

IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT SCIENCES



With Greetings from IMPACT

Editorial for the December issue of your favorite E magazine IMPACT is being drafted at a time when the entire Tamil Nadu and in particular Chennai is reeling under the devastations caused by heavy rains - after a period of 114 years - and the floods. We only contribute at the individual level what we can do to help flood relief operations physically and financially. We all pray the Lord Almighty to have a compassionate look at us and help us to overcome the present grim situation. More things are wrought by prayer than the world dreams of.

This issue carries interesting articles by usual eminent authors in the pursuit of our objectives. The readers will also find an exhaustive presentation on the flood related matters. This is a paper presented by famous researchers with particular reference to Chennai.

We do hope that by the next issue in the New Year, nature would have cast its benevolent look and the world will be free from natural calamities. Wishing our readers a happier year in 2016!

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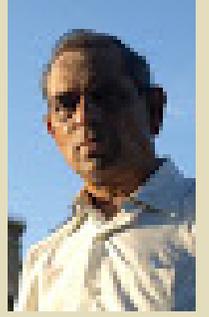
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MANAGEMENT IN VALLUVAM

ANBUDAIMAI

A bilingual poet, writer, trainer, translator, thinker and speaker from Chennai, Mr 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 Aksharamanamalai. He is connected with the publication of the Management e-journal IMPACT. He was formerly the Deputy Zonal Manager, L I C of India.



Corner stone for managing human resources is LOVE! It has been practically vindicated by the lives of great men like Mahatma Gandhi, Ramakrishna Paramahansa and others. It cannot be dismissed as theory or bookish; it is practical and has to be practiced in our day to day life - whether it is domestic, official or societal. Though it is claimed that the conventional "carrot and stick policy" gets result in the management of an office or home, approach and attitude are fast changing and today more than the 'stick', 'carrot' can be more effective.

Thiuvalluvar, an adept in the subject of human psychology, deals with this art and science of love as a human management tool and in this issue let us have a look at this. He gives his valuable views in the eighth chapter named "ANBUDAIMAI" (On showering Love) under "ARATHTHUPPAAL".

அன்பிற்கும் உண்டோ அடைக்கும்தாழ் ஆர்வலர்
புங்கணீர் பூசல் தரும் (குறள் 71)

Anbirkkum uNdoa adaikkumthAzh aarvalar
PunkaNneer poosal tharum.

Love knows not a shield
When sees the loved ones suffer
Tears betray neat! (Kural 71)

There is no key that can keep one's love locked; even the tears of the people with abundant love for others will show them open and that indeed is the greatness of divine virtue love.

அன்பிலார் எல்லாம் தமக்குரியர் அன்புடையார்
என்பும் உரியர் பிறர்க்கு (குறள் 72)

Anbilaar ellaam thamakkuriyar anbudaiyaar
Enbum uriyar pirarkku.

Men sans love keep all;
Those with love give even bone
To others, stand tall! (Kural 72)

People without love take everything into their personal possession whereas the people with intense love give everything including their body (bones) to others.

A human relations Manager shows his love towards his staff members, definitely he can bring even the unruly ones round and make them work in the interest of the Institution.

அன்போடு இயைந்த வழக்கென்ப ஆருயிர்க்கு
என்போடு இயைந்த தொடர்பு (குறள் 73)

Anboadu iyaindha vazhakkenba aaruyirkku
Enboadu iyaindha thodarbu.

God gives bone and soul
To men to show love to all
Say the wise – nice goal! (Kural 73)

Perfect match between the life and body is
the outcome of one's intense love for others.
That helps the management practitioners to
win over the people to their way of working.

அன்புநனும் ஆர்வம் உடைமை அதுநனும்
நன்புஎன்னும் நாடாச் சிறப்பு (குறள் 74)

Anbu eenum aarvam udaikai adhu eenum
NaNbu ennum naadaach chirappu

Love provides concern
And that in turn yields friendship
Pure friendship is bliss! (Kural 74)

Love gives care and concern for others which
in turn leads to friendship that yields joy,
grace and greatness. This requires no
elaboration on the impact on others.

அன்புற்று அமர்ந்த வழக்கென்ப வையகது
இன்புற்றார் எய்தும் சிறப்பு (குறள் 75)

Anbutru amarndha vazhakkuenba
vaiyagaththu
Inbutraar eydhum sirappu.

Showing love to all
Life's fulfillment - the wise say
They live with joy tall! (Kural 75)

The cause of one's greatness and happiness
is the 'love' such people show it to others in
abundance. That is one's life's fulfillment.

அறத்திற்கே அன்புசார் பென்ப அறியார்
மறத்திற்க்கும் அ.:தே துணை (குறள் 76)

Araththirkkae anbusaarbuenba ariyaar
Maraththirkkum ahudhae thuNai.

Love, the corner stone
Not for virtues alone but
Sure for valor too! (Kural 76)

Only those who know not will say that love
supports virtue; the fact is it is the support for
courage and valor too. That is the important
requirement of a Manager.

என்பி லதனை வெயில்போலக் காயுமே
அன்பி லதனை அறம் (குறள் 77)

Enbuil adhanai veyilpoal akkaayumae
Anbuil adhanai aram.

Sun blazes the boneless
As justice burns the loveless
Sure as the daylight! (Kural 77)

Just as the heat of the sun burns the boneless
living beings, virtue will burn the loveless
people. Hence the abundant need for
cultivating the virtue of love and making
use in developing the effectiveness as a
Manager.

அன்பகத் தில்லா உயிர்வாழ்க்கை வன்பாற்கண்
வற்றல் மரந்தளிர்ந்த தற்று (குறள் 78)

Anbagaththu illaa uyirvaazhkkai vanbaarkaNa
Vatral maram thaLirththatru.

Life sans love can't bloom
As the dead trees in desert
Can't yield leaves and fruits!

(Kural 78)

அன்பின் வழியது உயிர்நிலை அ.:திலார்க்கு
என்பதோல் போர்த்த உடம்பு (குறள் 120)

Life of a person without love cannot blossom
just as a tree in a desert cannot yield leaves
and fruit.

Anbinvazhiyadhu uyirnilai; ahudhu ilaarkku
Enbuthoal poarththa udambu.

புறத்துறும் பெல்லாம் எவன்செய்யும் யாக்கை
அகத்துறும்பு அன்பி லவர்க்கு (குறள் 119)

Man's soul rests in love
Sans love, human body is
But bone wrapped in skin! (Kural 80)

Puraththuruppu ellaam evanseyyum yaakkai
Agaththuruppu anbilavarkku.

The life that is guided by love in fact is the
life as otherwise it is just bones wrapped with
skin.

For men without love
External organs don't help.
Supreme value love!

(Kural 79)

It is clear from the above exposition that
showering love can be and is one of the
most effective aids in management of human
relationship.

When the inner organs of a person have no
love in it, the external organs can do no good
to him.

Humor



BHARATHIYAR on RAINS!

Great poet Mahakavi Bharathiyar known as Bharathi is as great a nature poet as John Keats or P. B. Shelly. He loved nature as next to God and pays rich tributes to Sun, Moon, River, Forest, Rain, Cyclone and so on.

