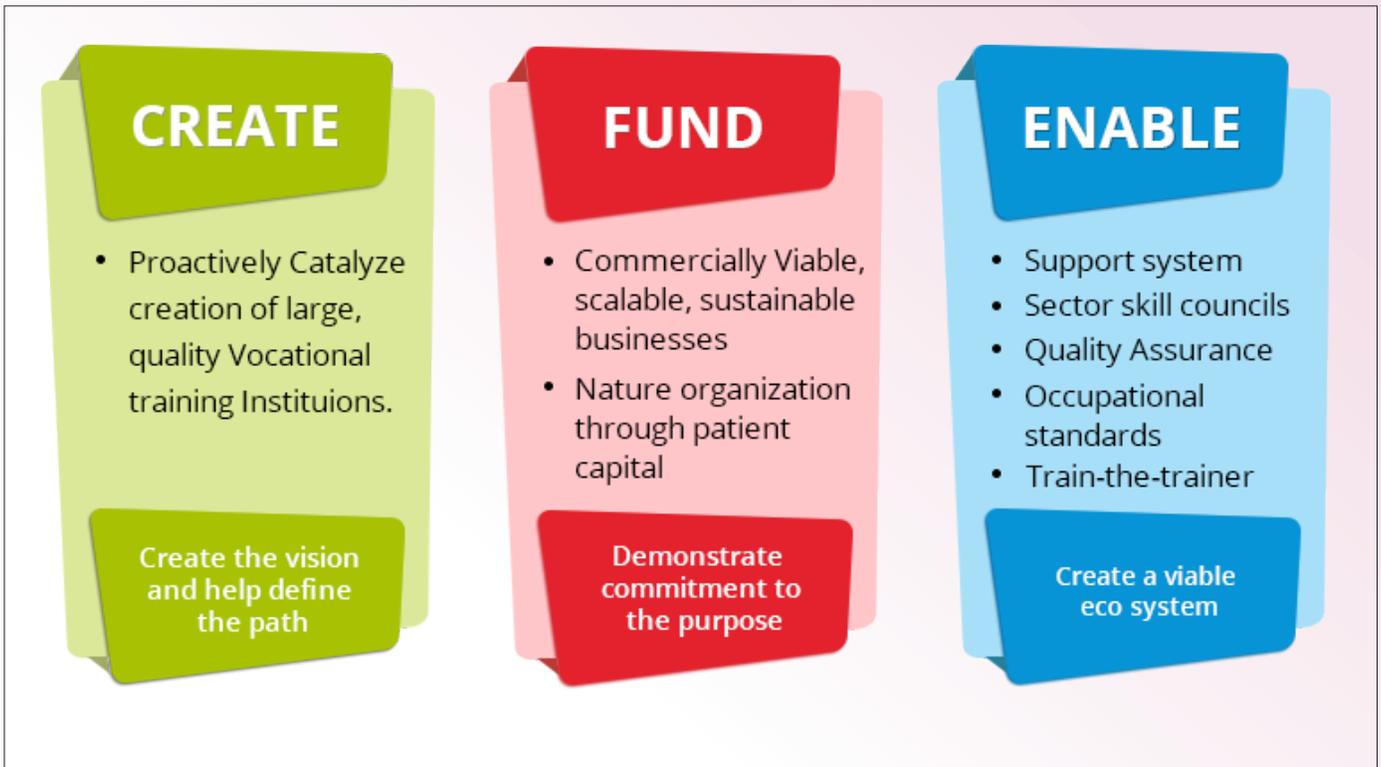
Our brain can change in these ways- It can increase the number of neurons in a given area.

It can rewire itself to associate some stimulus with the other.

It can increase or decrease the representation of different body parts in the motor and sensory cortex.

Besides, we must also know that there is a concept of Homeostasis. The body adapts itself as such so

How to deliver Operational Excellence within our organisations?



that it can perform as efficiently as it can without spending much energy. Homeostasis resists any change. So whenever we try to come out of this homeostasis, the body freaks out. For example, when you start running after a long time, your body simply freaks out saying, ‘What the hell you are trying to do?’

So when you practice in your comfort zone, you get used to the work. You might enjoy it but you have reached a state of homeostasis. You can’t expect to see changes in your brain like this. When you push yourself out of your comfort zone, out of the homeostasis, your body will constantly urge you to stop. But if you don’t stop now, and push a little further, your body starts to change. It accepts that you are a stubborn person and it (your body) will have to change in order to maintain the homeostasis.

So if you practice deliberately, your brain now starts to change in all the ways possible to accommodate your acquired skills, just like the example of biceps that we had discussed earlier.

Summing Up

Corbett Barr in ‘Deliberate Practice:What It Is and Why You Need It’ sums up the approach by stating:

“Experts then, aren’t people with freakish natural abilities in a particular domain. Experts are experts at maintaining high-levels of practice and improving performance. In other words, it’s not about what you’re born with. It’s about how consistently and deliberately you can work to improve your performance.

Dr. S. Jeyachandran

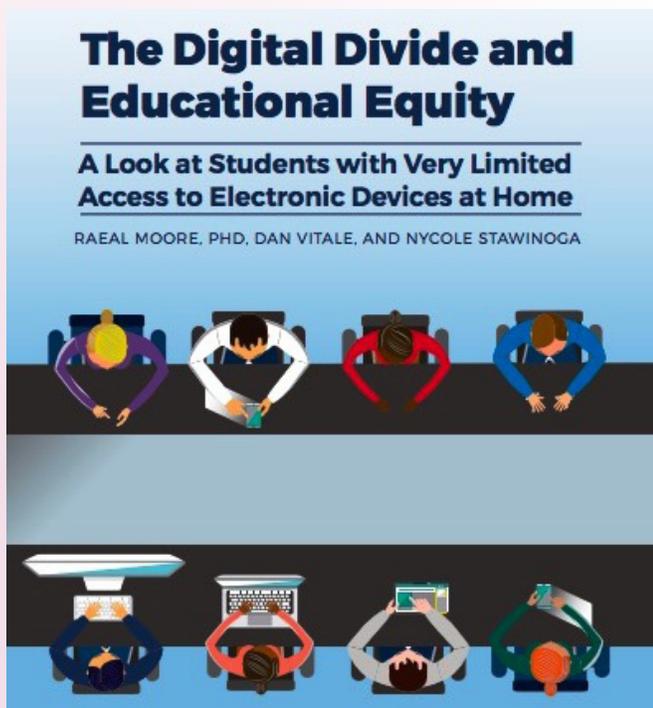
He is basically a Concrete Technologist turned into a Construction Management professional by experience. He has had over 4 decades of experience in selling, Quality Control of Construction Materials, teaching in various institutes. Presently Vice President in Marutham Group, Chennai..



