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ISSUE 119

# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

GOD CAN BE SEEN IN THE  
SMILE OF THE POOR



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# Greetings from **IMPACT**



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Dear Readers,

### Progress Amidst Challenges

As April 2025 unfolds, India stands at a crucial juncture. The economy shows steady growth, yet rising fuel prices strain household budgets. Political debates intensify ahead of key state elections, with opposition unity testing the ruling party's dominance.

Tragically, a heatwave scorches northern states, reigniting climate action demands.

On the global stage, India's diplomatic engagements strengthen ties with the Global South, while tech startups achieve record funding, fueling optimism. However, farmer protests resurface, highlighting unresolved agrarian woes.

As the nation navigates these contrasts, the need for inclusive policies and sustainable development remains urgent. India's resilience will define its path forward.

Editorial Team

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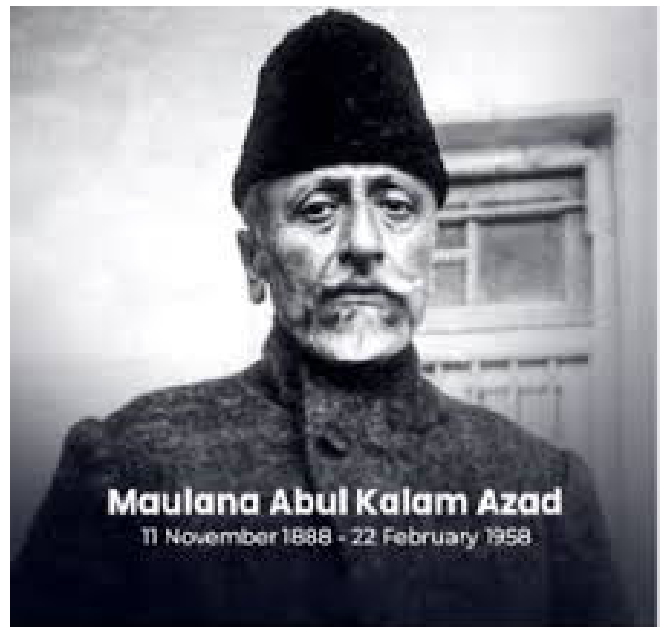
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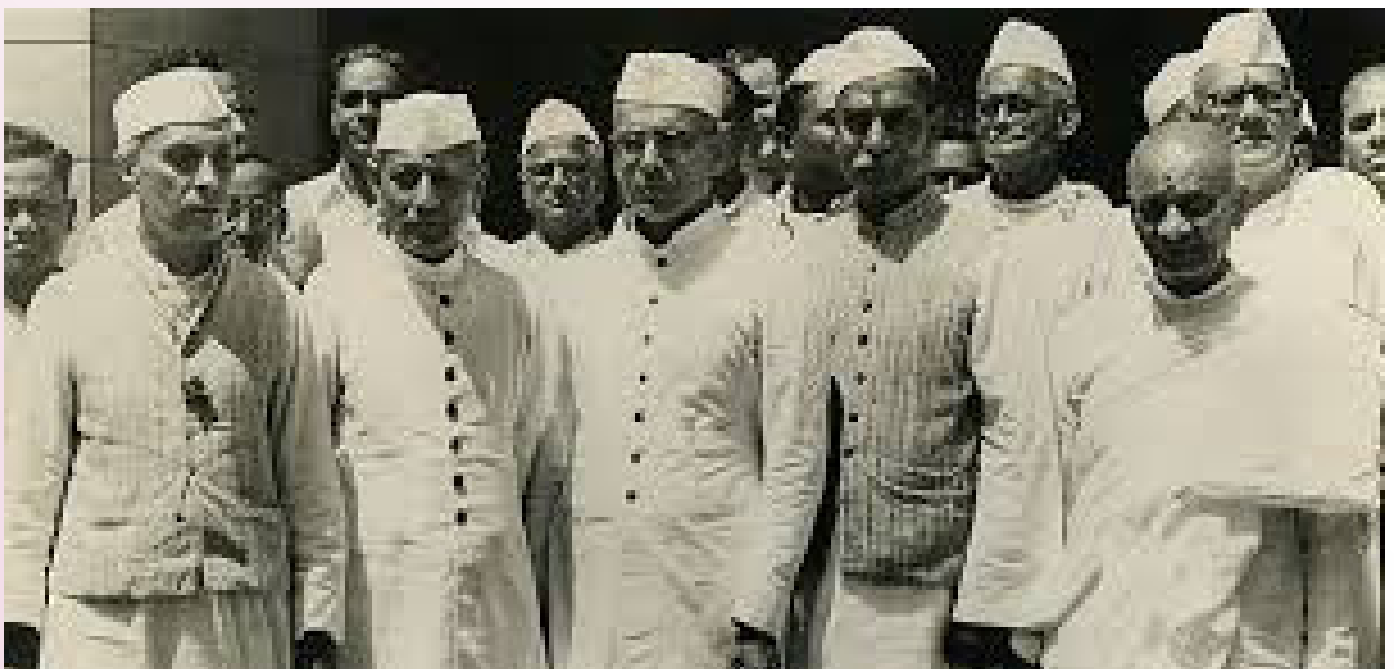
# Quirk Of Fate In 1947

**E**lection for the Presidentship of the Indian National Congress Party had not taken place for 4 years from 1942 to 1946, because all the Congress leaders had been imprisoned due to the 'QUIT INDIA' movement of 9th August 1942. They were finally released when the Labour Party came to power in England at the end of the IInd World War. Thereafter, in 1946 the Congress Party decided to elect a new President, as the term of Mr. Maulana Abul Kalam Azad who had continued as the President for 4 yrs from 1942 onwards, had already elapsed.

In those days, the practice to elect the President of the Indian National Congress, was through the franchise exercised by the thousand odd elected members of the All India Congress committee (A.I.C.C). As 4 years had already elapsed, Mahatma Gandhi wanted to avoid further delay



and give up the above cumbersome method. He thought of a way out. There were already 15 Pradesh Congress Presidents, in position.





On the suggestion of Mahatma Gandhi, these Pradesh Congress Presidents were asked to send their preferences for electing the A.I.C.C President. Out of 15 P.C Presidents, 12 of them recommended the name of Sardar Patel, while the three other Presidents, expressed that they had no views. When it became clear that Sardar Patel would don the mantle of the Presidentship of the Indian National Congress, Pandit Nehru

rushed to Mahatma Gandhi and told him, point blank that it would not be possible for him to work under Sardar Patel.

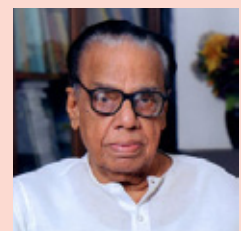
As soon as the above matter was conveyed by Mahatma Gandhi to Sardar Patel, he smiled, and without any hesitation, 'SUO MOTU' withdrew from the fray, and paved the way for Pandit Nehru to become the President of the Indian National Congress. A few months later, during the actual transfer of power from Briton to India, because Pandit Nehru was the President of the Indian National Congress during that period, he automatically became the Prime Minister.

If Sardar Patel had not voluntarily given up the massive mandate given to him by the Pradesh Congress leaders, (almost unanimously), he would have been Indian's first Prime Minister and not Pandit Nehru; a quirk of fate indeed!