At a time when Chennai and Tamilnadu experienced the worst rain and floods since 1901, made IMPACT to think of Bharathi and his writings on RAIN in this issue and you will enjoy this piece of writing. Incidentally it was on 12th December in 1882 great nationalist poet was born and this is December issue!

திக்குகள் எட்டும் சிதறி - தக்கத்

தீம்தரிகிட தீம்தரிகிட தீம்தரிகிட - தீம் தரிகிட
பக்க மலைகள் உடைந்து - வெள்ளம்

பாயுது பாயுது பாயுது - தாம் தரிகிட
தக்கத் ததிங்கிட தித்தோம் - அண்டம்

சாயுது சாயுது சாயுது - பேய்கொண்டு
தக்கை யடிக்குது காற்று - தக்கத்

தாம்தரிகிட தாம்தரிகிட தாம்தரிகிட தாம்தரிகிட 1

ThikkugaL ettum cidhari –thkkath

Theemtharigida, them tharigida
theemtharigida – them tharigida

Pakka malaigaL udaindhu - veLLam

Paayudhu, paayudhu, paayudhu – thaam
tharigida

Thakkath thadhingida thiththoam – aNdam

Saayudhu, saayudhu, saayudhu –
paeykoNdu

Thakkai yadikkudhu kaatru – thakkath

Thaam tharigida, thaam tharigida, thaam
tharigida thaam tharigida!



வெட்டி யடிக்குது மின்னல் – கடல்

வீரத் திரைகொண்டு விண்ணை யிடிக்குது
கொட்டி யிடிக்குது மேகம் – கூ

கூவென்று விண்ணைக் குடையுது காற்று
சட்டச்சட சட்டச்சட டட்டா – என்று

தாளங் கொட்டிக் கனைக்குது வானம்
எட்டுத் திசையும் இடிய – மழை

எஞ்ஞனம் வந்ததடா தம்பீ! வீரா! 2

Vetti yadikkudhu minnal – kadal

Veerath thirai koNdu viNNai yidikkudhu;

Kotti yidikkudhu maegam - kuu

Kuuvendru viNNaik kudaiyudhu kaatru

Chattachchda chattachchada dattaa – endru

ThaaLangottik kanaikkudhu vaanam;

Ettuththisaiyum idiya – mazhai

Engnganam vandhahadaa, thambee!
Veeraa!

அண்டம் குலுங்குது தம்பி – தலை
 ஆயிரந் தூக்கியே சேடனும் பேய்ப்போல்
 மிண்டிக் குதித்திடு கின்றான் – திசை
 வெற்புக் குதிக்குது வானத்துத் தேவர்
 செண்டு புடைத்திடு கின்றார் – என்ன
 தெய்விகக் காட்சியைக் கண்முன்பு கண்டோம்!
 கண்டோம் கண்டோம் கண்டோம் – இந்தக்
 காலத்தின் கூத்தினைக் கண்முன்பு கண்டோம்!

ANdam kulungudhu, thambi – thalai
 Aayiran thuukiyae saedanum paeypoal

MiNdik kudhiththidu kindraan – thisai
 Verpuk kudhikkudhu; vaanaththuth
 thaevar

SeNdu pudaiththidu kindraar – enna
 Dheyvikak kaatchiyaik kaNmunbu
 kaNdoam!

KaNdoam kaNdoam kaNdoam – indhak
 Kaalaththin kooththinai kaNmunbu
 kaNdoam!

When broadly translated into English it may
 read like:

Shattered into directions eight – thakkath
 Theem thirikida them thirikida
 theemthirikida - theemtharikida*

Side Mountains and rocks broken – floods

Rush rush rush - thaam tharikida

Thakkath thadgingida thiththoam* – universe

Falls falls falls – as if possessed

At its worst is the wind – thakkath

Thaam tharigida thaam tharigida thaam
 tharigida thaam tharigida*.

Lightning is at its cruel worst – sea

With its tsunami like waves hit the sky;

Clouds dispatch the thunder – koo

Koo sounding, the wind pierces the sky;

Chattachchada chattachchada dattaa* – like

The sky trumpets the drum.

Breaking the directions eight – rains

How did they come, brother! Veera!

The whole universe trembles, brother, -
 Thousand

Hooded God like a ghost

Dances to the hilt - direction

Dances in delight; Gods in the heaven

Offer bouquet – what

A divine manifestation we could see!

We saw, we saw, we saw – this

Dance of Time we could see with our
 own eyes!

(* - These words represent the Sound of the
 dancing rain, wind and waves which are heard
 like these!!!!)

Deluge- disaster- calamity, cataclysm,
 catastrophe, ruination, tragedy – how to call
 this act of God? But the nature poet enjoyed
 and wrote a superb verse on this as he has
 done similarly on a cyclone that hit in the year
 NALA-month –Karthik on 8th, a Wednesday.

As a policy IMPACT does not write about
 politics- but as an observer of the happenings
 around us we are sick with the political parties
 that would take advantage with allegations
 and counter allegations. We are happy that
 there are scores of good hearts and souls
 and organizations that work for “the early
 restoration post rain-floods saga”. We place
 on record the humanitarian services they
 have been extending.

Management Quotes

Management is doing things right; leadership is doing the right things.

Peter Drucker

Being in control of your life and having realistic expectations about your day-to-day challenges are the keys to stress management, which is perhaps the most important ingredient to living a happy, healthy and rewarding life.

Marilu Henner

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

Paul Hawken

Time management is an oxymoron. Time is beyond our control, and the clock keeps ticking regardless of how we lead our lives. Priority management is the answer to maximizing the time we have.

John C. Maxwell

A key to achieving success is to assemble a strong and

stable management team.

Vivek Wadhwa

Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.

Stephen Covey

Corporate culture matters. How management chooses to treat its people impacts everything - for better or for worse.

Simon Sinek

Most of what we call management consists of making it difficult for people to get their work done.

Peter Drucker

Whether it's watching a \$4,000 laptop fall off the conveyor belt at airport security, contending with a software conflict that corrupted your file management system, or begging your family to stop opening those virus-carrying 'greeting cards' attached to emails, all computer owners are

highly leveraged and highly vulnerable technology investors.

Douglas Rushkoff

My mom worked at McDonald's, and she decided she wanted to make more money, so she got into the management program at McDonald's. And that's how you move up the chain. It's not by demanding that minimum wage is raised; it's by actually acquiring the skills. That's the way that people get ahead in life.

Raul Labrador

I've never formally trained for pain management, but I have a good understanding of how to conquer it. I just analyze the pain, feel it in the moment, and then mentally become numb to it.

Criss Angel

Shifting toward management meant greater responsibility and influence, but it also meant giving up programming day-to-day in my role, which was hard because it took me out of

my comfort zone.

Marissa Mayer

The more you like yourself, the less you are like anyone else, which makes you unique.

Walt Disney

Success in management requires learning as fast as the world is changing.

Warren Bennis

The first rule of management is delegation. Don't try and do everything yourself because you can't.

Anthea Turner

The art of effective listening is essential to clear communication, and clear communication is necessary to management success.

James Cash Penney

Profitability is coming from productivity, efficiency, management, austerity, and the way to manage the business.