How Covid19 has affected empowering the rural poor girl students from higher education in India? – Possible Solutions

As we all know, the Covid-19 pandemic has affected all the sectors in an unexpected way. Amongst all, one of the most affected sectors was the education sector. The fear of Covid-19 outbreak shut down schools and universities in India and many turned to online teaching.

More than 50% of Indian students in rural and urban areas don't have access to internet: Survey



A recent survey by Learning Spiral revealed that more than 50% of Indian students in both rural and urban areas don't have access to the internet.

- Covid-19 pandemic has affected all the sectors in an unexpected way, especially education.
- Only 47% of the households have any access to the internet own a computing device (including a smartphone)
- Only 27% of Indian households have access to the internet

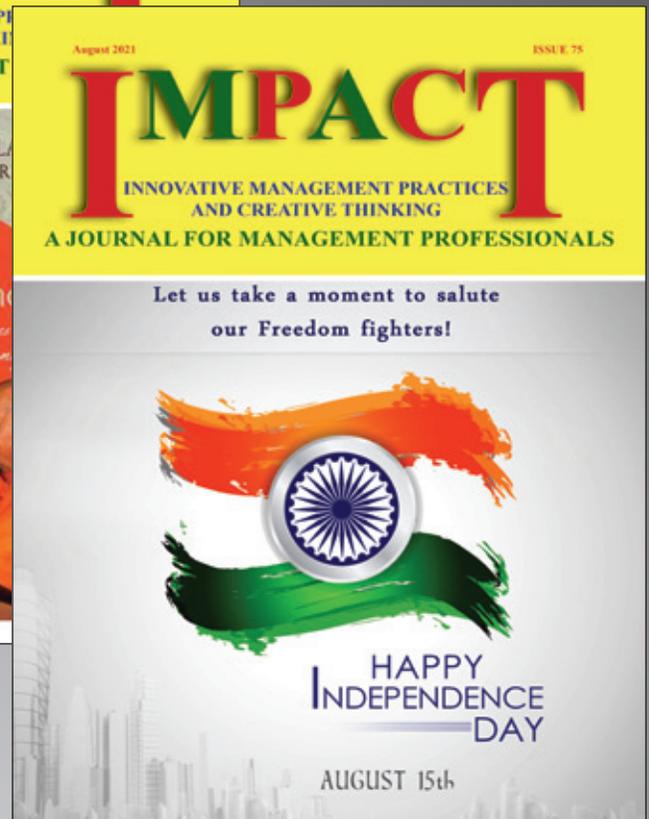
However, Learning Spiral, one of India's leading online examination solution providers, in a recent online survey found that above 50% of Indian students including both urban and rural areas don't have access to the internet for online studies.

Only 27% of Indian households have access to the internet while only 47% of the households have any access to the internet own a computing device (including a smartphone).

Stats from the survey

- While 51% of rural households in Kerala have access to the internet, only 23% of rural households have access at home.

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- States like Andhra Pradesh where 30% of rural households have access to the internet but only 2% have access at home.
- In states like West Bengal and Bihar, only 7-8% of rural households have any access to the internet while only 18% and 21% (respectively) of urban households have any access to the internet.
- While 85% of urban household's children who study in universities have access to the internet, only 41% are likely to have access at the home.
- Only 28% of rural household's children have internet access to the home.
- 48% of remote university-level students do not have the internet access at home.
- Only 42% of students who reside in rural areas have the home access to the web and 69% of students who reside in urban areas can get online from home.

The major challenge of remote learning is the disparity in access from electricity and internet connections to devices like computer or smartphones.

“Access to electricity is crucial for digital education, both for powering devices as well as for connecting to the internet. Lack of access to the internet and devices has also created a gap in digital literacy,” he added.

The Covid-19 pandemic has exposed how rooted structural imbalances are between rural and urban, male and female, rich and poor, even in the digital world.



As an immediate measure to stem the spread of Covid-19, most educational institutions have been shut since the end of March. It is still difficult to predict when schools, colleges and universities will reopen. There are few options other than to shift to digital platforms from the traditional face-to-face mode of classroom learning.

Teachers and school administrators have been advised to continue communication with students through virtual lectures or portals like Massive Open Online Courses. However, in the absence of physical classrooms and proper digital infrastructure, both teachers and students are facing unprecedented challenges.

The digital divide

The major challenge of remote learning is disparity in access – from electricity and internet connections to devices like computer or smartphones.

Access to electricity is crucial for digital education, both for powering devices as well as for connecting to the internet. While the government's Saubhagya scheme to provide electricity to households shows that almost 99.9% of homes India have a power connection, the picture is less luminous if we look at the quality of electricity and the number of hours for which it is available every day.

Mission Antyodaya, a nationwide survey of villages conducted by the Ministry of Rural Development in 2017-'18, showed that 16% of India's households

Digital Divide



received one to eight hours of electricity daily, 33% received 9-12 hours, and only 47% received more than 12 hours a day.

While a computer would be preferable for online classes, a smartphone could also serve the purpose. However, the phone might be convenient for apps, but not for carrying out lengthy assignments or research. While 24% Indians own a smartphone, only 11% of households possess any type of computer, which could include desktop computers, laptops, notebooks, netbooks, palmtops or tablets.

Even the penetration of digital technologies in India has been haphazard and exclusionary. According to the 2017-'18 National Sample Survey report on education, only 24% of Indian households have an internet facility. While 66% of India's population lives in villages, only a little over 15% of rural households have access to internet services. For urban households, the proportion is 42%.

In fact, only 8% of all households with members aged between five and 24 have both a computer and an internet connection. It is also useful to note that as per the National Sample Survey definition,

a household with a device or internet facility does not necessarily imply that the connection and devices are owned by the household.

The digital divide is evident across class, gender, and regions.

The digital divide is evident across class, gender, region or place of residence. Among the poorest 20% households, only 2.7% have access to a computer and 8.9% to internet facilities. In case of the top 20% households, the proportions are 27.6% and 50.5%.

The difference is apparent across states too. For example, the proportion of households with access to a computer varies from 4.6% in Bihar to 23.5% in Kerala and 35% in Delhi.

The difference is starker in case of internet access. In states like Delhi, Kerala, Himachal Pradesh, Haryana, Punjab and Uttarakhand, more than 40% households have access to internet. The proportion is less than 20% for Odisha, Andhra Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh and West Bengal.

Gender gap

The gender divide in internet usage is also stark. As per the Internet and Mobile Association of India report, in 2019, while 67% men had access to internet, this figure was only at 33% for women. The disparity is more prominent in rural India, where the figures are 72% and 28% for men and women, respectively.