**Dr. H.V. Hande**

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



# Parent-Child Psychology: Understanding the Dynamics of Attachment, Development, and Influence

Parent-child psychology is a crucial area of study in developmental psychology that examines the emotional, cognitive, and behavioral interactions between parents and children. The parent-child relationship forms the foundation for a child's psychological development, influencing their emotional intelligence, self-esteem, and ability to form relationships. This article explores key aspects of parent-child psychology, including attachment theory, parenting styles, communication, discipline, and psychological challenges.

## 1. Attachment Theory and Its Impact on Development

Attachment theory, first proposed by John Bowlby and later expanded by Mary Ainsworth, emphasizes the role of early relationships in shaping a child's psychological well-being.

### Types of Attachment Styles

1. Secure Attachment: Children with secure attachment feel safe and confident, knowing that their caregivers are responsive to their needs. These children tend to have healthier relationships in adulthood.
2. Avoidant Attachment: When caregivers are emotionally distant or unresponsive, children

develop an avoidant attachment style, leading to difficulties in forming close relationships later in life.

3. Ambivalent (Anxious) Attachment: Children with inconsistent parental care may develop anxiety and insecurity, constantly seeking validation in relationships.
4. Disorganized Attachment: In cases of abuse or neglect, children may develop a disorganized attachment style, leading to confusion and emotional distress in relationships.



## Types of Attachment Styles

### Secure Attachment



### Anxious Attachment



### Avoidant Attachment



## Characteristics of Attachment Styles

### Disorganized Attachment



### Ambivalent Attachment



### Reactive Attachment



## Long-Term Effects of Attachment

Securely attached children often grow up to be emotionally stable adults, whereas insecure attachment can lead to difficulties in trust, emotional regulation, and social interactions.

## 2. Parenting Styles and Their Psychological Impact

The way parents raise their children greatly influences their behavior, emotional development, and overall well-being. Diana Baumrind identified four main parenting styles:

### 1. Authoritative Parenting (Balanced Approach)

- Combines warmth with firm boundaries.
- Encourages independence while maintaining structure.
- Leads to confident, responsible, and emotionally intelligent children.

### 2. Authoritarian Parenting (Strict and Controlling)

- High expectations with little emotional warmth.
- Uses punishment rather than guidance.
- Can lead to low self-esteem, anxiety, and difficulty in decision-making.

### 3. Permissive Parenting (Lenient and Indulgent)

- Few rules and little discipline.
- Prioritizes the child's happiness over structure.
- Can lead to impulsive behavior and difficulty with self-regulation.

### 4. Neglectful Parenting (Lack of Involvement)

- Minimal emotional support and guidance.
- Can lead to feelings of rejection, low self-esteem, and behavioral problems.



## Which Parenting Style Is Best?

Research suggests that authoritative parenting leads to the most positive outcomes, as it balances discipline with emotional support.

## 3. Parent-Child Communication: The Key to Healthy Relationships

Effective communication between parents and children fosters trust, emotional security, and strong relationships.

### Strategies for Healthy Communication

- **Active Listening:** Give children undivided attention and validate their emotions.
- **Open-Ended Questions:** Encourage discussion rather than yes/no responses.
- **Respectful Tone:** Avoid yelling and criticism, which can damage self-esteem.
- **Model Healthy Expression:** Parents should demonstrate how to express emotions constructively.

## The Role of Emotional Validation

Children who feel heard and understood are more likely to develop emotional intelligence and self-confidence.

## 4. Discipline vs. Punishment: What Works Best?

Discipline is essential for teaching children self-control and responsibility. However, the method used can impact a child's psychological well-being.

### Positive Discipline Strategies

- **Setting Clear Expectations:** Children need to understand rules and consequences.
- **Natural Consequences:** Allowing children to experience the results of their actions helps them learn responsibility.
- **Time-In vs. Time-Out:** Instead of isolating a child as punishment, a "time-in" approach involves discussing their behavior calmly.
- **Reinforcing Positive Behavior:** Praise and rewards for good behavior encourage children to make better choices.

## The Dangers of Harsh Punishment

Physical punishment or verbal abuse can lead to long-term emotional and psychological damage, including aggression, fear, and low self-worth.

## 5. The Psychological Challenges of Parenting

Parenting is rewarding but also comes with challenges that can impact both the parent and child's mental health.

### 1. Parental Stress and Its Effects

- High levels of stress can lead to emotional withdrawal or frustration.
- Stress can affect the parent-child bond, leading to attachment issues.

### 2. The Impact of Divorce on Children

- Can cause anxiety, insecurity, and difficulty in relationships.





- Encourages communication and social bonding.
- Plays a significant role in early attachment and emotional intelligence.

### Single Parenting and Its Psychological Impact

- Can lead to emotional and financial stress.
- Support systems (extended family, friends, therapists) help in managing challenges.

- Open communication and co-parenting strategies can mitigate negative effects.

### 3. Managing Behavioral Issues in Children

- Tantrums: Often caused by frustration or lack of emotional regulation. Parents should remain calm and help children identify their emotions.
- Defiance: Consistent rules and boundaries help manage oppositional behavior.
- Anxiety and Depression: If children show prolonged signs of sadness or fear, professional intervention may be necessary.

### 6. The Role of Fathers and Mothers in Child Development

Both parents play unique yet complementary roles in a child's psychological growth.

#### Fathers' Role in Development

- Encourages risk-taking and problem-solving skills.
- Provides emotional support and discipline.
- Fathers' involvement has been linked to better academic performance and social skills.

#### Mothers' Role in Development

- Provides emotional security and nurturing.

### 7. The Influence of Culture on Parent-Child Relationships

Cultural values shape parenting styles and expectations.

#### Western vs. Eastern Parenting

- Western Approach: Encourages independence, self-expression, and emotional validation.
- Eastern Approach: Often emphasizes discipline, respect for elders, and academic success.

Both approaches have strengths, and a balanced method may be ideal for holistic development.

Parent-child psychology is a complex yet essential aspect of human development. The relationship between parents and children lays the foundation for emotional intelligence, self-esteem, and future relationships. By understanding attachment styles, parenting approaches, effective communication, and the challenges involved, parents can foster a nurturing environment that promotes psychological well-being and resilience in children.

Author: Varsha Sinha  
Psychologist

# I Saw Gods In The Smile Of The Poor

I recently attended a village Temple festival in Tamilnadu. I have naturally attended many official functions but when I observed the formalities at the village festival, I could not help comparing them with any office ritual.

## Temple in the Corporate Culture

As we find all people busy in an office, here also every one was busy, but the real work was being done by only one or two guys. But all were moving here and there with a serious face. But just like office, all claimed credit at the end.

There was a dress code at the Temple too. All wore Dhoti, preferably under Panjakacha style. Shirt not allowed usually. But I dared not to exhibit my six packs! I put on my shirt, not caring the stare of the other elders.

For married women, only sarees. For the unmarried, salwar and kameez.



No pants, no shorts, no bell bottoms for both men and women.

Luckily dress code did not apply for kids.

All people had to don the religious symbol called Namam- one yellow or red stripe in the middle with two white border lines on the forehead. Women were supposed to wear a long single stripe, mostly in red.

Like like official function, here too, time not maintained. All programs began late and of course ended late. But none bothered. Lunch and dinner were served late- just like any office conference.

## Temple Priests and Pandits- a Special Class

We have seen earlier the Pandits reading the Vedas from the books but not any more. All had



mobiles and they recited the mantras from the mobiles.

Many had two instruments- one in hand and one tucked in the hip.

I wondered where was the official photographer. Lo, one of the Priests doubled as a Professional and did the video shooting. I felt whether I was attending any office function.

