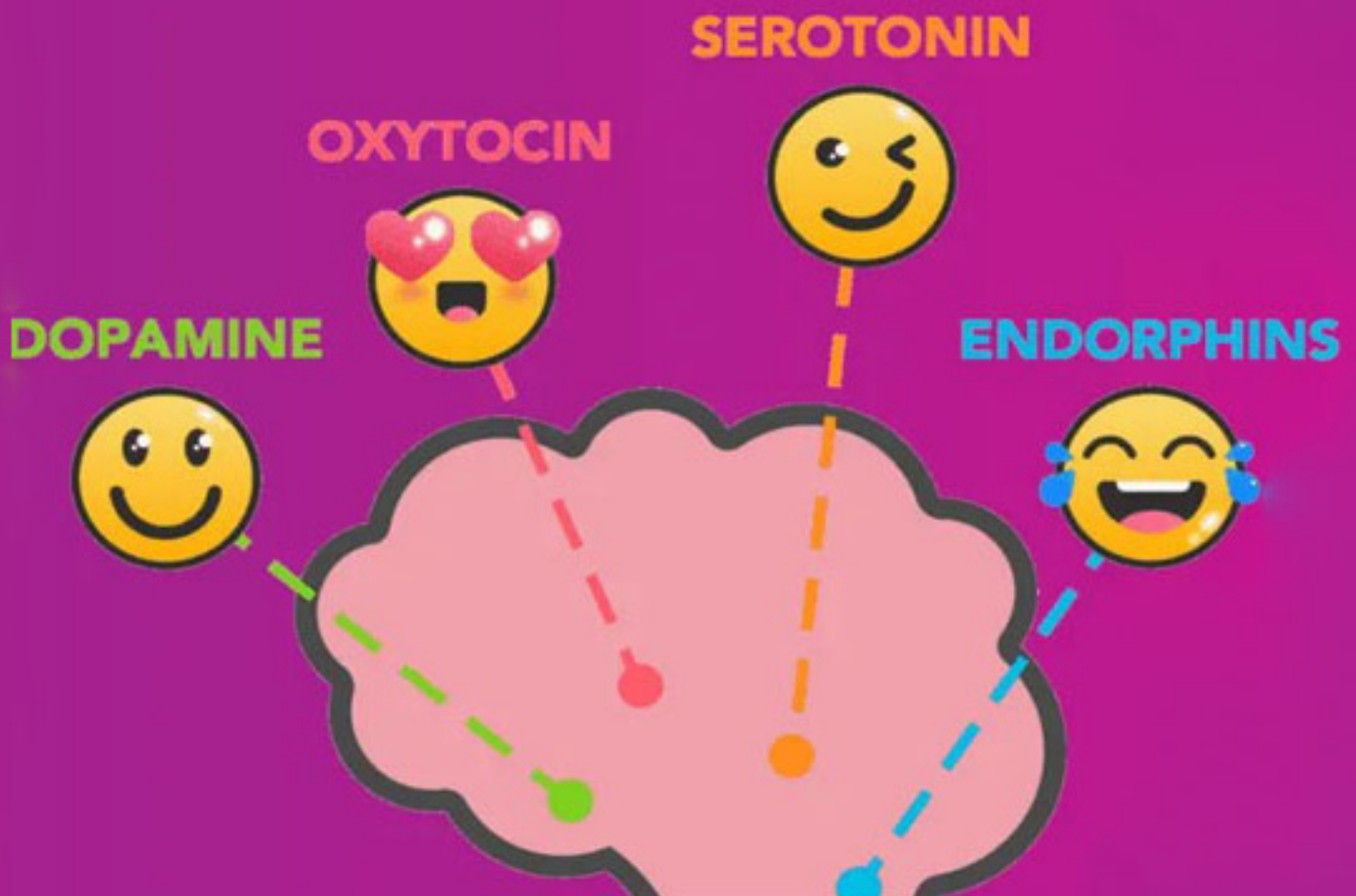


# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS



# Greetings from **IMPACT**



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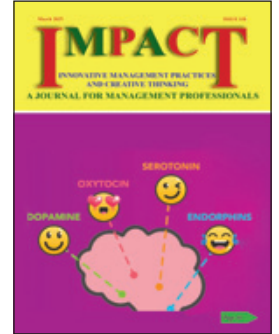
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Dear Readers,

### A World at Crossroads: Navigating Uncertainty with Resilience

As we step further into 2025, the global landscape continues to be shaped by a complex interplay of geopolitical tensions, economic uncertainties, and technological advancements. The world watches with bated breath as conflicts persist in regions like Ukraine and the Middle East, testing diplomatic efforts and humanitarian resilience. Meanwhile, the Indo-Pacific remains a focal point of shifting alliances, emphasizing the need for strategic partnerships to maintain stability.