If the governments continue online education without necessary supportive measures, the prevailing disparity in the virtual world could translate into widening educational inequalities among learners.

Apart from access, digital education also requires regular and predictable internet connectivity. To support online work from home during this lockdown period, telecom operators and broadband service providers like Jio and BSNL are offering facilities like additional data and free internet to their subscribers.

Would these offers really ensure a sound transaction of online classes to students across the country?

A report by Quacquarelli Symonds on usage of internet in India reveals that both the state and the private players have not yet accomplished assured connectivity to all subscribers. The survey shows

that among respondents who use home broadband, over 3% face cable cuts, 53% face poor connectivity and 32% face signal issues. In case of mobile data, 40.2% face poor connectivity and 56.6% face signal issues.

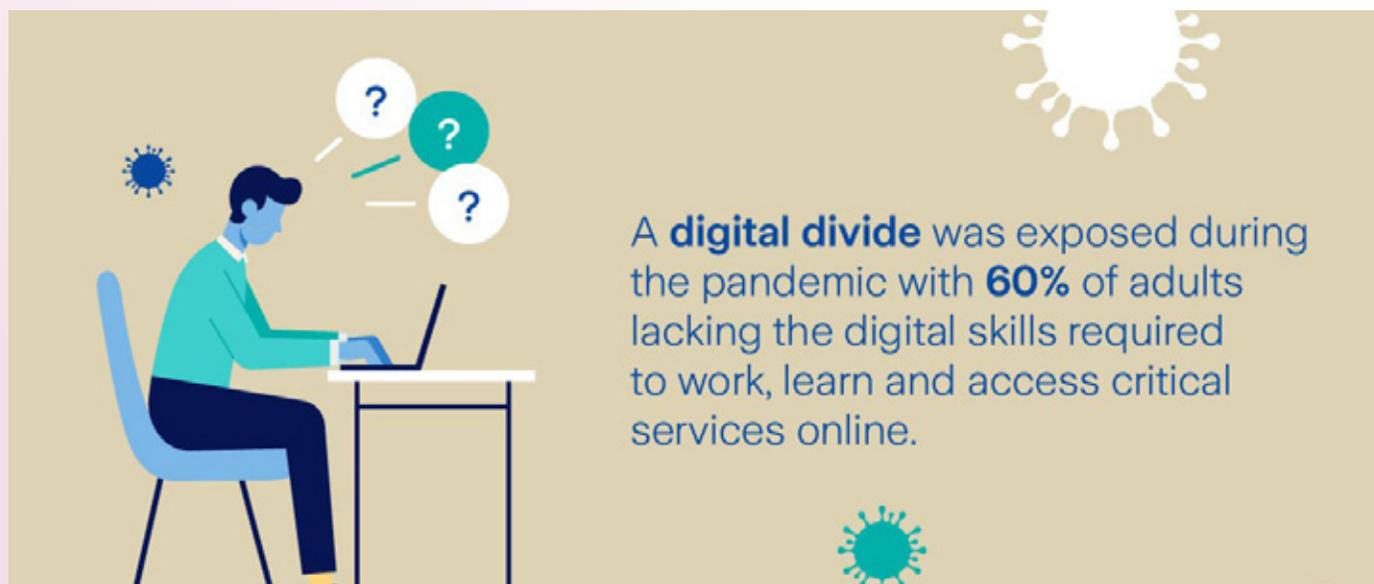
Sometimes, the lack of connectivity is not a technical glitch. In Jammu and Kashmir, for instance, students could not access online classes because a government order restricted network connectivity to 2G instead of 4G.

Even if the basic infrastructure was in place, a whole set of additional gaps are evident .

Learning over coverage

Merely moving classrooms online would not mean effective remote learning. One-to-one interactions among peers and teachers are very important for learning. On a digital platform, how students learn and communicate with others is largely dependent on the readiness of both teachers and students to accept digital learning. In the case of distance education, the onus of learning is more on students, which requires discipline.

There are challenges for teachers too. Not only are many of them digitally inept, a large number of teachers have never used an online environment



to teach. Teaching a course online course ideally requires preparation, such as designing a lesson plan and preparing teaching materials such as audio and video contents. This has posed new challenges for many teachers.

Learning demands a conducive environment for study. However, not all students have a quiet space for learning at home. While 37% of households in India have one dwelling room, it would be a luxury for many to attend lectures in an undisturbed environment.

Most teachers are not adequately trained to deal with technology.

Having online classes on a regular basis has a cost implication too, as students have to bear the cost of internet services. There is no communication yet from governments on whether it is going to reimburse students or will provide free or subsidised data packs. In the current situation, many students, especially those whose families have lost income as a result of a lockdown-related job loss, will not be able to afford this.

Digital infrastructure

Despite initiatives from the Central and state governments, there has not been enough expenditure on improving the digital infrastructure for remote learning. In fact, in 2020-'21, the Ministry of Human Resource Development budget for digital e-learning was reduced to Rs 469 crore from Rs 604 crore in 2019-'20 .

The Covid-19 pandemic has exposed how rooted structural imbalances are between rural and urban, male and female, rich and poor, even in the digital world. With the existing digital divide, expanding online education will push the digital have-nots to the periphery of the education system, thereby increasing inequity in educational outcomes.

Goa University survey: Poor internet connectivity in rural areas affecting e-learning:

A Goa University survey of its students has found that slow internet connectivity in the state's remote areas is a major impediment in the e-learning scenario. A report based on the survey suggested that the government must consider establishing an optical fibre network as this can provide students with "comparatively low-cost connectivity".

"The majority (74%) of respondents were unsatisfied with the speed of the Internet," states the GU report, adding that most of these reside in rural areas, mainly Dharbandora, Sanguem, Canacona and Quepem talukas.

As per the survey, on average, a postgraduate Goa University .

Another problem with online learning is motivation. Some online learning courses can get boring, while some can be difficult to get started with. The most difficult thing is that there are no peers or teachers who can motivate you to keep going.

Without motivation from peers or teachers, we come to the next problem: the risk of isolation. While online learning is great at an individual level for its self-paced approach, it physically isolates you from other learners.