### The Exception

As any official gathering had some special attendance, I found here too one exception- The village children.

The children living nearby had no restriction- no dress code, no wearing of symbols- Namam, no time limit, no place limit and what not.

They were running, jumping about, shouting without bothering about Vedic mantras being recited over the mike, eating from the kitchen







just in hand especially items like bajjya and bonda and simply wiping their hands on their shorts and not washing their hands.

I felt happy that they were the only people really enjoying the festival- not like others who were either very serious in their looks or discussing

their own problems or discussing politics, not mention about ladies who were immersed in their gossips or keenly observing what their other clan were wearing.

### Seeing the God in the smile of the poor

When I was immersed seeing the activities of the village children, I recalled the adage-You can see the God in the smile of the poor.

Yes, I also saw the Gods in the laughter of these simple village kids and felt that it was the greatest reward for me for attending the village temple festival!

**R. Venugopal**

*Mr. Venugopal has served in  
LIC of India from 1968 to 2006  
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Executive Director.*



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# OTT vs Big Screen

## Abstract:

With the advent of the OTT (over the top) platform, the entertainment industry has undergone a massive shift for the movie buffers. People used to go to theatre to have the ultimate movie experience but with the invention of OTT platforms, especially during pandemic and post-pandemic era, there is a significant shift in the thinking process of the movie-goers where they prefer to wait for a month or so for the movie to be released on the OTT platform. On the contrary, certain movies that can be viewed only at the theatre through IMAX experience are still playing a pivotal role in the entertainment industry. This research article therefore draws the parallelism between the OTT and Theatre viewing experience.

## Introduction:

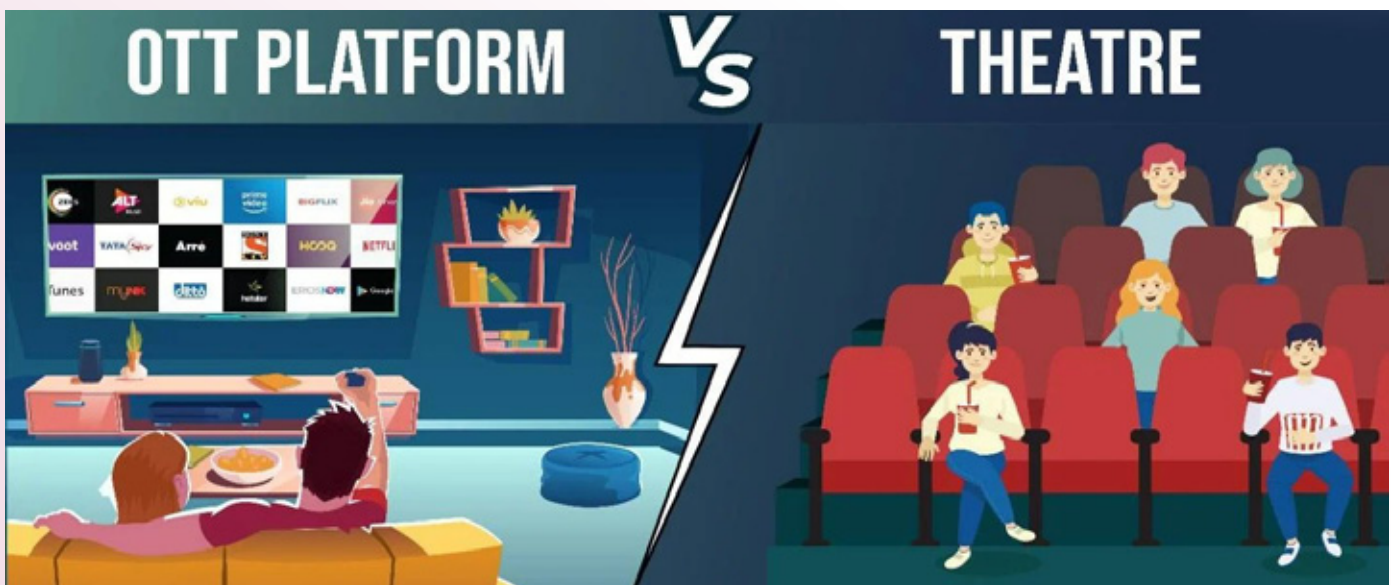
The entertainment industry is undergoing a transformation, with Over-the-Top (OTT)

platforms and traditional cinema (big screen) locked in a competitive, yet increasingly symbiotic relationship. The rise of digital streaming has reshaped how content is created, distributed, and consumed. While theatres still offer a unique experience, OTT platforms have changed audience expectations and business models. In this article, let us explore the dynamics between OTT and the big screen, analyzing how both sectors are evolving, where they conflict, and how they might coexist.

## Analysis:

### The OTT Boom

OTT platforms—Netflix, Amazon Prime Video, Disney+, HBO Max, ZeeFi, Voot, JioHotsar and others—have redefined content accessibility. With on-demand viewing, global reach, and personalized algorithms, they've attracted millions of subscribers worldwide.





## OTT

During this pandemic OTT platforms allow you to indulge in the fun of movies at the click of a button. You can watch personalized content in any language of choice, with or without subtitles.



## Theatre

Audiences who visit the theatres look beyond just movies. It is a time of relaxation with friends/family, combined with great food and hospitality. The big-screen renders the magic which keeps them gripped to the seats.

### Key drivers of OTT growth:

1. Convenience: Viewers can watch anytime, anywhere, across devices.
2. Cost-effectiveness: Monthly subscriptions are cheaper than regular theater visits.
3. Content variety: OTT platforms offer a diverse range of content—TV shows, films, documentaries, and niche genres.
4. Original productions: High-quality, platform-exclusive content (e.g., Stranger Things, The Crown, Squid Game) keeps audiences engaged.

The COVID-19 pandemic accelerated OTT adoption, as theatres shut down and studios turned to digital releases to reach audiences.

### The Big Screen's Enduring Appeal

Despite OTT's rise, the cinema experience still holds value. Theatres offer immersive audiovisual environments that streaming can't replicate. Event films—particularly superhero franchises, high-budget action flicks, and major releases (Avatar: The Way of Water, Top Gun: Maverick)—still draw crowds.

### Advantages of the big screen:

- Spectacle and scale: Some stories are designed for the grandeur of a cinema.
- Cultural and social experience: Watching with a crowd enhances emotional reactions.
- Revenue potential: Global theatrical releases can generate billions in box office revenue, often surpassing what's achievable through streaming alone.







However, the business model is high-risk. Theatrical releases require significant marketing and depend on box office performance over a short period. Additionally, the window between theatrical and streaming release has narrowed, reducing theaters' exclusive hold.

## Conflicts and Tensions

The core tension between OTT and cinemas lies in distribution strategy. Studios now face choices:

- Go direct-to-digital for speed and cost-efficiency.
- Opt for a hybrid model (simultaneous theater and OTT release).
- Stick with exclusive theatrical windows to maximize box office.

These decisions can lead to industry conflicts. For example, filmmakers and cinema chains often resist day-and-date releases, arguing they undercut box office revenue and the cultural value of theaters. Christopher Nolan and Denis Villeneuve have publicly opposed digital-first strategies, emphasizing the cinematic experience.