On the economic front, inflationary pressures and recession fears continue to loom, compelling central banks to tread cautiously between growth and stability. The Indian economy, while resilient, faces challenges of job creation and sustainable development amid a global slowdown. In contrast, artificial intelligence and green technologies are revolutionizing industries, presenting opportunities for growth but also raising ethical concerns about job displacement and data privacy.

The climate crisis remains an urgent priority, with extreme weather events reinforcing the need for stronger policy interventions and collective global action. India's leadership at international climate forums, emphasizing renewable energy and sustainable practices, sets an example, but real change demands grassroots participation and systemic reform.

Amidst these challenges, democratic values are also being tested worldwide. Elections in major economies, including the United States and key European nations, could reshape global power dynamics. The need for free speech, transparency, and inclusive governance has never been more critical.

As we navigate this ever-evolving reality, resilience and adaptability must be our guiding principles. A collective commitment to innovation, diplomacy, and ethical governance will determine whether we emerge stronger from these crossroads. The future remains uncertain, but our actions today will define the path forward.

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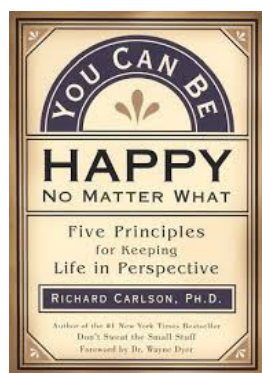
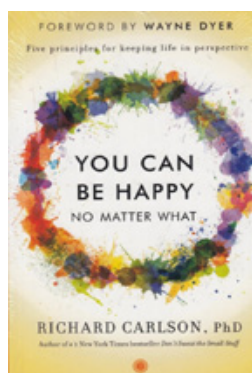
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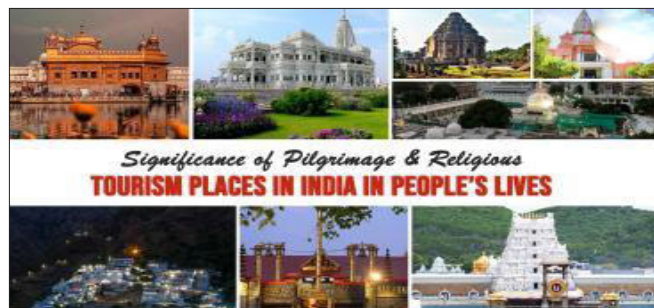
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# Education - Changes and Resistance

**K**alviea Deivam or Education is God, kalvi kan pond Rathu or Education is like eye. There is no dearth of such short and sweet beautiful lines about education in our educational curriculum. Last year for the January month issue of IMPACT, I had written about the National Education Policy -2020 and this year I am expressing some of my personal experiences and dreams and desires due regards education through my journey of reading and writing.

I have not seen my father's mother or my grandmother but I have seen my grandfather and we used to spend occasional summer vacations with him and I remember he having visited Sunabeda once when I was in my primary grades and away from the village lifestyle how he was finding it difficult to use the toilets within the company quarters and that's why he couldn't spend much

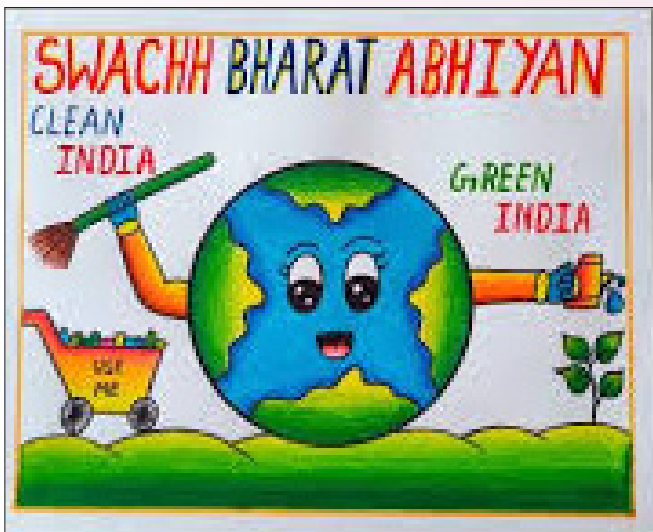
time in Sunabeda which is a beautiful planned township.