Carlos Slim

I have learned that nothing is certain except for the need to have strong risk management, a lot of cash, the willingness to invest

even when the future is unclear, and great people.

Jeffrey R. Immelt

Practice Golden-Rule 1 of Management in everything you do. Manage others the way you would like to be managed.

Brian Tracy

Management is about arranging and telling. Leadership is about nurturing and enhancing.

Tom Peters

Leadership is working with goals and vision; management is working with objectives.

Russel Honore

The way management treats associates is exactly how the associates will treat the customers.

Sam Walton

Lots of folks confuse bad management with destiny.

Kin Hubbard

Effective leadership is putting first things first. Effective management is discipline, carrying it out.

Stephen Covey

Management's job is

to convey leadership's message in a compelling and inspiring way. Not just in meetings, but also by example.

Jeffrey Gitomer

Management is all about managing in the short term, while developing the plans for the long term.

Jack Welch

I never learned management. I never went to business school. I'm an artist. I happened to have really clear ideas of what I thought my business should be.

Bobbi Brown

Effective management always means asking the right question.

Robert Heller

Good management consists in showing average people how to do the work of superior people.

John D. Rockefeller

Management manages by making decisions and by seeing that those decisions are implemented.

Harold S. Geneen

HEALTH MANAGEMENT



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

CHOLESTEROL

Cholesterol is one of the major reasons for heart disease.

WHAT IS CHOLESTEROL?

It is a fat that looks like Wax under the microscope. It appears as crystalline long, sharp muddles. Cholesterol is synthesized in the body through a complicated process. After it is manufactured by liver it is absorbed from liver and the intestine and mixed with the blood where it remains in solution along with other fatty substances. When blood flows under pressure, the deposits of cholesterol are forced into the wall of the blood vessels. It later gets precipitated in the blood vessel wall as muddle like pointed crystals resembling spenders of wood. This is the role of cholesterol on Heart disease KNOWN AS arteriosclerosis.

A kind of hardening of the arteries caused by the fatty deposits is called plaques. The deposits contain 70% cholesterol. They clog the arteries and thus impede the flow of blood.

The result can be angina or heart attack.

This quality of cholesterol in the blood plasma deposits mostly on the cholesterol content in our diet. It is also dependent on the balance between the synthesis (production by the liver). And its excretion with bile, this equilibrium is influenced by the fats we eat in our food.

FATTY ACID

Folic Acid deficiency decreases brain serotonin levels and can cause depression.

Green leafy vegetables , dried beans and peas and many other types of vegetables and fruits are rich in Foliolate.

What it is and how it works:

Our relationship with cholesterol is complex and contradictory as our Relationship with every other form of fat. We need it, but too much of it is wrong. It can clog the arteries and do harm.

"Good" and "Bad" cholesterol

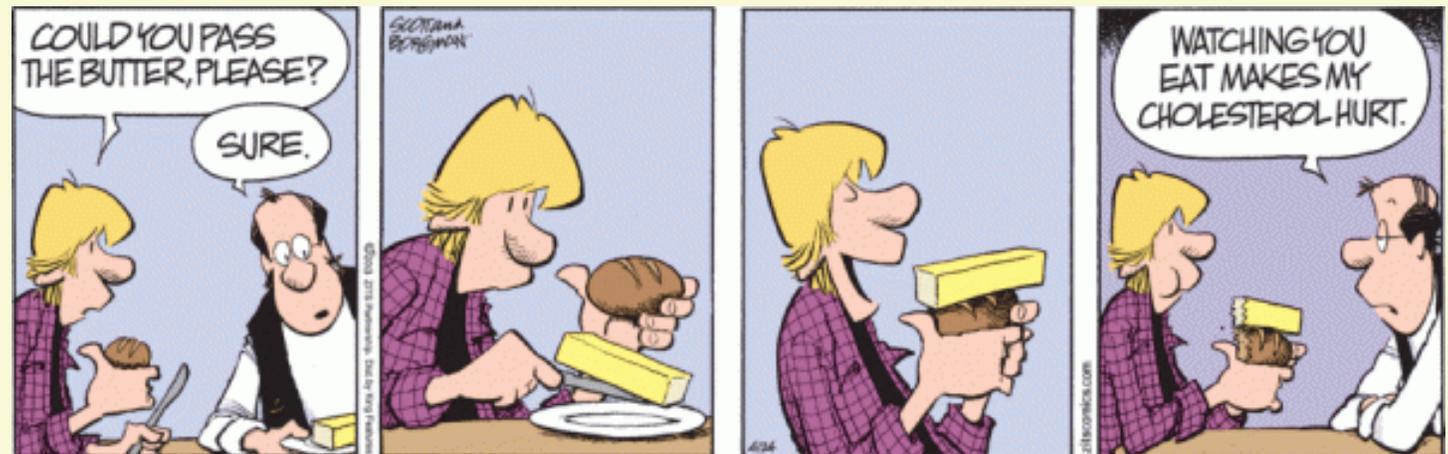
Cholesterol is a fat-like substance the body needs to build cells, make hormones and to process fats. It travels inside lipoprotein molecules; LDL (Low density Lipoprotein) carries

cholesterol to cells. HDL (High density lipoproteins) carries excess cholesterol back to the Liver, which disposes of it.

LDL, TOO MUCH IS CONSIDERED BAD BECAUSE IT IS A major component of plaque that can form inside the arteries walls. Causing the arteries to narrow, high LDL levels are associated with heart disease.

HDL Cholesterol;

High levels are considered good because it is needed to rid the body of excess cholesterol; low HDL levels are associated with heart disease.



PARTNERS IN PROGRESS



Jayprakash B Zende, Consultant employee involvement schemes and a freelance trainer

Technologies are constantly changing and getting improved at the International level. Educational systems are expected to be aware of these changes, since the take off points of various technologies make their assessment of likely impact on society at large -both internal and global. Technologies make an impact not only on the production systems but on the entire social fabric as well. The task of educational system, therefore, is also to understand the social dimensions of technological changes and to provide corrections in the system to cope with the changes. Such corrections can only be developed by effective interaction of scientists, technologists, Industrialists, Managers and teachers. Quality of an Educational process or that of the product coming out of an educational process is much more difficult to define or evaluate.

Changing perceptions of Quality issues involved in educational system would require vision, delineation, long, term planning for future growth and annual plans for optimal utilization of human and financial resources. Engineering education in particular prepares a student to develop his "faculty and skills to produce, upgrade or maintain physical artifacts or systems through judicious use of available resources. Industry is the culmination of engineering activity therefore engineering educational process must bring industrial reality to the classroom through active involvement and interaction with industry. Industrial exposure to students will help them understand ground realities regarding quality, reliability, maintainability and aesthetics of product or system development. I think, Industries will be always keen to utilize the available 'Think Tanks' in educational institutions for their problem solving

and for upgrading the skill of its employees.

World Engineering education is currently under tremendous strain as it is trying to cope up with the learning implications of globalization of the economy, rapid technological advances in most of the fields and mind boggling the emergence of totally new technologies.

Today, if you look at three different ingredients of the business process i.e. students, Educational Institutes and the Business units / Industries each one of them have concern to achieve excellence in the competitive and challenging environment. But there is a need for development of a good common platform through inspiring leadership to build a good team to achieve excellence through combined efforts.