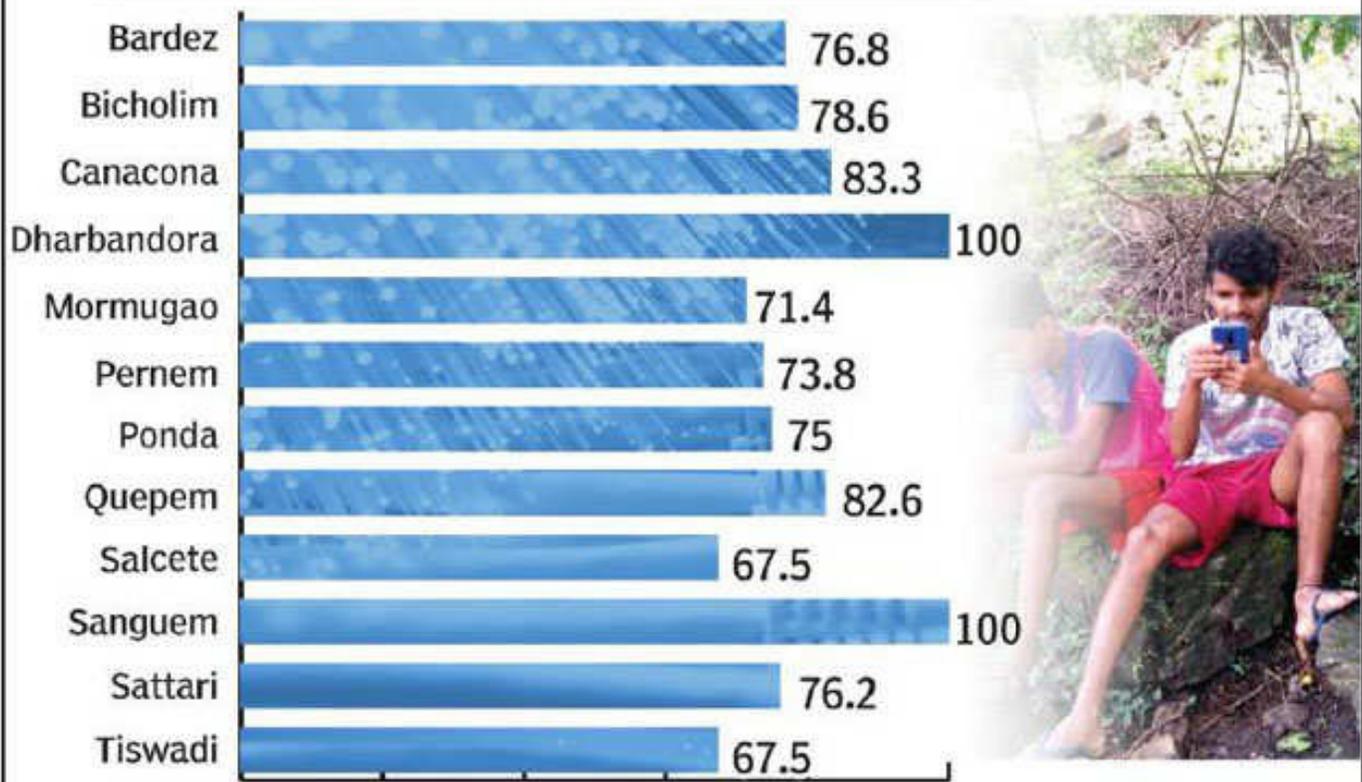
The problem with physical isolation is that there is no direct knowledge sharing. There may be forums and online communities related to the topic you are pursuing, but sometimes these are not as active as you'd like them to be. And many students(even city breads) may not know how to find answers for some basic queries in their subjects.

Yet another problem is that the huge array of choices. There are so many websites nowadays offering a vast amount of online courses with the same topics and similar content. How are you able to figure out which one is right for you?

Figuring out what would be right for you involves many different factors. For one, the type of teaching

UNHAPPY STUDENTS

Percentage of students unsatisfied with internet speed



style should be considered. Your level of knowledge on the topic is another factor. We should always strive to be beginners when learning, but there are some subjects you may be better versed in than others. This is where you have to consider whether the content is right for you or not.

To overcome these issues with online learning, the best approach is to mix and match your approaches. This means that rather than relying on online learning for your transformation, instead mix online learning, classroom settings, reading and even events and networking. This is where blended learning comes in.

Blended learning or personalised learning is not only a great approach to overcome the problems we may face with online learning, but it also helps in

your transition to online learning with the support of teachers and the learning community.

Furthermore, with the help of teachers or facilitators and the learning community, you can gain the right support and advice to reduce content clutter. You'll also be able to keep up to date on the content.

Online learning has been an amazing advancement. How we design the scope of online learning for the betterment of rural students in particular girl students in higher education with customized solutions.

Possible solutions:

The Government needs to subsidise phone data and phones for students in rural areas. There needs

to be an aggressive push to do this as quickly as possible.

Rechargeable USB Dongles which can be adaptable for mobile phones , Tablets and laptops can be provided to rural students in higher education at a subsidized cost. Authentication for getting this subsidy only by the students can be monitored through Aadhaar.

Govt. can insist Multinational organizations to fund the above initiative through their CSR appropriation.

Wifi enhancers can be installed by local panjayats to give connectivity only to the specific village.

Low cost or at subsidized cost DTH on monthly hire scheme can be adapted for internet connectivity for assist rural higher learning students homes.

Colleges of higher learning and Universities both State owned and private can assist and augment their students by having tieups with ISPs to provide lowcost but good connectivity solutions.

Community centres at villages can be used as learning arcades for higher education by providing systems and net connectivity hi-powered modems. The maintenance can be done through the tax revenues.

Satellite internet is another internet option that can be made available almost everywhere. This means that for many people who live in remote areas, satellite might be their only option for internet. With the introduction of low-Earth orbit (LEO) satellite constellations like Starlink and OneWeb. Instead of having a single large satellite in a high, geosynchronous orbit that is always visible, these providers operate constellations of thousands of tiny satellites that zip around the earth in formation, ensuring that there's always at least one visible above you. LEO satellites could provide lower latency, faster speeds, and lower costs, but

these technologies are still in the early stages.

4G LTE internet uses the same cellular network that your phone uses to deliver an internet connection. The advantage of this technology is that phone companies have already built out nationwide 4G infrastructure, so if you can get cell reception, you can get internet service. This makes it a good alternative to satellite internet in rural areas.

You can connect devices to the internet using your phone as a hotspot or by buying a dedicated mobile hotspot. Many ISPs—like Verizon—are also offering 4G LTE home internet, which uses a more traditional router. Although you can't take it with you wherever you go, 4G LTE home internet plans are generally cheaper and offer higher data caps (or unlimited data), which makes them better suited to the needs of a whole household.

5G is the fifth generation of cellular technology, and it promises to be a huge leap forward from 4G. It will be up to ten times faster than 4G (and even faster compared to some 4G LTE connections), it will have low latency, and it will be able to handle huge amounts of internet traffic without slowing down. Unfortunately, the higher frequency signals that allow for these improvements are also much shorter range, which means there need to be far more 5G towers to broadcast a signal to the same area as one 4G tower.