## OTT Disrupting Film Economics

OTT platforms have redefined success metrics. Instead of ticket sales, platforms focus on watch time, engagement, and subscriber growth. This shift affects:

- Film budgets: OTT-backed films often prioritize story and niche appeal over blockbuster spectacle.
- Casting and talent: Stars are now drawn to OTT projects for creative freedom and broad reach.
- Revenue models: Subscription-based or ad-supported revenue differs from per-ticket earnings, changing how profitability is calculated.

Moreover, data-driven content creation gives OTT platforms an edge. They know exactly what users watch, skip, and re-watch, helping them tailor content more efficiently than traditional studios.

## The New Normal: Coexistence, Not Competition

The narrative isn't just OTT vs theaters—it's OTT and theatres. Studios are adapting to a dual-distribution strategy:

- Windowing adjustments: Shorter theatrical exclusivity followed by OTT release allows broader audience capture.
- Tiered content strategies: Big-budget blockbusters for theaters; mid-budget films and series for streaming.
- Cross-promotion: OTT releases create buzz for theatrical sequels, and vice versa.

Examples include:

- Oppenheimer thriving in theatres, while Universal's other films go digital sooner.







- Disney using Disney+ for Marvel series that ties into theatrical MCU films.

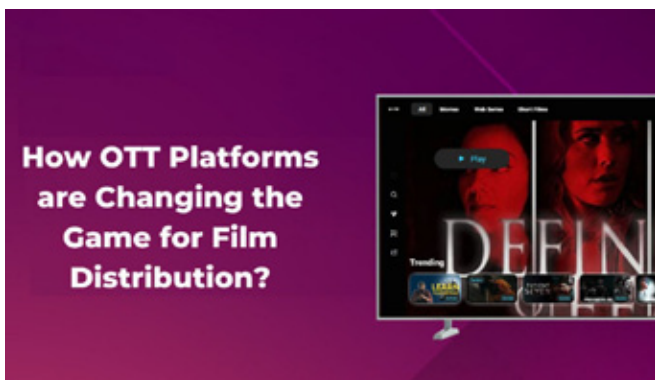
Independent filmmakers and smaller studios also benefit from OTT platforms, which provide global exposure without the cost of theatrical distribution.

## Future Outlook

The line between OTT and big screen is blurring. Smart TVs, home projectors, and premium streaming bundles are closing the gap in quality. At the same time, cinemas are evolving, offering luxury seating, enhanced food services, and exclusive screenings to remain competitive.

## Trends to watch:

- More hybrid releases as studios balance risk and reach.
- Consolidation among platforms as the market saturates.
- The rise of regional content, with OTT enabling global distribution of non-English films.



- Event-driven cinema, where audiences come for the spectacle and social value, not just content.

## Conclusion:

OTT has undoubtedly disrupted the traditional entertainment model, but it hasn't killed the big screen. Instead, both formats are evolving, serving different audience needs. The future lies in strategic coexistence—leveraging the reach of streaming and the impact of theatres. For creators, distributors, and viewers, the goal isn't choosing one over the other, but embracing a landscape where both thrive.

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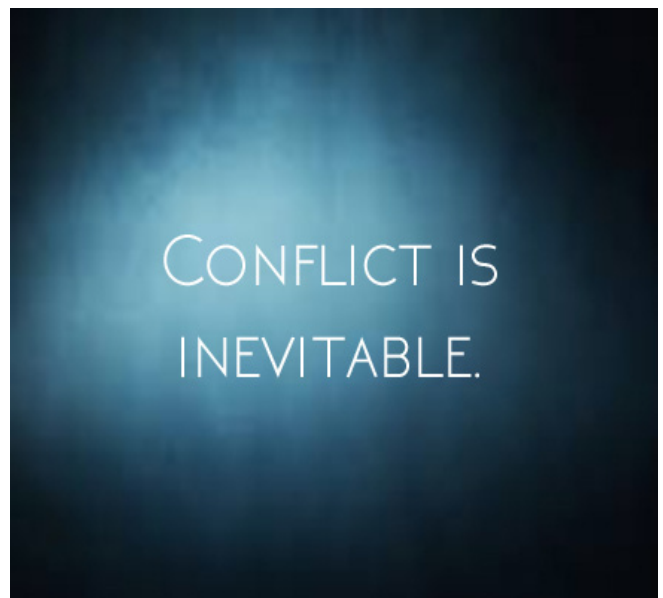
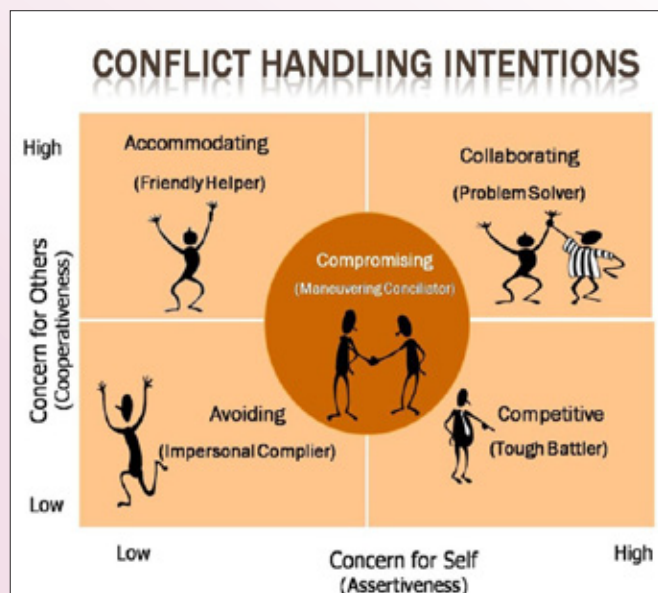


# Conflict Resolution - Intention and Its Impact

Is there any place where there is no conflict !  
Is there any time when there has been no conflicts!  
Isn't it that conflict is an integral part of existence?

Why do conflicts occur? Who is responsible for the conflicts and if conflicts are an integral part of existence then is it possible to experience absolute peace during our existence? Or is it that experiencing peace amidst a chaotic situation is experiencing salvation and attaining moksha!

As a kid, fighting with my elder brother and arguing with my mother might be the first experiences of encountering conflicts. Then while playing outside with neighbourhood friends or school friends. Then gradually as the circle of interaction increased so also the occurrences of conflicts .



Sunabeda is part of the Koraput district of Odisha, which is a tribal dominated district. While in grade IX, on a Sunday, I went to a nearby Church with a neighbouring family who were natives of Koraput and were our neighbours. That day they had their housewarming function and as neighbours, without informing my parents they had taken me to their house and I had gone with them without informing my parents. They used to serve us cakes and other fritters during Christmas and I used wait a whole year for enjoying those home baked cakes . Every Sunday, the family used to go to the Church wearing beautiful dresses and that day I happened to visit their native house and from there I happened to visit their church. In the meantime my father rushed to their house after he came to know about that.



As a kid, I wasn't able to understand my father's insecure feelings then but now when I am a mother and anytime I am not able to see my child while playing or cycling outside, I find myself in my father's shoes. After knowing that I was at their native house a little away from the township, my father had rushed to their house and in the meantime I had visited their church. I am sharing my personal experience in that church. As I was a new visitor I was given a grand welcome but when they came to know that I was a non christian, they became even more happier and thanked me having visited their place of worship. But soon the happy holiday of Sunday turned out to be a sad Sunday. I don't remember the exact course of discourses but at one point in time it led to the questioning of hinduism and particularly lord Krishna. And I remember having fought with the father of that church not to disrespect others religion but to spread words of humanity and co-existence. And as my fate, my father had landed over there and I had to face my father who shouted at me for having visited their place without intimating at home.