Linkages Required-

Development of effective linkages between Industries and Institutions.

Appointment of an expert sponsored by industry as a staff member in an institute and vice-a-versa. Industries taking active part in defining their requirements of training and finalizing the curriculum.

If you look at current changes in all our business environment the focus is 'customer oriented'. Now marketing is a dominant force and hence instead of waiting for customer to pick up our product, organizations must go to customers to find out customers' requirements and try to fulfill them. Today educational institutes are producing product as per their set curriculum without understanding the requirements expected from customers. The existing curriculum is based on American system of education and hence this produces mostly more research and theory, oriented students. Today's curriculum is without much consideration to what industry wants and the result is stiff competition for getting good jobs leading to educated unemployment of those who cannot meet the industry's needs of manpower, skills and knowledge.

Hence, it will be more meaningful to develop good partnership between industries and educational institutes. Instead of industries going to institutions for campus interviews and select few students to fill up their vacancies.

Institutions must go to industries to find out their exact requirement. Industry does not run on charity and it needs best of people to manage its affairs. Hence the orientation of our education system should be changed with more emphasis on practical application of emerging technologies and mainly customer focus.

How to Develop the Partnership:

I think a positive partnership between Industry and Educational Institutions can be easily developed if a meaningful customer, supplier relationship is thought of between both the agencies. Enlightened managements are prepared to offer some financial support to educational institutions but obviously



will not accept inferior output produced by the educational institutions when it comes to employing the students from such institutions. Hence, for healthy partnership educational institutions must look at industries as their valued customers, find out exactly what they need and try to satisfy their need. Institutions must introduce the features in their products (students) based on the expectations of industries requirements. Then, industries will buy the products with delight and then cohesive bonds will get developed to sustain relationship and mutual support. Following are some suggestions to develop such partnership.

Chief Meets:

Executive

Mutual commitment brings integrations but this needs a strong and charismatic leadership. A forum should be developed under such leadership so that few Chief Executives from Industries and Educational Institutions can meet regularly at fixed intervals. Through these meets vision can be developed for meaningful partnership.

Curriculum Formation:

Some positions should be reserved for persons from industries on Board of studies so that the syllabus will not remain theoretical but will have practical flair taking into account the current changes in technology and market trends. Board of studies should also have some positions for researchers so that the benefits of latest researchers can be passed on to the industries through Educational institutions quickly.

Sandwich Courses:

Some experiments are already on in this direction but such efforts should be intensified and suitably refined to meet the requirements of industry. This will reduce the time and efforts spent by industries

to mould the students from institutions for industrial requirements. This also will help students to build right tuning to get right kind of jobs.

Now, I would like to give some suggestions for educational institutions to consider looking at the current requirements from industries to build healthy partnerships.

Industrial and business environments need Information Technology and hence Computer familiarisation is becoming a must for everybody. Educational institutions should reorient all their curriculums to add computer familiarisation to make their students more effective and acceptable in business environment.

There are many apprehensions about the basic input available to educational institutions but my observation is that the younger generation is well informed and can absorb 21st century's technology but we are training them to absorb 19th century's technology.

Younger generation positively need some

fine tuning to make them effective which should be done by educational institutions. It is something like making our educational process more robust to absorb some variation in basic inputs to produce product of required quality.

The work of educational institution is something like heat treatment process. Accept available materials do stress relieving to impart required hardness, perform tempering operation to moderate the hardness so that the product will perform better when in use. This is the basic internal process of educational institutions. This has to be formulated by providing proper curriculum and adequate facilities. Processes always are managed by people. Hence, educational institutions need proper people building movements.

People Building Philosophy:

A very effective and prominent method amongst available methods today is 'Quality Circle'. The novelty of this approach is that it represents a philosophy of building and managing people. It is a

clearly defined mechanism and methodology if followed puts this philosophy into practice to make it a way of life. This fosters co-operative attitudes and team spirit. Hence, all students must get this as a discipline and as part of learning during their learning endeavors in the academy pursuits. A few examples of this symbiotic relationship producing good results may be quoted here – The productive interactions between the professors at IIM Ahmadabad and the industries around have left both parties enriched in knowledge and material. The novel experiment began at S. P. Jain Institution of Management & Research, Bombay is one more such example of good relationship benefiting both parties. Academia represented

by SPJIMR, Bombay and Industries represented by CII came together, discussed and understood each other's needs and requirements. They designed and implemented a management course in manufacturing. The active participation of industries can be easily gauged by the involvement of experts from Industries in sharing their expertise and experience in designing the syllabi and implementing it through series of lectures. So also the exposure of contribution of the educational institution manifests itself through the work done, knowledge shared by students and faculty with industry. Such approaches will certainly do a lot good to Indian industry and education system.

Conclusion:

Our society is undergoing

significant changes. A culture of Quality excellence in all spheres of industrial and service activities is the need of the hour to meet the global challenges. The customer is emerging as a king and efforts should be on to understand his requirement and satisfy him. Educational institutions are not exceptions to this. A meaningful partnership between the Industry and Educational institutions is desirable and can be achieved by creating a common platform with right leadership. Today some experiments are already seen but they need to be intensified so that the benefit can be shared by all – industry as user of the product - Engineers in this case and Educational Institutions as processor of the 'product' to be used by all facets of industry- manufacturing and service.



THE POWER OF WORDS



Dr. K. Balasubramanian – Founder and CEO of Vision Unlimited. He is a PhD in Psychology & Post Graduate Diploma in Training & Development. His name has been appearing in the popular people of Tamil Nadu Directory for the past 25 years.

Words manipulate people and are becoming tools others can use.

Invisible, forced with purpose to change another's thoughts, beliefs and actions, the words virtually force one to agree with the manipulator's point of view, give them what they want. Their words are so reasonable, so logical, and so believable that one's response is almost programmed.

The words are hooks. Their enormous power lies in what the words MEAN to the person who hears them. They trigger concepts, ideas, memories, situations, circumstances, actions, thoughts and feelings from one's subconscious mind into corresponding emotional responses toward the subject at hand. Consequently, the decisions based on them are NOT based on truth, common sense, logic, legality, one's best interests or right and

wrong.

What comes out of the mouth starts with what goes into the heart. And in Proverbs we learn that we are to be putting God's Word into our hearts. And we do that by paying attention to it, listening (with our ears and our heart) to His sayings, keeping His Words before our eyes and getting them into our heart. And once they are in our heart, we are to guard our heart with all diligence, for out of our heart comes the issues of life in the form of our words. And our words are powerful!

You can envision this angry person carefully sharpening what they are going to say to you, like a warrior sharpens the head of an arrow. Then at your most vulnerable moment they take aim and fire this carefully fashioned weapon right at your heart. If your heart is not guarded when they attack, those words can penetrate and deposit their poison, sometimes wounding

you for years. Why? Because words are powerful!