Despite the inherent challenges with extending 5G infrastructure into rural areas, the government has made rural 5G a priority and set aside funding specifically for bringing this technology to rural areas. If successful, 5G would allow rural customers to enjoy the benefits of a connection on par with those in urban areas.

Author: Ms. Lakshmi Pandit

Friendship -What, Why And How?

A popular adage goes: “Tell Me Who Is Your Friend. I Shall Tell You Who You Are!”

Yes one’s life depends very much on the friendship one has!-joyous or sorrowful!

August Thirty First was International Friendship Day to observe!

It was fit to bring out an article for the knowledge savvy Impact Enthusiasts and hence this article.

FRIENDSHIP -WHAT?

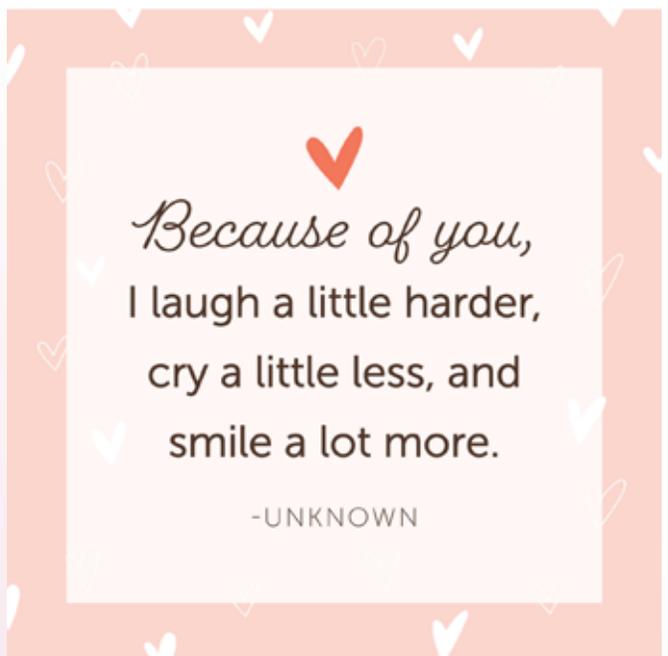
Yes a day to think of friendship-TRUST, CARE, SHARING, RESPONSIBILITY!

“Friendships are relationships that involve two very critical dimensions – interdependence and voluntary participation,” explains Northern Illinois University psychologist and friendship expert Dr. Suzanne Degges-White in an email interview. As anyone who’s ever been in a friendship knows, it’s a

complex process and experience. “True friendships are hallmarked by each member’s desire to engage with the other – it’s about mutual interest in one another’s experiences and thoughts, as well as a sense of ‘belongingness’ and connection,” she says. “Friendships require reciprocity – of admiration, respect, trust, and emotional and instrumental support.”

That’s all well and good, but if a potential new friend doesn’t see the same joyous charms in you, it’s unlikely that anything deep and lasting will come of it. That said, there’s no telling when and where a friendship will develop. Often, they arise from a shared interest or hobby, and people are typically drawn together because they’re in the

**True friends are
never apart, maybe
in distance but never
in heart.**





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same stage of life, like new parents or retirees. People of similar backgrounds and cultures also tend to come together by bonding over shared lifelong experiences. Although most of these relationships take time to get really deep, occasionally friendship is more like a lightning strike. “Sometimes you can be in a big group of new people and you catch someone’s eye and it’s like ‘boom!’ – instant friendship,” Degges-White says about an experience she’s termed the “clicking phenomenon.” “It’s kind of like that burst of ‘love at first sight,’ but it’s a friendship, not romance.”

FRIENDSHIP WHY?

Friendships can enrich our life in many ways. Good friends teach us about ourselves and challenge us to be better. They encourage us to keep going when times get tough and celebrate our successes with us.

But friends do a lot more than give us a shoulder to cry on; they also have a positive impact on our health. Some research even says friendships are just as important to our well-being as eating right and exercising.

So how do friendships contribute to our well-being?

Friends Are Good for our Physical Health

It turns out that healthy relationships actually contribute to good physical health. Having a close circle of friends can decrease our risk of health problems like diabetes, heart attack, and stroke.

Having strong social ties can also decrease feelings of loneliness, which evidence shows can take a toll on our longevity. According to a 2010 review,





people with strong relationships have half the risk of premature death from all causes.²

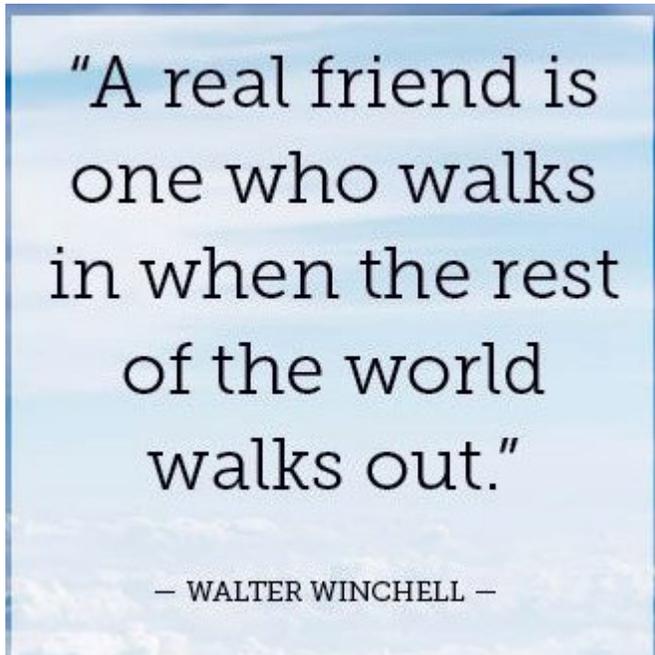
Social isolation and loneliness are linked to a variety of health issues such as high blood pressure, substance abuse, heart disease, and even cancer.³

Friends Encourage Healthy Behaviours

One possible explanation for those health benefits is that friendships can help us make lifestyle changes that can have a direct impact on our well-being. For example, our friends can help us set and

maintain goals to eat better and exercise more.⁴ They can also watch out for us and give a heads-up when any unhealthy behaviors (like drinking too much) get out of hand.

Additionally, people are more motivated and likely to stick to a weight loss or exercise program when they do it with a buddy. It's much easier to get out and stay active when we have a friend by our side.



A friend is one who overlooks your broken fence and admires the flowers in your garden.