Those were the years, when the argumentative spirits were gaining momentum within the blooming heart of my teenage stage of life. But suddenly, those depressions started engulfing me

and I became very silent. But, I was able to see the worries my father used to carry by thinking of my elder brother. As an individual, who had seen several challenges and didn't get the opportunities to pursue higher studies was getting too concerned when my elder brother used to play and spend time with the neighbouring children many of whom happened to be the tribal people. His concern wasn't about anybody being tribal, rather it was about the government policies whereby the tribal children would get into good jobs with less marks but my brother would suffer if he doesn't score good marks belonging to the general category.

Without the slightest intention of hurting his own eldest son, my father became so obsessive with the government policies and his own tragic pasts that without his knowledge he started hurting my brother through his advices. My brother who was highly interested to join the armed forces could never get any support from my father. Rather he couldn't express his feelings openly and my father couldn't read his mind a little closely. And being a beloved daughter and a beloved sister, I had taken up the suomoto responsibility of making my father and brother understand each other.

But, life has been a little too harsh to everyone in my family.

After completing grade XII, my brother wanted to join graduation and appear in the NDA and CDS







exams. But my father wanted him to become an engineer and lead a better life that he couldn't lead by becoming a technician. At Least I could decide my career option rather clearly but my brother unable to deny my father's wishes joined the NM tutorial for one year coaching to appear for the JEE exam.

Who knew that such half hearted decisions would ruin the father son relationship beyond repair !

Though my brother joined the coaching, he didn't like the courses and he left the coaching halfway and came back. My father, who plans his work and works his plans had paid the entire fees and the hostel charges for the entire year even though he had the options of paying in terms. Now that my brother had abandoned the coaching process, and so much of money went wasted, more than money, my father started worrying a lot about my brother's future. And unlike I, who expresses things openly, my father and brother started sharing bitterness and a cold war like situation started engulfing my family.

In Between, my brother completed his graduation and kept appearing in those exams for joining the defence forces and kept receiving attacking responses from my father. Finally, he gave up his wishes for it as everytime he cleared the written exam but got disqualified in the SSB round conducted by the UPSC for selecting the officers.

Already the father son relationship was going through the worst form of cold war like situations. I had declined my campus job and my father had

taken up an educational loan for my UPSC. Seeing my brother sitting and preparing for those defence forces, my father was becoming sleepless. After failing in the SSB interviews, he decided to pursue MBA. Again there was a conflict between both the father and the son regarding the choice of course. When my brother decided to choose the Marketing option my father insisted upon the Finance. Going against my father's suggestion, he completed MBA in marketing and in the meantime I returned from Delhi not clearing the prelims .

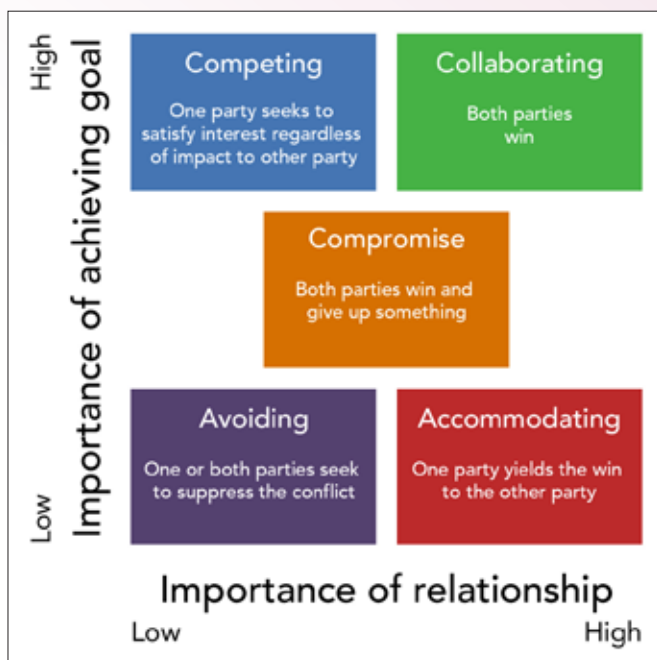
While our friends had completed engineering and other courses and many had started to earn handsomely, I and my brother were trying for competitive exams. My younger brother was pursuing his graduation in commerce. Those were the worst days of our life. My revelation about my husband had left my father clueless, my brother's failures had made him restless and the grappling financial constraints had left him sleepless.

A very loving and caring father, unable to overcome his childhood challenges who wanted his children to receive every facility in life for living

## 5 Causes of Conflict







a respectable life, ultimately ended up becoming a restrictive father. He severed his relationship with three of us siblings and my mother had a limited role in those discussions.

Despite those external silence, the heart used to pray for us.

After completing MBA in marketing, my brother was not getting a befitting job and hard-core marketing wasn't his cup of tea. He started appearing for the banking exams. Again my father's worries got manifold. My regular failure in the prelims and my brother's joblessness and the approaching retirement year has left my father completely helpless. Finally, my brother cleared the banking exam and went to Kolkata for his interviews. But that year, the list of successful candidates were held up for reasons of several changes in the banking sector.

When I was waiting for my husband to reveal about me in his family and my father had to decline several candidates unable to break my resilience, my brother was waiting for his final results that got postponed for situations beyond our control and my younger brother was trying to set up his own business, my family was inside a

chakravyuh and each one of us was experiencing a conflictual situation though each one of us loves each other a lot.

If my decision of choosing my husband put me and my father into conflicts, my brother's decision of choosing his career options put both of them into severe conflicts. My younger brother has witnessed those painful moments from proximity as we both used to move out for our preparations and he used to stay with my parents as his college was within the township of Sunabeda.

And don't worry, those internal conflicts have ended only to give rise to external conflicts.

My mother used to prepare ghee or clarified butter at home as we were getting fresh milk from the nearby Central Cattle Breeding Farm popularly known as Jersey farms setup near Sunabeda as part of white revolution, another central government project in the interior and remote areas to spread the seeds of development and make India nutrition rich. But later I realised, the milk I used to enjoy in our native place were much better nutrition rich. Anyways, after the success of many such revolutions like green revolution, white revolution, blue revolution, pink revolution etc we are switching back to organic foods, organic cotton, millet revolution etc. And Odisha remained underdeveloped by using all those organic products and now even Odisha is not free from those races of development. But we were not eating ghee and hence she used to send the ghee to the nearby temples for the Gods and Goddesses.

As I said, external silence has not stopped my father from his internal prayer for us. One day my mother gave a glass jar, reused those days after eating the malts, filled with ghee to offer at a nearby Hanuman temple in Dumuriput. I had accompanied my father and we bought some bananas and a coconut and went up the hilly track and when the priest cracked the coconut, it was rotten inside. My father felt a little upset and again we both father and daughter came down the hill and again bought another



coconut and again when the priest cracked it, it was rotten inside. The shopkeeper checked and we too checked and the coconuts that were alright from outside happened to be not alright from inside. Again some conflicts with the self and situations. Well, we both prayed wholeheartedly and returned home offering the ghee jar.

After few days, while narrating that experience to one of my childhood friend, she happened to express a folklore or belief system that if coconut offered to Gods turn out to be bad inside, it indicates some good omens. Well, my family has never believed in jathakam and such belief systems rather it has faced life the way it has come for it.