On the other hand, our words can bring life to a situation. A word of encouragement spoken at just the right time to someone who is down or discouraged can minister life to that person. Maybe you have been the person who just felt like you were in a pit of despair and felt like giving up; when someone came to you or called you and told you they love you or appreciate you, or just thanked you for what you are doing. If you were that downhearted person, then you know that those kind words were like a hand extended, pulling you up out of a pit and back onto the path God ordained for your life. Those words injected life into your situation and gave you the strength to keep moving forward. Why? Because our words are powerful!

Why are words so powerful?

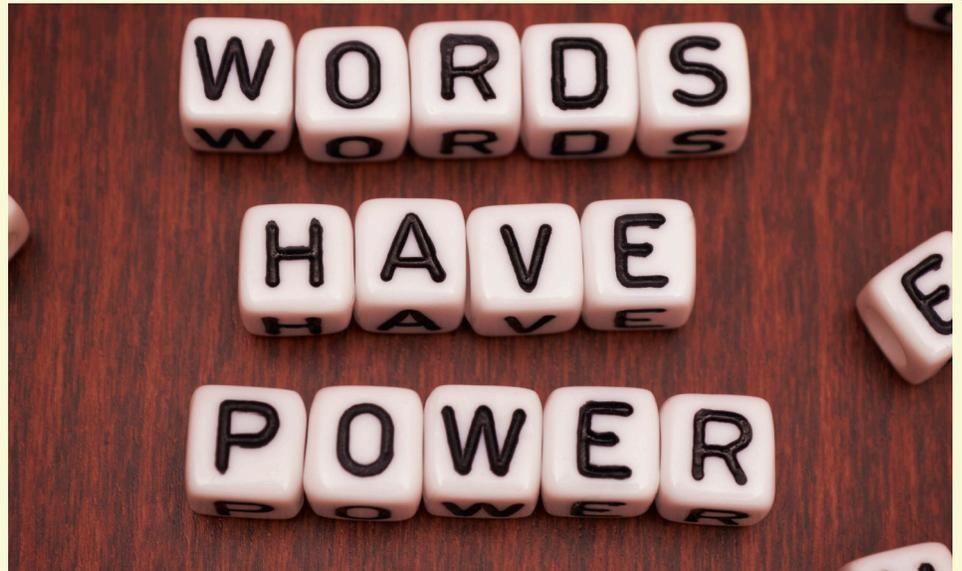
Words have found a way to change the world, and yet, they are of no value in any scientific realm. We place much importance on knowledge and with how the way things work, yet words have been the only effective means of power. If we think about it - communication has been the central component to our not destroying the world as of yet.

What would happen if the world stopped speaking - stopped communicating all together

Words represent History...! Also represents the thoughts of the mind...!

Words can bring agony as well happiness. Some words have deep meaning beyond comprehension. Some words can be hurting and some are healing. Some can be careless and some can be caring. Words are the vehicle which carries messages to impress or to express and also to create rapport / connect with people. Words of people reflect their attitude. A few words can win and a few can kill or make you lose.

Words can be good, bad, new, old, native, strange, rhyming, energetic and negative as



well.

Words such as Task, Risk, Target, Act, Pressure, Delivery, Plan, Comment, Criticize, Fat, Error, Blood, Accident, Worry, Tension, Stress, and Depression – can be very self-destructive whereas, Money, Abundance, Power, Friend, Reward, Prosperity, Happy, Relationship, Natural, Health, Great, Excellent, Care – can bring vigor and enthusiasm.

Words like Love, Please, Thank you, Love you, Sorry and Prayer may bring magical results.

There are 18 powerful words for persuasion: Naturally, easily, unlimited, aware, realize, experience, before, during, after, among, expand, beyond, and, as, causes, because, now, stop.

Most persuasive words as per

research by Yale University: Discovery, Easy, Free, Guarantee, Interest, Love, Money, Profit, Results, Save, You.

There are also few words which are very optimistic and high-energy oriented: Achieve, Baby, Beautiful, Believe, Choose, Choice, Dream, Easy, Energy, Enthusiasm, Family, Father, Feel-Free, Funny, Future, God, Happy, Harmony, Heart, and Humor.

There are few words which are of low-energy oriented: Failure, Fear, Forget, Guilt, Hard, hate, Idiot, Ill, Lazy, Lose, Loser, Mean, Sue, Weak, Nasty, Old, Poor, and Words to be avoided: But (change it to) 'and', Try (presupposes failure), If (presupposes that you may not). Might (it does nothing definite), would have

(draws attention), Should have (guilt), Could have (tries to take credit), Can't /don't (what we don't want)

Powerful or confidence maker words: Positively – I am going to improve positively, Absolutely – I am absolutely confident, Guaranteed – I am guaranteed to improve, Certainly – certainly no one can stand in front of me as am the best, Obviously – obviously I have a great game, Definitely – definitely I can reach my goal, Surely – surely I am born to win

We need to switch certain words in our daily life for better results, happiness, harmony and peace: That's not bad -becomes "that's quite good", No problem – becomes – "you are very welcome", That's bad – becomes – that's not good, Don't worry – becomes- you'll be fine, It's too hard –

becomes – it's not easy, I'm sick – becomes- I don't feel well, I forgot – becomes – I didn't remember, Don't cry – becomes – that's all right, Diet becomes 'eating plan', Fat becomes 'not slim', Junk food becomes 'empty filler food', I shouldn't eat all of this becomes 'I will eat just half of this", I was bad today becomes 'I didn't do very well today', I'm feeling down becomes 'I am clearing some emotions right now'

For better results in personal and professional life, we need to change the way we communicate: Don't talk to me like this – I want you to be kind, I don't want to be sick – I want to be healthy, I don't want to fail – I want to succeed, I don't want to lose – I want to win, I don't want to be poor – I want to be rich, I don't want to delay – I want to finish on time, I

don't like tension – I want to be peaceful, I don't want to delay – I want to be on time, I don't want to argue – I want to agree

A careless word can cause a conflict/quarrel, A word without compassion can spoil a life, A word of hatred gets hard into the mind, An unkind word can kill a person. A caring word can bring peace and harmony, A happy word can enthuse others, A timely touching/caring word lessens the worry and stress, A word with love and kindness will remove worries and bring bliss in heart.

Finally, let us understand that Words can be powerful in multiple aspects. Sometimes words can do more harm than actual weapons, or when used in music they can deliver an emotional response to the listener. We can interpret words and language very deeply which may be why they can be so powerful. Therefore let us be very selective as a successful communicator while choosing a WORD.

You are judged by the words you use – could be true...!

Words can inspire. And words can destroy. Choose yours well.

Robin Sharma

FLOOD RISK AND CONTEXT OF LAND-USES

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India witnessed increased flooding incidences during recent past especially in urban areas reportedly since Mumbai (2005) as a mega disaster. Other South Asian cities like Dhaka, Islamabad, Rawalpindi, besides many other cities in India, are also reportedly been affected by frequent floods. Flood risk in urban areas are attributed to hazards accelerated by growth in terms of population, housing, paved-up areas, waste disposal, vehicles, water use, etc. all contributing to high intensity – high load of runoff.