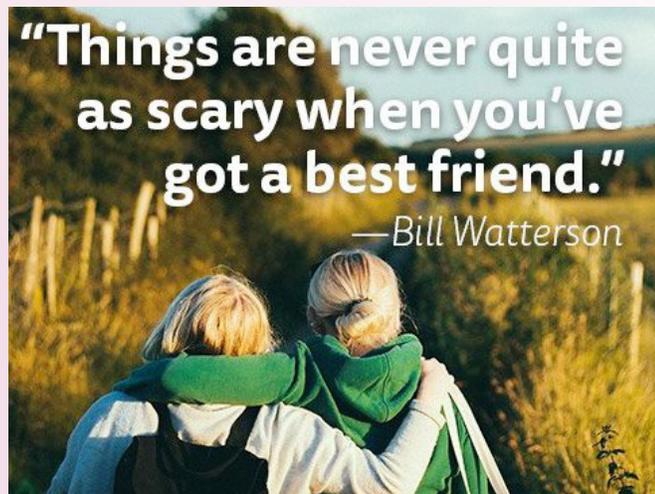
That friend may also suggest activities that you would not have considered on our own—thus, pushing us outside our comfort zone to challenge our anxiety.

Friends Give Us Emotional Support

If we find ourselves going through a hard time, having a friend to help us through can make the transition easier.

Research also shows that happiness is contagious among friends. One study of high school students found that those who were depressed were twice as likely to recover if they had happy friends. Likewise, kids were half as likely to develop depression if their friends had a “healthy mood.”⁵

What to Do When our Loved Ones Aren't There for You



Friends Help Build Our Confidence

Everyone has self-doubts and insecurities every now and then. But having friends who support us play a big role in building our self-esteem, or how much we appreciate and love ourselves.

Supportive friends can help one feel more confident by offering praise and reassurance when one is feeling unsure. They'll shine a light on just how amazing we are and how much we have to offer others.

Friends Help Us Beat Stress

Everyone goes through stressful events. If we know we have people we can count on, we may be less likely to even perceive a tough time as stressful.

Spending time with friends can also help reduce stress. According to Harvard Medical School, “social connections help relieve levels of stress, which can harm the heart’s arteries, gut function, insulin regulation, and the immune system.”⁶

Friends can also help us cope with stressful situations. According to one small study, when children hang out with their friends during a stressful situation, they produce less cortisol, a hormone released when the body is under stress.⁷

As the song goes: “We all need somebody to lean on.”

A lack of friends can leave one feeling lonely and without support, which makes him vulnerable to other problems such as depression and substance abuse.⁸

How to Create Truly Supportive Friendships for Stress Relief

Friends Push Us To Be Our Best

Friends can also provide a positive influence. If you make friends with people who are generous with

their time, help others, or are ambitious or family-oriented, you are more likely to develop those values yourself.⁹

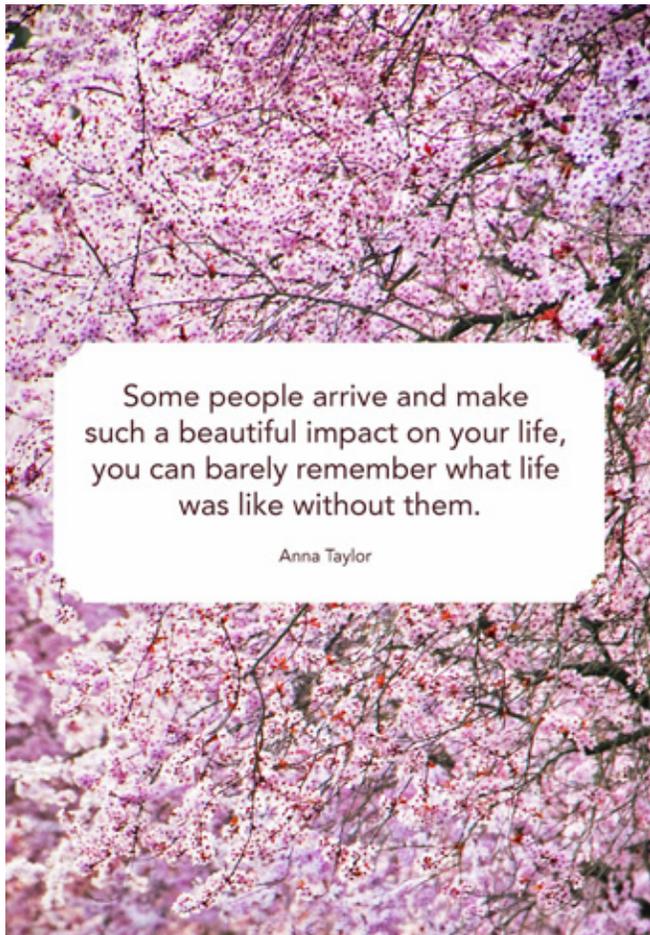
Great friends have the power to mould us into the best version of ourselves. They see us and love us for who we truly are. They encourage us and push us to do better and be the person we want to be—my “ideal self.”

International Day of Friendship designated by the United Nations General Assembly.

Let us step back and get thankful for these relationships worldwide,

Since they promote and encourage peace, happiness, and unity.

The U.N. encourages governments, community groups, and other organizations



To coordinate activities and events that celebrate the friendships

That we keep close to us. Many events focus on reconciliation,

Bridging understanding and consensus, and finding comfort

In those friendships that feel like home. Let us keep friendship GREAT!

Mr. N V Subbaraman

A bilingual poet, writer, trainer, translator, thinker and speaker from Chennai Mr. N. V. Subbaraman has written 36 books. His paper, "Valluvam inspired Mahatma Gandhi," was approved for presentation in the international Tirukkural Conference held in Washington, USA. His translated works include Thirukkural, Bharathiyar's Kuyilpattu and Ramana Maharishi's Aksharamananmalai. He was formerly the Deputy zonal Manager, LIC of India.



No One Is Perfect But Everyone Can Be Happy

There is no 100 percent perfect person in this world, each one has some drawback, some weakness, some defect or the other, although everyone tries to become perfect and be a model to others.

The Golden Buddha Statue

Many would have heard about the world famous golden statue of Lord Buddha in Thailand. It is made of complete gold and there is an interesting story about it. When there were foreign invasions, the invaders took away all the valuable treasures of Thailand, especially the gold. So the Buddhist Priests of the Temple where this particular statue

was worshipped, covered the idol with stones and clay and made it look like a clay model. The invaders were deceived by the look of the idol and did not plunder it. Since invasions were happening often, the Priests did not clean the statue and worshipped it as a clay statue only. In the course of so many years, the existing Priests were not even aware that the Buddha statue was made of gold. One day the Thailand Highways Departmental Officers came to this Temple and told the Priest that the statue had to be removed to a safer place, as they were going to demolish the Temple and lay a National Highway running through the Temple. The Priest was helpless, although the statue was there in this place for many centuries.



No one is perfect and everyone is different, but everyone is beautiful in their own way and that's what makes us special...