And, as a kid when I used to visit my native place we used to go to the river for taking bath and used to go out to the open areas with some to defecate and urinate but in Sunabeda those practices were confined within the houses within the separate closed rooms called latrines. Then in the college, we had big big rooms called restrooms and in hospitals and other public buildings we use the lavatories and in the resorts and star hotels, those rooms are equipped with every basic needs from needle and threads to hair drier, bathtub and the modern mosaics and their artforms.

And what education has to do with this basic daily ritual? Well, isn't it that these basic habits have undergone tremendous changes and have witnessed dramatic resistances too all because of education and its impact on our lifestyle?

Many of you might have watched the movie - Toilet - Ek Prem Kahani where the hero's father is seen opposing the toilet habits inside the house and the daughter -in- law expresses her resistance to those processes owing to several reasons showcased in the movie and where finally the father in law ends in using the toilet inside the house and even rumours are like the hero is a potential future candidate for the ruling party and many of his movies are centred around the missions and visions of the party. Well I don't believe in rumours but





I enjoy the movies and try to correlate that with our social circumstances and ground realities. Well we all are aware of the Swachh Bharat Abhiyan and the drive of facilitating every rural household with a closed toilet facility. But the ground realities are completely different from what we read in our magazines, newspaper and other journals, and of course based on those ground realities, case study based or script writer curated beautiful stories are published or made into movies and webseries.

Let me share my personal opinions on this drive only to evoke our inner voice to peep into the realities through our third eyes. As per the Swachh Bharat Abhiyan program and the drive to make India open defecation free, the government sanctioned crores and crores of money to ensure that every household has a facility of a closed toilet measuring 3 ft X 4ft with 6 ft tall wall and a slanted roof. And through the administrative system that connects remote rural villages with the central capital but not the rural people and the persons sitting in power, the money transfer took place and many toilets got built about which the government records must be available but don't know about their authentication. But whether those toilets really made India open defecation free?

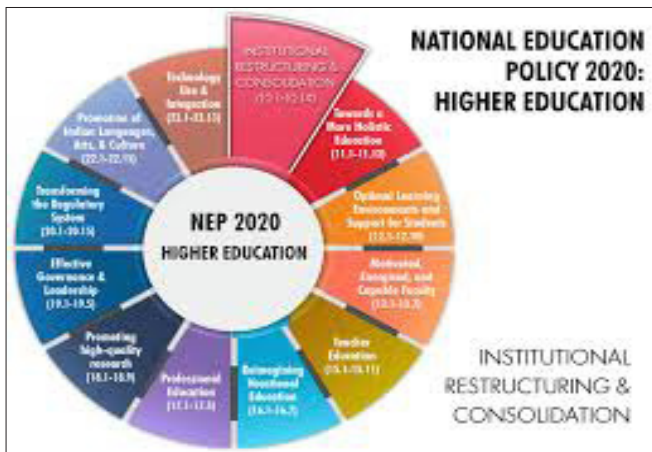
If I analyse in my personal ways, in the rural areas where still joint families persist and owing to the food habits and lifestyle people sleep early and get

up early, imagine how many members can use that toilet and are our representatives and executives coming to check their actual benefits or our people free enough to express their ground realities. The only thing that results is, the financially struggling families see those amounts as a timely life line for someone's marriage, or someone's health check up and several such reasons. On the other hand our executives and representatives enjoy those 5 star hotel like restroom facilities, don't know the per capita availability but many of them not in use regularly owing to urban lifestyle and food habits. If the rural poors find it useless, the urban poors find it helpless. In the villages availability of open space and own land, make them abandoned and in the urban slum areas, high population density, low per capita availability and overuse, leave them highly unhygienic and those toilets shine like stars in the houses of those who envision and execute such national level plans.

Though the intention of Swachh Bharat Abhiyan is highly commendable, the lack of understanding of the ground realities and their blind execution demands the need of true education to be our third eye and inner voice.

Not just this, several of the five year plan programs have resulted in disastrous outcomes where the public has suffered, not the executives or the representatives. Same way our schooling systems. Over the years, the gurukul system that was condemned, and closed buildings were raised by the missionaries to open up the brains, has seen its revival where the ultra rich people's children are studying in such international schools in open areas under the trees and our children are getting confined to the small small rooms.