Reduced carrying capacity of drainage channels is also a key concern. Haphazard growth of low income habitations and un-organized trade added to challenge. Spatial dimensions of these entire flood factors are often characterized

by land-use and changes. Chennai, a coastal mega-city is fourth largest metropolis in India, has a history of over 350 years of growth. Meteorologically there is no major upward or downward trend of rainfall during 200 years, and a decrease in last 20 years with a contrast record of increasing floods have been experienced. Analysis of land-use changes over the temporal and spatial scale has been undertaken for Chennai city in order to understand the patterns on green cover, built-up area and consequences on hydrological settings. Land-use issues like decreased natural areas, loss of water bodies, encroachment of river/streams and other drainage channels, uncontrolled multiplication of built-up areas, have been identified as contributory factor to flood risk in Chennai.

The paper discusses flood risk reduction and management strategies in urban context with example of the Chennai city and draws attention

of land-use planners and disaster management experts to integrate their efforts for better and sustainable results.

INTRODUCTION

India witnessed increased flooding incidences during recent past, especially in urban areas reportedly since Mumbai (2005) as mega disaster. Other South Asian cities like Dhaka, Islamabad and Rawalpindi are also reported for frequent floods. Floods result from the overflow of land areas, temporary backwater effects in sewers and local drainage channels, creation of unsanitary conditions, deposition of materials in stream channels during flood recession, rise of ground water coincident with increased stream flow, and other geo-environmental influences. Hazards of flood could be from heavy rains, dam failures, tides or cyclonic surges. There are four interrelated but separable effects of land-use changes on the hydrology

of an area: changes in peak flow characteristics, changes in total runoff, changes in quality of water, and changes in the hydrologic amenities (Leopold, 1968). Of all land-use changes affecting the hydrology of an area, urbanization is by far the most forceful. Census 2001 figured 285 million people in 35 metro cities of India, and is estimated to cross 600 million with 100 metro cities in 2021. Climatic variability and regional environmental challenges are known to aggravate flood risks. Urban flood, being significantly different from those of flooding natural or rural areas, has drawn attention of disaster risk managers.

Causes of floods in urban areas are:

- Global climate Change
- Change in weather pattern
- Heavy rainfall

- Urbanization encroaching flood plains and causing loss of natural storage.
- Continued development and redevelopment to higher density land-uses.
- Increased impervious areas such as roads, roofs and paving, due to increasing development densities means more runoff.
- Improper and inadequate drainage system
- Improper or no waste management
- Attitude of people
- Direct factors
- Indirect factors
- On road vehicle parking

URBAN FLOOD CAUSES APPROACH AND METHODOLOGY

This paper is drawn from the technical report of a national level study accomplished in India covering 8 important

cities – Bangalore, Bhopal, Chennai, Kolkata, Hyderabad and Mumbai, Bhopal and Surat by National Institute of Disaster Management, through city-wise teams for capturing city's experience on floods.

Case studies were undertaken looking into the aspects of geo-environmental, hydrological and socio-economic profiles. Prevailing and proposed city infrastructure with reference to drainage and flood control including structural and non-structural measures have been evaluated in the context of flooding in the past and present. Master plan provisions and their failures, administrative and technical enquiries, good practices and lessons, and the suggested strategies have been covered. Urban flood challenges and implications of land-use changes that



aggravate disasters have been discussed in this paper. Information and data used were mostly secondary in nature were reports and publications of different departments/agencies were put into use.

Chennai city profile and growth

Madras (now Chennai) in 1600 was formed of scattered settlements separated by long distances. Each settlement grew around a nucleus of a temple and has its own history. Regional setting of Chennai, the capital City of Tamil Nadu is the fourth largest Metropolitan City in India. The CMA falls in three Districts of the Tamil Nadu State viz. Chennai District, part of Thiruvallur District, and part of Kancheepuram District. The extent of the Chennai District (covered in Chennai Municipal Corporation area) is 176sq.km and comprises 55 revenue villages in five Taluks [viz. (i) Fort-Tondiarpet Taluk, (ii) Perambur – Purasawalkam Taluk, (iii) Egmore-Nungambakkam Taluk, (iv) Mambalam-Guindy Taluk and (v) Mylapore – Triplicane Taluk].

In Thiruvallur District out of total district area of 3427 sq.km, 637sq.km in Ambattur, Thiruvallur, Ponneri and Poonamallee taluks fall in CMA. In Kancheepuram District out of 4433 sq.km, 376 sq.km in Tambaram, Sriperumbudur - Tambaram, Sriperumbudur and Chengalpattu Taluks fall in the Metropolitan area.

Topographically plain terrain with few isolated hillocks in the south-west, city is bounded on the east by the Bay of Bengal and on the remaining three sides by Kanchipuram and Thiruvallur districts. Average annual rainfall is about 1,300 mm. The city of Chennai, one among the four major metropolitan cities of India, located in the southern India lies between 12° 09', 80°12' NE and 13° 09', 80° 19'NE. It is having population of 6.04 million in an area of 170.47 Sq. km. It is growing at an average of 25% per decade. Chennai city does not have much of green space, except the Guindy National Park with an area of 270.57 hectares, which is under reserve forest category. Chennai has two administrative boundaries, the outer boundary is Chennai

metropolitan boundary – encompass the suburban areas; the inner one is the corporation boundary, which include only the urban area.

Chennai lacks natural gradient for free run-off. This necessitates an effective storm water drainage system. Sewage system in Chennai was originally designed for the population of 0.65 million at 114 L per capita per day of water supply, and was further modified during 1989 1991, and is now much below the required capacity. (CPREEC, 2008). Cooum and Adyar rivers in Chennai city are almost stagnant and do not carry enough water except during rains. These rivers play a major role during floods, collects surplus water from about 75 and 450 tanks, in their respective catchments. Chennai municipal area has a network of canals and channels within its boundary. Buckingham, originally a navigation channel and waterway till 1954, now serves only as drainage channel. City with plain terrain lacks natural gradient for free runoff and necessitates an effective storm-water drainage system. Since the beginning

of the 20th Century, Chennai has witnessed a steady deterioration of and decrease in water bodies and open spaces.

Chennai population has grown 8 times in 1901 – 2001 period and per hectare population density has increased from 80 to 247. Chennai has large migrant population from other parts of Tamil Nadu or other parts of the country, accounting a figure of 21.57% of Chennai

population in 2001.

There are three major watercourses (Cooum, Buckingham Canal and Adyar) in the Chennai city and the banks of all the areas are highly encroached. The slums (number recorded to be 30,922) have developed there without basic amenities and are subjected to flood every year. They often pollute the water courses making health situations worse (CPREEC, 2008).

The green covers reduced rapidly across the city between the years 1997 to 2001, at some ward almost 99% of the green covers replaced by the non-vegetative developments. As a result, the water holding capacity of the city's surface gone down drastically. The reduced city's surface water holding capacity combined with the augmented impermeable surface increased the peak flow, up to 89% from the year 1997 to 2001 at some of the



wards. Increased surface runoff and reduced retention capacity of the land cover almost stopped the ground water recharging processes in the city. The ground water level came down up to 10 m from the year 1997 to 2001 (Source: CMWSSB). The analysis shows that the green cover reduction and the increased impermeable surfaces lowered the ground water level to the extent of 33% at some part of the city between the years 1997 - 2001. This eventually reduced the ground water quality.