Few days after that incident, one afternoon, the postman came and delivered a letter. My brother returned from his friend's house and my father returned from the factory. When we opened up the letter, it was the service joining letter of the bank whose results were held up for almost one year. Everyone in my family was in tears. My elder brother is a senior manager in a public sector bank looking after the financial sector that he denied to choose for his MBA and my father who worried so much about my brother, has seen him being successful in career. But the internal conflicts have switched over to deep silences and deeper prayers.

These are middle class melodies, endless, entertaining eternally. Last time I had mentioned that I have no other personal experiences left to share with you all. But the reality is that such experiences are like the nine tenth part of the iceberg.

We have experienced extreme conflicts with each other within the family without the slightest intention of hurting each other. We have experienced extreme pain while going through those painful journeys. But, at the end of life, we are experiencing love that was always part of our intention. And none of us has chosen the path of hurting others or harnessing wealth through illegal manner.

Maybe we could never enjoy the family love when we were young, but we are able to love our parents when they are old. Intention is more important than achievement. We may not have achieved great things in life but we have always carried good intentions. And we are a happy family not a very rich family. Let everyone has something to lead a respectable life, let's be happy and content with what we have.



Wishing you all a very happy Chaitra Navratri and Ram Navami. Even Lord Rama had to enter into conflict with Ravan...and we know the intention and its impact...

**Ms. Chinmayee**

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



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# How AI Is Transforming Agriculture

**A**rtificial intelligence (AI) is changing agriculture from the ground up. Traditionally, farming has relied on experience, manual labor, and weather patterns. Now, it's increasingly driven by data, sensors, and machine learning. This shift isn't just about efficiency; it's about making agriculture smarter, more sustainable, and better equipped to feed a growing global population. Here's how AI is reshaping the industry.

## Precision Agriculture

One of the biggest impacts of AI is in precision agriculture—using data to make farming more accurate and resource-efficient. Farmers no longer need to treat entire fields the same way. AI models, fed with satellite imagery, drone data, and soil sensors, can analyze differences in soil quality, moisture levels, and plant health across a single field. This allows for variable rate application of water, fertilizers, and pesticides.



For example, AI-powered tools can guide autonomous tractors to only spray pesticide where needed, cutting chemical use significantly. This not only saves money but also reduces environmental impact. Similarly, AI can predict when and where irrigation is necessary, conserving water—a crucial benefit as climate change increases drought risks.

## Predictive Analytics and Forecasting

AI excels at pattern recognition, which makes it ideal for predicting crop yields, weather patterns, and potential disease outbreaks. Instead of relying on general forecasts or historical averages, farmers can now use AI-driven platforms that process real-time climate data, historical yields, satellite images, and market trends.

These systems help farmers make better decisions about planting schedules, harvest timing, and crop rotation. For instance, AI can alert a grower that a certain part of their land is prone to fungal disease based on humidity data and past patterns. That gives them a head start on prevention.



AI also enhances long-term planning. By forecasting yields more accurately, farmers can make smarter financial decisions and better align with supply chain demands, reducing waste and improving profitability.

## Autonomous Machinery

Self-driving tractors, robotic harvesters, and drone swarms are becoming real tools on modern farms. These machines use computer vision and AI algorithms to perform tasks that once required hours of manual labor.

Autonomous tractors can plow, seed, and fertilize with high precision, often operating around the clock without human supervision. Robotic harvesters can identify ripe fruit and pick it without damaging the plant, reducing labor costs and post-harvest losses. Drones can scan large fields quickly, capturing images and sensor data to identify pests, diseases, or nutrient deficiencies.



AI not only powers the navigation and object recognition in these machines but also helps coordinate their operation, allowing multiple autonomous devices to work together in real time.

## Livestock and Dairy Monitoring

AI is also transforming livestock management. Using sensors, cameras, and wearable devices, AI systems can monitor the health and behavior of animals 24/7. This data can alert farmers to illness, stress, or unusual behavior long before it's visible to the human eye.

In dairy farming, AI systems can track milk output, feed intake, and movement patterns. If a cow is producing less milk or showing signs of lameness, the system flags it instantly, helping prevent broader health issues.





This level of monitoring improves animal welfare, reduces veterinary costs, and boosts productivity. It also supports better breeding programs by identifying animals with desirable traits more accurately.

## Supply Chain Optimization

Beyond the farm, AI is optimizing the agricultural supply chain. Machine learning models analyze market data, logistics, and demand trends to improve distribution and reduce spoilage. AI can help predict when and where certain crops will be needed, streamlining transportation and storage.

Smart contracts on blockchain, combined with AI, are being used to ensure fair pricing and transparency in trade. This is particularly helpful for smallholder farmers in developing countries, giving them better access to global markets and fairer compensation.

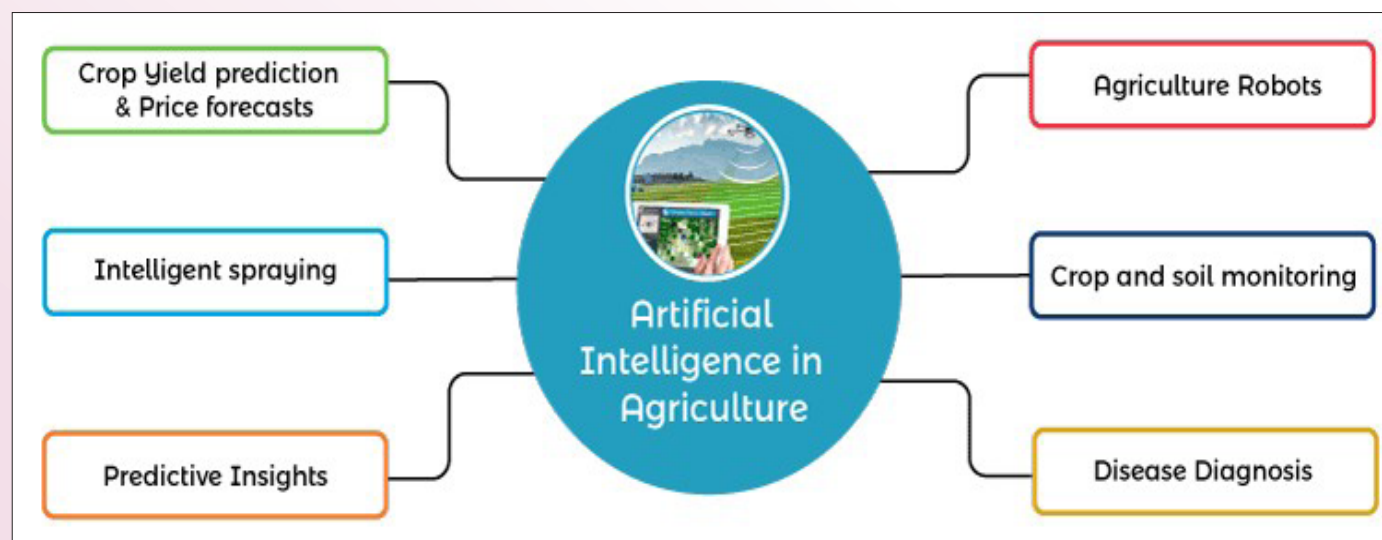
AI also supports vertical farming and controlled-environment agriculture, where everything from temperature to lighting is automated and optimized using AI. These systems can produce consistent, high-quality food in urban areas with minimal land use.

## Challenges and Risks

Despite its benefits, the integration of AI in agriculture comes with challenges. One of the biggest is data access. Many small and medium-sized farms lack the infrastructure or capital to gather and use the necessary data. There's also the issue of digital literacy—farmers need to be trained to use AI tools effectively.