Are our changing ways of life really helping us to cope up with time and are the resistances to the changes worth it? Different people may have different opinions based on their circumstances and experiences and I am going to share my personal experiences by drawing some analogies between



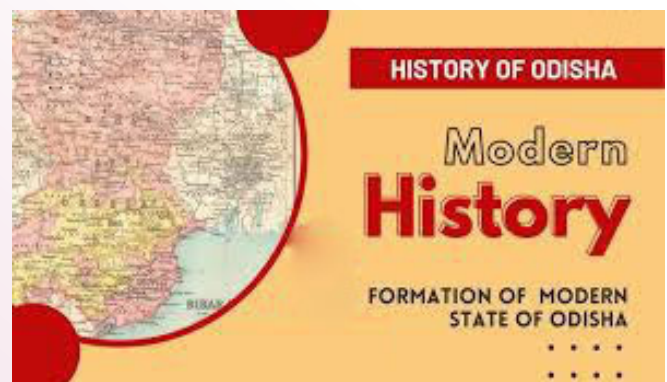
the role of education in changing lifestyles and the resistances offered to oppose the changes and accept the changes, be it the basic toilet habits or the schooling habits.

Recently Tamil Nadu was seen opposing vehemently the implementation of NPE-2020 in Tamilnadu and at the same time Odisha has turned out to be one of the pioneering state to adopt the new changes elaborated in the NPE-2020. And the irony is that the ripples of such national level issues are touching me at my personal level, when I am a daughter of Odisha and a daughter-in-law of Tamilnadu.

And to be a little historic, Odisha, a culturally rich and advanced state has become very poor particularly after the attack of Kalapahad in 1568 and the deception of the two agents of Mukunda Deva, the last independent hindu ruler of Odisha who got defeated and killed and the situational efforts of Feudatory Ramachandra Bhanja who tried to rise into power but got killed ultimately and the subsequent downfall of the Hindu rulers of Odisha, leaving the fate of this land and its people in the hands of the Afghans, followed by the Marathas, followed by the British forces and finally post independence the central government which was different from the ruling state government. Whereas, Tamilnadu another equally culturally rich state has been marching ahead and within India it is one of the advanced state. Why some people and some communities witness such drastic rise and fall while some others experience a sustained growth and development?

Well to draw parallels between one common man and the entire community is too metaphorical, hence let me just share my experiences without any comparisons. Sometimes, a huge community is moved by an individual leader and his or her episodic efforts keep inspiring generations to follow the path of truth and honesty and at times the community represents the values of its leader. I don't have much knowledge of the leaders of Tamilnadu in detail and the value system this state leaders have followed in retaining it's developed state status, but I admire and salute those great persons in various fields this land has produced and pay my humble tribute to them. But personally I and my family and my state and even our country has witnessed several phases of rise and fall without falling from their morality.

Since the downfall of the Hindu rulers in Odisha, the subsequent rulers have plundered its rich revenues, have looted its bounties. In 1803, the British forces occupied the Barabati fort very easily but soon after that the local resistances from the paikas or the soldiers and the tribal chiefs became frequent and the British forces finding it difficult to control these resistances applied their divide and rule policy. Odisha was divided into three regions the northern region came under the Calcutta Presidency, the western region became part of the Bombay Presidency to be ruled from Nagpur and the southern part was made part of the Madras Presidency and for every civil issues the people of Odisha had to move to these faraway places to get justice only to receive injustice owing to the problems of language as in those areas the administration was carried out in the local





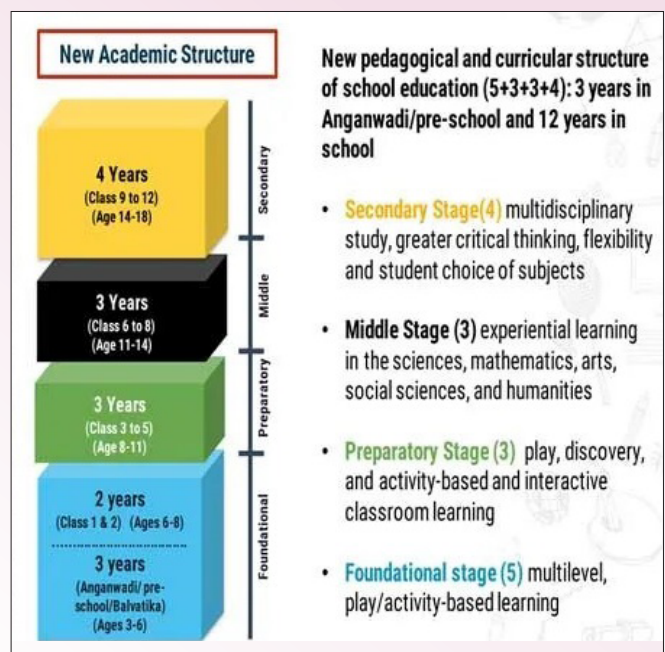
languages and odia people were finding it difficult to find an advocate in their own language who can plead for them. This is how, the odia people started losing their land and other properties by running to those red buildings which are still standing tall in our independent India in the same colour.