Meteorological and hydrological aspects

There were several past

instances of catastrophic floods in Chennai (1943, 1976, 1985) caused by heavy rain associated with depressions and cyclonic storms, led to floods in major rivers and failure of drainage systems. Chennai was severely flooded due to heavy rains (16 - 20 cm, attributed to a trough of low pressure from the Gulf of Mannar to the South-west bay off the Tamil Nadu coast) during October 30 to November 2 during 2002. Residential areas became 'islands' and cutoff, paralyzing life, services and trade including transport, communication, etc. On November 5, 2004, a heavy rainfall (6 cm within 24 h or

less) caused flooding and water-logging in many areas, inundating most of the slums.

A deep depression over Bay of Bengal brought 42 cm rainfall in around 40 h during North-east monsoon of 2005. Several such incidences were reported during 2006, 2007 and 2008. Closing of schools due to flooding every year is a usual case for many areas of Chennai. Chennai Municipal Corporation has identified 36 localities as flood risk hotspots. Meteorologically there is no major upward or downward trend of rainfall during 200 years, and a decrease in last 30 years with a contrast record of increasing floods have been



experienced for Chennai. Urban land use changes, governance and floods

Causes of increased flooding in Chennai are identified as

(a) Uncontrolled urban sprawl and loss of natural drainage. Drainage channels have been blocked and urban lakes filled and encroached, canals degraded and polluted, heavily silted and narrowed. A 1994 survey revealed waterways contamination and anaerobic digestion led to sludge accumulation causing hydraulic hindrances

(b) Inadequacy of storm water drainage system and lack of maintenance. City has only 855 km of storm drains against 2,847 km of urban roads. Plastic and polythene constituents to the storm water stream along poor or no maintenance aggravates floods

(c) Increase in impervious surfaces. Paving of roadsides, park and open areas causing flood severity and condition for following droughts

(d) Lack of coordination between agencies. Lack of unified flood control

implementing agency, that could integrate the functions of Corporation, Development Authority, Public Works Department, Slum Clearance Board, Housing Board, etc., add to weak points.

Many of the water bodies including man-made wetlands/lakes and natural depressions and have disappeared due to human induced succession, filled with waste and development or slum encroachments.

This is the common observation in most of the Indian cities and is guesstimate that urban wetlands have reduced to 30% during last 50 years. Wetlands are among the most valuable ecosystems in the world and are useful for improving water quality and storing floodwaters and releasing it slowly as they travel downstream. A significant phenomenon which has increased during recent years is that of local flooding attributable to impervious surface and high density development. Switching over to efficient drainage designs is the need. Chennai witnesses 425 new vehicles put on road

every day causing pressure for motorable and parking space. Increase in road space accounts for only 3 - 4% as compared to 11% in Bangkok and 20 - 25% in developed cities like London, Paris or New York.

Decline in area under water bodies has been remarkable, owing to eutrophication, their use as waste dumping sites, later encroaches by slums or poor colonies, then converted to land for housing complex, Play grounds or garden/parks but significantly losing natural flood control sites. Spread of temple tanks in the entire Chennai most of which are degraded now and inefficient in controlling floods or storing water. There is a high degree of degradation of wetlands or other water bodies. Degeneration and loss of temple tanks are another attribute of land-use modifications leading to reduced flood control systems Master plan and flood mitigation in Chennai. Master plan 1992 - 1993 incorporated Madras Metro Flood Relief (MMFR) / Storm Water Drainage (SWD) study outcomes in form of structural and non-structural



measures. Land-use being most significant aspect that governs environmental and hydrological regimes along drainage and waste management issues, must be taken in to consideration in any planning for urban risk mitigation. Vision 2026 of Chennai Municipal Authority (CMA) developed in 2007, aims to make Chennai a prime metropolis which will be more livable, economically vibrant and environmentally sustainable and with better assets for the future generations. Provision of rainwater structures in all types of developments, irrespective of size or use was made mandatory by amending DCR and building byelaws

in the year 2001, not only for the buildings proposed to be constructed but also for all the existing buildings. After implementation of this scheme widely in CMA, a significant increase in the ground water levels and also quality of ground water was noted (CPREEC, 2008). Chennai City River conservation project was launched in year 2000 in order to improve waterways, with estimated outlay of Rs.17,000 million.

The projects proposed included sludge removal and disposal from waterway banks, improvement of macro drainage network in the catchments, improvements of micro drainage network in the city, improving the water quality of rivers and waterway, strengthening urban drainage network in the city, construction of sewage flow interceptors and treatment facilities.

Flood resistance in cities must address three contributory aspects, viz. flood avoidance, flood tolerance and flood resilience, in an integrated mode. This is the core of disaster risk reduction and directly addresses climate

resilience in cities context. A Government funded flood alleviation scheme was launched in 1998, with a cost Rs.3000 million, focused mainly on structural measures. Adequacy of flow in the arterial drainage system, removing impediments, safeguard against tidal and fluvial flooding, relocation and rehabilitation of encroachers were main objective components in the package. Cleaning of certain waterways and lakes was also undertaken under the scheme.

Conclusion

Planning and regulatory controls to prevent development in old tank beds are possible only if adequate flood defense measures are in place enforced by the local government of Chennai. However, the implementation is a bigger challenge.

Developments / construction taken cannot be brought back to the original landscape. The lakes / water bodies should be protected from encroachments and existing encroachments should be evicted by the departments / agency concerned bringing the water bodies to its