Another concern is the concentration of power. Large agribusinesses are better positioned to invest in AI, which could widen the gap between industrial and family farms. There's also the risk of over-reliance on tech: if systems fail or produce faulty predictions, crops could be lost.

Data privacy and ownership are also big issues. As more data is collected from farms, questions arise over who owns it and how it's used. Farmers may be wary of sharing data with big tech firms without guarantees on how it will be protected or monetized.







## **AI & Mobile Apps**

### **The Future of Agriculture for Modern Farming!**

Finally, ethical concerns emerge around automation. As machines take over more tasks, rural jobs may disappear, affecting communities that depend on agricultural employment.

### **The Future Outlook**

Despite these challenges, the trajectory is clear: AI will play a central role in the future of agriculture. As the world population heads toward 10 billion, the pressure on food systems will only increase. AI offers tools to make farming

more productive, adaptive, and sustainable.

Public policy and investment will be key. Governments and institutions need to support training, infrastructure, and fair access to technology, particularly for smallholder farmers. Open data initiatives and collaborative research can help ensure that AI benefits are broadly

shared.

The goal isn't to replace farmers but to empower them. AI can take over repetitive, data-heavy tasks, freeing up farmers to focus on strategy and innovation. With the right approach, agriculture can become more resilient, profitable, and environmentally responsible.

Author: Ms.Meenalochani  
*Agri Scientist*

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# Analysis about Data Analytics

In today's digital world, data is everywhere—from smartphone usage to online purchases, from social media interactions to industrial sensors. But data alone has little value without interpretation. That's where data analytics comes in. It's the science of examining raw data to uncover patterns, trends, and actionable insights that drive smarter decisions.

This analysis dives into what data analytics is, the types it includes, tools used, its applications across industries, and the challenges and opportunities it presents.

## What is Data Analytics?

Data analytics refers to the process of collecting, organizing, interpreting, and presenting data to uncover useful information. It blends statistical methods, programming, and domain knowledge to support decision-making.

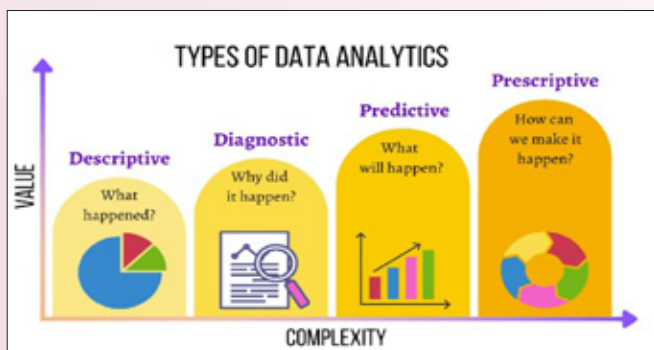
The goal isn't just to describe what happened, but to understand why it happened, predict what

might happen next, and recommend actions. Organizations use data analytics to cut costs, improve efficiency, increase revenue, and gain a competitive edge.

## Types of Data Analytics

Data analytics is often categorized into four main types, each offering different value:

1. **Descriptive Analytics – What happened?**  
This involves summarizing historical data using dashboards, charts, and reports. It's useful for understanding performance and identifying trends. Example: Sales reports showing revenue by region.
2. **Diagnostic Analytics – Why did it happen?**  
Goes a step deeper, looking for root causes and correlations. It often uses drill-down, data mining, and statistical analysis. Example: Analyzing why customer churn increased last quarter.
3. **Predictive Analytics – What is likely to happen?**  
Uses machine learning models and historical data to forecast future outcomes. Example: Predicting which customers are likely to cancel subscriptions.
4. **Prescriptive Analytics – What should we do about it?**  
Suggests the best course of action based on possible scenarios. This often involves optimization algorithms and simulation





models. Example: Recommending optimal inventory levels based on demand forecasts.

## Key Tools and Technologies

A wide range of tools supports data analytics, depending on the complexity and purpose:

- Spreadsheets (e.g., Microsoft Excel, Google Sheets) – Basic analytics and data organization.
- BI Platforms (e.g., Tableau, Power BI, Qlik) – Visual dashboards and reporting.
- Statistical Tools (e.g., R, SAS, SPSS) – Advanced data analysis and modeling.

- Programming Languages (e.g., Python, SQL) – Flexible and powerful for data manipulation and machine learning.
- Big Data Technologies (e.g., Hadoop, Apache Spark) – Handle large, unstructured data sets.
- Cloud Services (e.g., AWS, Google Cloud, Azure) – Enable scalable data storage and real-time analytics.

## Applications Across Industries

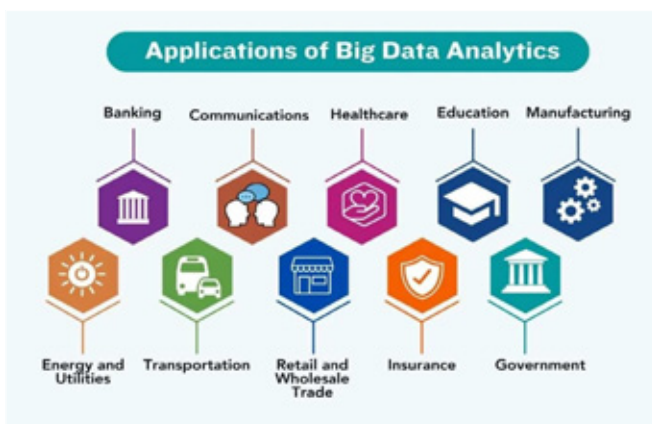
Data analytics isn't limited to tech companies—it's now integral across every major industry.

### 1. Healthcare

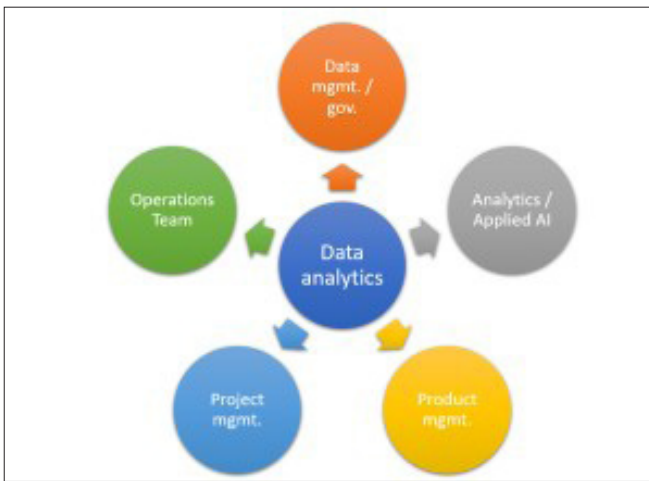
- Predict patient outcomes and readmission risks
- Optimize hospital operations
- Detect fraud in insurance claims

### 2. Retail & E-commerce

- Personalize recommendations
- Manage inventory and supply chain







- Analyze customer sentiment from reviews

### 3. Finance

- Detect fraudulent transactions
- Assess credit risk
- Automate trading strategies

### 4. Manufacturing

- Predict equipment failures using IoT data
- Improve product quality
- Streamline operations with lean analytics

### 5. Sports and Entertainment

- Analyze player performance and injury risks
- Enhance fan engagement
- Optimize media content distribution.