While shifting the statue to another place, it got slightly damaged with a few dents here and there. When the Priest heard it, he became extremely sad and ran to that particular place in the dead of night, carrying a small torch. When he inspected the statue, no doubt, there were a few scratches on its body and the clay had fallen down, but there were bright illuminations of gold in those spots. When the entire statue was cleaned the next day, the whole figure shone as gold. The Priest and all others wondered as to how they had not noticed this all along and ignored the golden component of the statue, which became more famous from that day.

The story is over, but not the following lessons from it:

1. Each one of us is made of golden character, but it is hidden under the clay exterior of other qualities like anger, fear, greed and lust.
2. Sometimes, the golden qualities come out and those persons become Great Mahatmas and Seers.
3. Many times, this revelation does not take place at all and the golden nature remains hidden within us throughout our lives.

May be, we can't wait for invasions and Highways constructions to take place to bring out our true and golden character but we can change taking inspiration from our parents, teachers, leaders and role models.

Some tips to bring out the Gold within

By developing the Five Cs-

Never Complain

Never Criticize

Never Cry

Never Curse and

Never Compare.

Positively we can:



Wake up early
Read daily
Eat well
Set Goals
Judge less
Have positive attitude
Help others
Think Big
Love yourself and
Be yourself.

Small Steps Lead to Happiness

However as the title of the article says, we can not achieve perfection even if we follow all these steps but definitely we can be happy.

Dr Abdul Kalam has said “ All of us do not have equal talent, but all of us have equal opportunity to develop our talents”. Yes, we can not become fully perfect, but we can all try to be happy and make every one around us happy. This is in our hands.

I recall the adage- God, grant me the serenity to accept things I can't change and the courage to change the things that I can change and the wisdom to know the difference between the two.

The forest was shrinking but the trees kept voting for the axe as its handle was made of wood and the trees thought that it was one of them.

A Turkish Proverb.

Saying “ Impossible” is Superstition.

Asking “ Is it possible?” is lack of Confidence.

Saying “ Possible” is Faith in oneself.

Mr Jack Ma, Owner of Alibaba says, “Today is hard, Tomorrow may be worse, but Day after tomorrow will bring sunshine. Hence Don't give up”.



Let the married people laugh!

Laughter at your own mistakes can lengthen your life.

But laughter at your wife's mistakes can shorten your life.

The book “ How to control your Wife in 30 days” was sold two million copies within the first two days of its publication. The author released an advertisement that there was a spelling mistake in the title of the book- the real caption was “ How to control your Life in 30 days”. Only two copies were sold of the book in the next two years!

Four stages of Marriage:

Mad for each other

Made for each other.

Mad at each other

Mad because of each other.

Wife is cute when she is mute.

Husband is honey when he gives money.

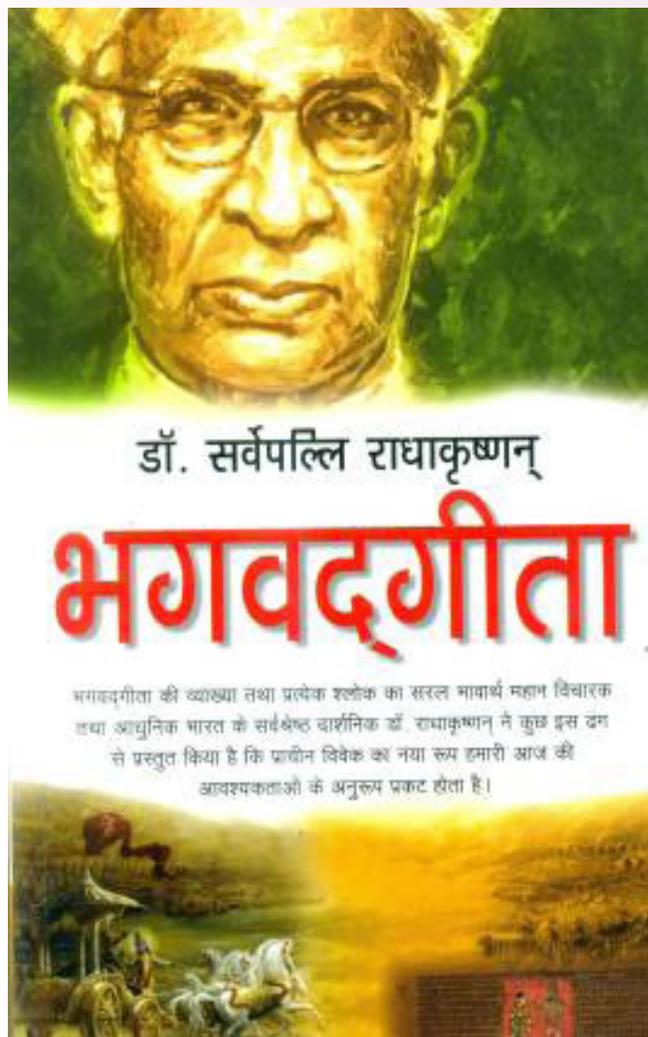
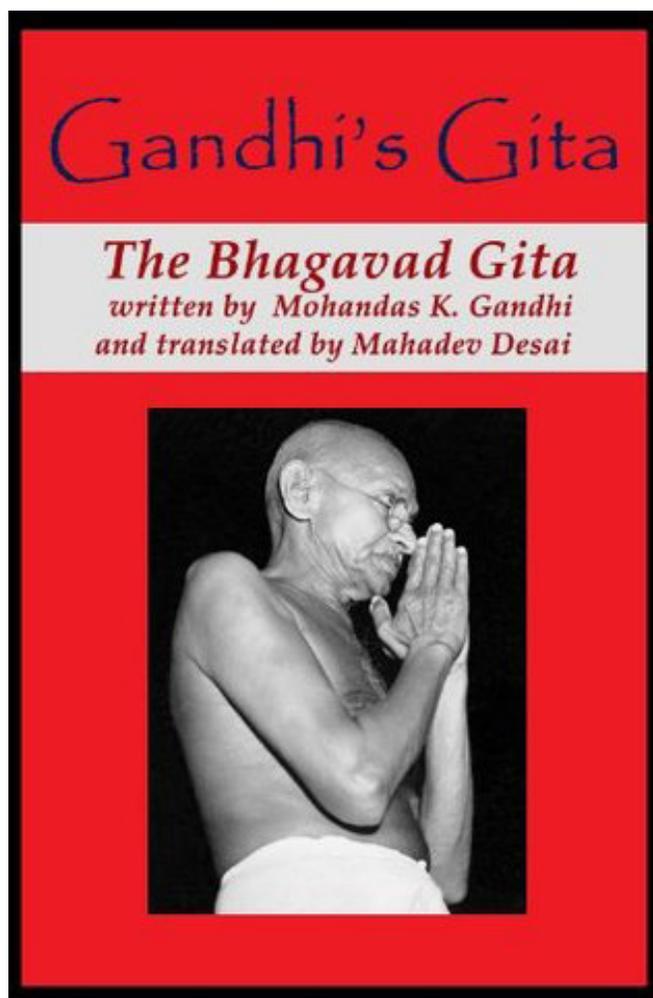
R. Venugopal