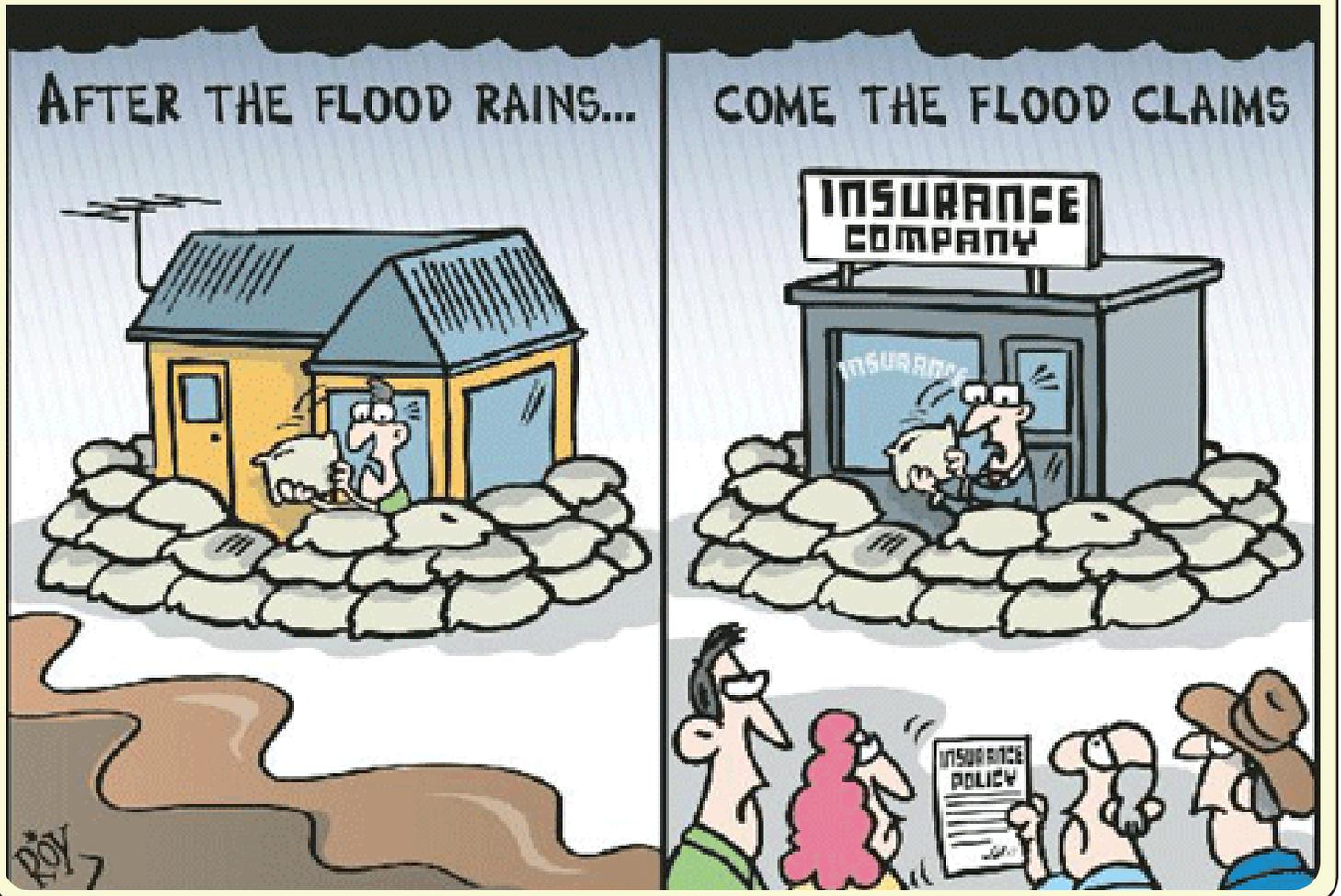
original state. Vulnerability to hydro-meteorological disasters especially in urban context stems from large concentration of people, infrastructure and financial assets.

Disaster risks and impacts are aggravated due to environmental impacts of migration, slum habitations, poor waste management and local atmospheric phenomenon over the dramatic changes in land-uses and landscapes not only are macro level but more importantly at micro level – village / wards level.

Ability to withstand a disaster is another important dimension in flood disaster management in cities. Land-uses issues especially water-relief regime, natural flood controls in form of wetlands, raised housing, better plinth in building and sanitary, maintaining open areas are examples of concern. Risk sensitive land-use planning has two fold implications – (a) managing environments and landscapes to avoid or reduce flooding, and (b) managing developments and human settlements from exposure / impact of floods.

Land-use influences in terms of drainage and debris, flow gradient, rainwater amount and intensity over sewerage, urban forestry, pose serious challenges in flood disaster risk assessment, environmental planning in cities and disaster mitigation.

Chennai's growth during fifty years with increased flood challenges and changing perceptions in master plan and land-uses now sets excellent example for further studies and research.



THE “M” FACTOR



Mrs. Sandhya Rao, Senior Innovation Consultant, Innomantra Consulting Private Limited. Master's in Psychology from Punjab University, Graduation from Government College for Women, Chandigarh with Economics, Psychology and English (Honours), Schooling from Carmel Convent, Chandigarh.

“THOUGHTS HAVE POWER; THOUGHTS ARE ENERGY. AND YOU CAN MAKE YOUR WORLD OR BREAK IT BY YOUR OWN THINKING.”

SUSAN TAYLOR

Manage your thoughts
Manage your words
Manage your “self”
Maintain your success.

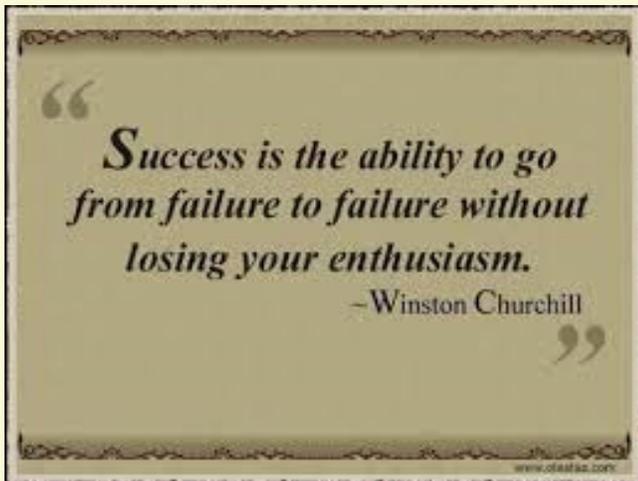
‘Manage’ means to be “in charge of any business, organization or undertaking.” For example...she could manage a staff of 100 people. Or it can also mean to “succeed in surviving or in achieving something or difficult circumstances.” For example...I managed on 3 hours of sleep. We need to

manage our thoughts and words so as to have better relations, interactions in our personal and social life and consequently have peace of mind. While we manage our thoughts and words, we are also attempting to manage our self. The dictionary defines self as

“a person’s essential being that distinguishes them from others, especially considered as the object of introspection or reflexive action.”

We are all different in terms of our external looks and internal mental make-up, our attitudes and our behavior. We could attribute this difference to our genes and / to our environment. But somewhere between these two is our ‘self’. Managing our self is not so difficult if we follow the right path of duty and conduct. The ‘outer self’ is a little easier to manage. We can dress ourselves in the way we like whether people like it or not. We can also dress to please others or at least the significant ‘others’. In case of managing our thoughts and words we need to maintain some caution. We can think and say what we want but there will be unexpected and unpalatable consequences

at times. It is of utmost importance that we watch our thoughts and words if we want to be successful in life.



What is Success? It means different things to different people. It can be being very rich, powerful, having lot of political connections, accomplishing a purpose in life or meeting your goals. Whatever it may mean, it needs managing thoughts and words. Even to cheat and manipulate you need to manage your thoughts and words. It may not be a very good way of managing when it is based on selfish motives. Success cannot be managed or we can say it also needs to be maintained. Success in the true sense will not stick around if it is ignored. It has to be enabled to continue. The formulae to maintain success can be expressed in the following way:-

Manage T+ W= Maintain S.

We must manage thoughts because they go very far and become our words. Then we need to manage our words because words once spoken cannot be retraced and they become our actions and actions have no meaning if thought, words and actions are not properly

aligned.

Thoughts and words cannot be controlled. Being humans and having thoughts is not uncommon or unnatural. But when we let evil and bad thoughts rule our mind, thoughts have to be managed. Hurting, mean, rude and insulting words will come out if thoughts are bad. Words have to be managed to avoid confrontations and fights. We can control our destiny by managing everything about our self. Self-assurance will maintain our enthusiasm to maintain our success.

In conclusion let us reflect on the valuable quotes by Mahatma Gandhi as shown below.

“Your beliefs become your thoughts,

Your thoughts become your words,

Your words become your actions,

Your actions become your habits,

Your habits become your values,

Your values become your destiny.”

— Mahatma Gandhi



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