### Impact on Decision-Making

Data analytics has shifted decision-making from intuition-based to evidence-based. This “data-driven” approach helps organizations:

- Make faster and more accurate decisions
- Reduce human bias
- Test hypotheses and simulate scenarios
- Measure performance in real time

For example, companies like Amazon and Netflix don’t just guess what people want—they use data

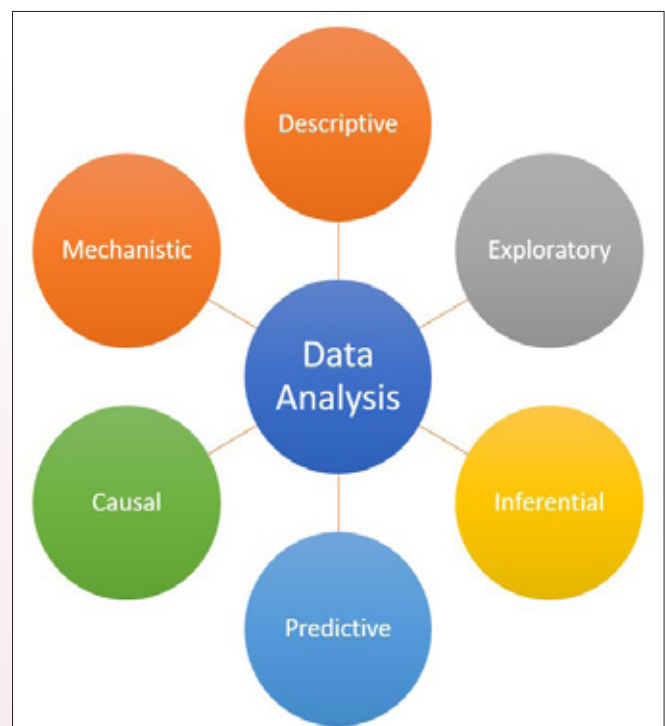
analytics to predict behavior, recommend content, and optimize user experiences.

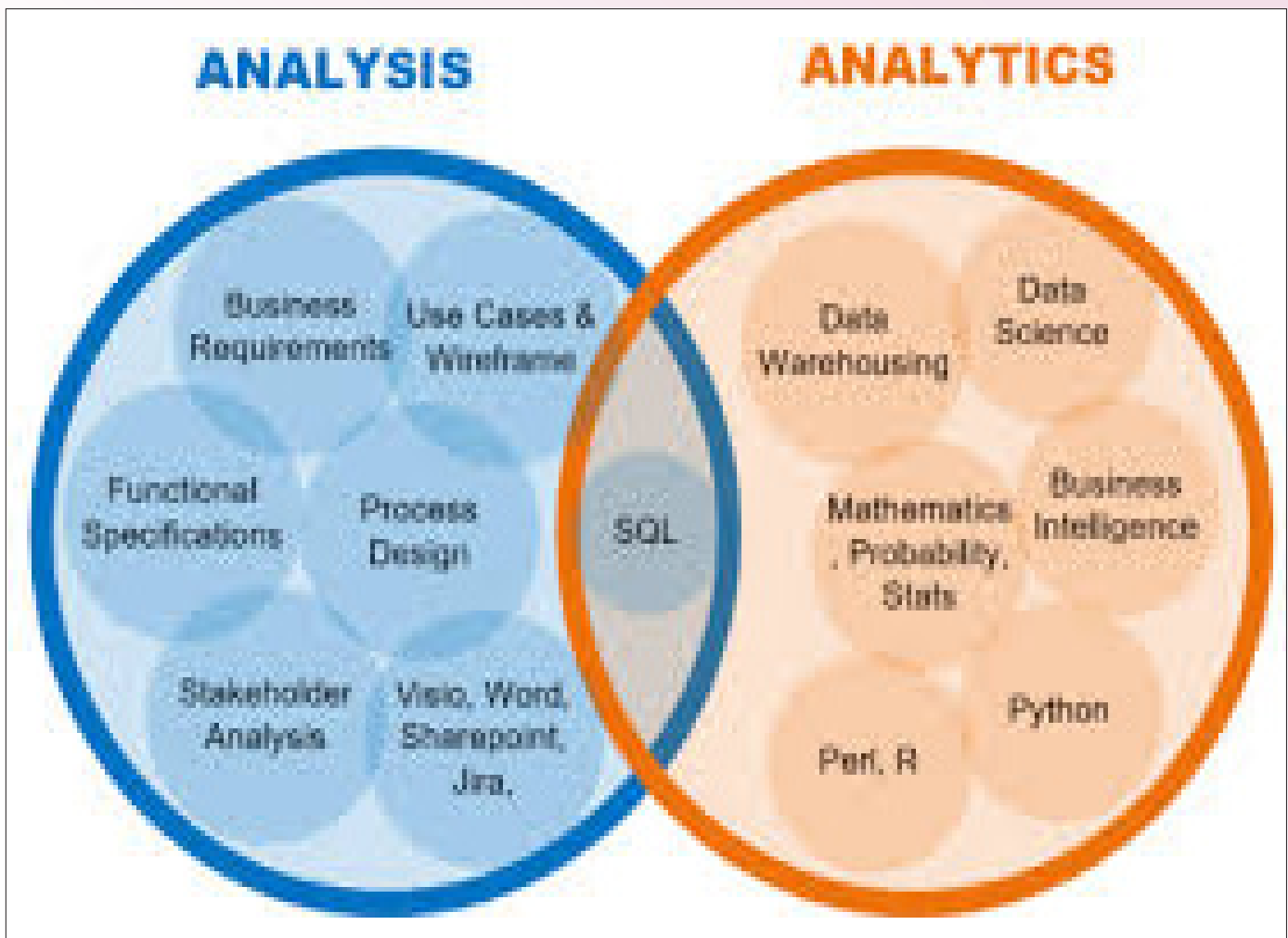
### Challenges in Data Analytics

Despite its benefits, implementing data analytics comes with obstacles:

- **Data Quality:** Incomplete, outdated, or inconsistent data can lead to faulty insights.
- **Data Silos:** When departments don’t share data, analytics becomes fragmented and less effective.
- **Skills Gap:** There’s high demand for data analysts, scientists, and engineers—but not enough qualified professionals.
- **Privacy and Ethics:** Collecting and analyzing personal data raises serious ethical and regulatory questions.
- **Integration Complexity:** Combining data from multiple sources (e.g., CRM, ERP, IoT devices) is technically challenging.
- **Trends and the Future of Data Analytics**

Data analytics is evolving rapidly, influenced by emerging tech and growing demand:





- Real-Time Analytics: Businesses want to act on data instantly. Tools like Kafka and stream processing platforms support this.
- AI Integration: Machine learning automates data analysis, uncovering patterns humans might miss.
- Self-Service BI: Tools are becoming more user-friendly, enabling non-technical users to perform analytics.
- Edge Analytics: With IoT growth, more analysis is happening directly on devices rather than centralized systems.
- Ethical Analytics: As concerns grow around surveillance and manipulation, ethical use of data is becoming a strategic priority.

By turning raw data into insights, it fuels smarter strategies, sharper operations, and deeper customer understanding. However, to fully unlock its value, businesses must overcome technical, cultural, and ethical hurdles.

In a world that runs on information, those who can extract meaning from data—and act on it—will lead the pack. Whether it's used to predict future trends, refine processes, or personalize experiences, data analytics is a powerful engine of innovation and competitive advantage.

Author: Mr.Kasthurirangan  
Data Analyst and Strategist

Data analytics is more than a buzzword—it's a foundational capability for modern organizations.

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