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

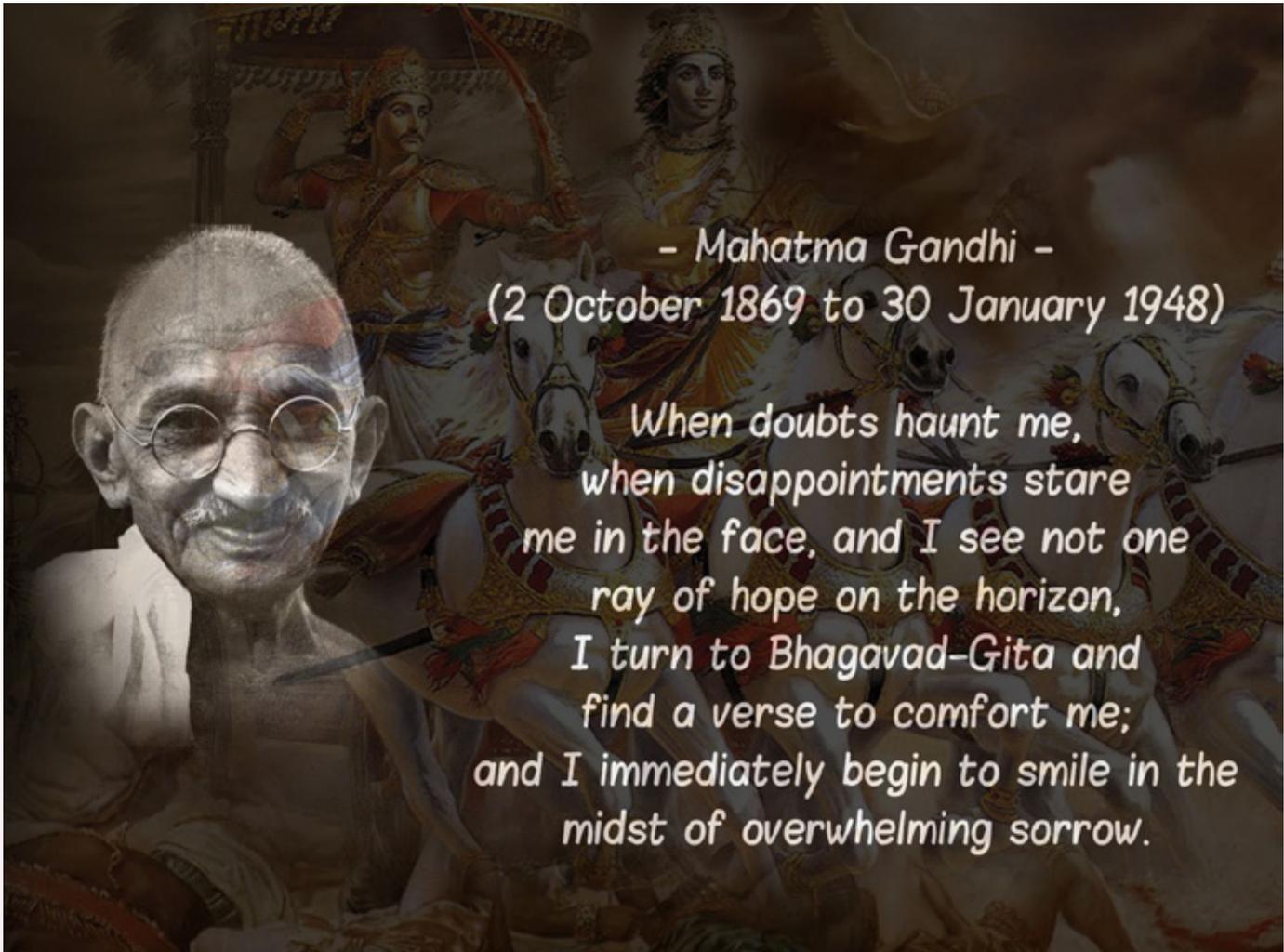


What Western philosophers & Mahatma Gandhi had said about Bhagavad-Gita

There was a great German philosopher known as William Von Humboldt. He said “Gita is the most beautiful, perhaps the only philosophical song existing in



any known tongue”. He wrote to a well known statesman-friend Fredric Von Gentz “I felt an overwhelming gratitude to God for having let



- Mahatma Gandhi -
(2 October 1869 to 30 January 1948)

*When doubts haunt me,
when disappointments stare
me in the face, and I see not one
ray of hope on the horizon,
I turn to Bhagavad-Gita and
find a verse to comfort me;
and I immediately begin to smile in the
midst of overwhelming sorrow.*



The Bhagavad-Gita is the most systematic statement of spiritual evolution of endowing value to mankind. It is one of the most clear and comprehensive summaries of perennial philosophy ever revealed; hence its enduring value is subject not only to India but to all of humanity.

— Aldous Huxley —

AZ QUOTES



Gita Never Disappoints.

“ A true votary of Gita doesn't know **what disappointment is.** He ever swells in the perennial **Joy and Peace.** ”

Mahatma Gandhi

me live to be acquainted with this work. It is the most profound and sublime thing to be found in the World”.

John Eglinton says in his memoir, “The Bhagavad Gita contains such God- like fullness of wisdom on all things, that I feel, the author must have looked back through a thousand passionate lives before writing Gita”. Rev Farquhar observes, “There are few poems worthy of comparison with Bhagavad gita”.

Prof Aldous Huxley observes, 'The Gita is one of the clearest and most comprehensive summaries of perennial philosophy ever to have been made; hence its enduring value is not only for Indians but for all mankind'.

MAHATMA GANDHI regards the Gita as his spiritual mother.

Mahadev Desai says in his book 'GITA ACCORDING TO GANDHI'. Gandhi writes “I lost my earthly mother who gave birth to me, long ago, but this eternal mother, Gita, has completely filled her place by my side ever since. She has never

changed. She has never failed me. When I am in difficulty or distress, I seek refuge in her bosom; and if somebody tells me that, it is my delusion, my reply would be ”I would hug this delusion as my richest treasure. It teaches us that we have a right to action only; but not to the fruits thereof, and that success and failure are one and the same at the bottom”.

There are several English translations of Bhagavad gita. But, the best one is by Dr.Sarvepalli Radhakrishnan, the late President of India.

Dr.H.V. Hande

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



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