The national curriculum on history has several stories of the Vijayanagar dynasty and its ruler Krishna Devaraya but it doesn't reflect the deceptive victory it achieved over the Kalinga or Utkala forces about which I read in the historic Odia novel - Krishna Benire Sandhya. And this novel has a lot of things that make me retrospect about the association of Lord Jagannath with the growth and downfall of Odisha and its historic and contemporary connections with the state of Tamilnadu.

Then, it was Utkal Gourav Madhusudan Das, born in the year 1848, who was a visionary from his childhood had realised the real cause of Odisha's backwardness and who also had realised the importance of education, decided to go to London to study and understand the western education systems. But it was necessary to adopt Christianity to get into those western education system and only for the cause of understanding that education system when he had embraced Christianity in 1868, he was removed from his house from his village and he had to live on the outskirts of it. Despite the abandonment by his fellow beings, he had returned to Odisha after finishing his studies in law and had established Utkala Sammilani and along with several other odia leaders became the pioneer in demanding a unified Odisha based on its linguistic sovereignty and Odisha became the first modern linguistic state of India on 1st April, 1936 a decade before India got independence in 1947.

But, the national curriculum of our country hardly mentions this great statesman.

When I was in grade V, my grandfather left this world and after few years when I was in grade IX, I came to know about my father's childhood. When



my father was in grade VII, my grandmother had demised and, my grandfather, my father and his younger brother, these three gents were part of the family that had to take care of lots of properties in terms of land, animals and farms. And after independence the education system had undergone drastic changes, particularly in Odisha, many farmers had lost their lands to the people of neighborhood states and Odisha had come under the shadow zone of Calcutta.

The creation of small small low-skill employment opportunities was helping people earn few anas and copper coins and the occupationally interdependent and economically self sufficient rural economy was witnessing its changing occupational patterns. My grandfather was highly skillful and used to make the best mats in entire village, from a type of plant fiber that they used to collect from the paddy fields. And my father was enrolled in a school in his mother's village that had seen lots of modern makeover and had many modern facilities like school, post office, bank, hospital etc. And my uncle wasn't much interested in modern education system and hence he was assisting my grandfather.

But the sudden demise of my grandmother, changed the fate of my father's family particularly my father.



He couldn't continue in the school, not familiar with the farming procedures and influenced by the modern education system, he preferred to move to Calcutta along with other senior members and close relatives. And to run the family, my grandfather started selling the farms, the lands and the animals till my father reached Sunabeda, where as part of the five year planning program and the creation of heavy industries in the remote areas to create employment opportunities, the Hindustan Aeronautics Limited was set up within the deep forest areas of the Eastern Ghats, turning those thick forests into beautiful planned townships, though even those theories of industrialisation and employment generation has stories of resistances and rebels of the local tribes many of whom had lost their lands and people in the transformation process where some people got benefits while others lost their everything.

Maybe, if my grandmother would have lived longer, my father's life would have been a little different. If he could have completed his education, he might have entered into a better profession in place of a highly skilled technician engaged in the maintenance of the MIG engines. A woman had a highly important role inside the house and in her absence, the three gents



could not handle the house and the home, though today both inside and outside of the house are shared domains and the irony of our modern education system is that, the traditional skills are getting diminished, factories and large-scale manufacturing units have given rise to the hierarchical structures where the lower hierarchical employees are getting paid less and the top management bodies are earning high and the middle class masses are struggling day and night, qualified in one field, working in another field and based on this modern employment system, every other aspect of life and living including the basic toilet facilities to the school system has witnessed tremendous change. And money or the purchasing power has played an important role in deciding the fate of many who are otherwise highly skilled and productive. The country has witnessed brain drain of the middle classes when well educated and well interested in foreign countries' neat and clean environment both ecological and economical have preferred to graduate from India and then work abroad. While the lower income groups have become the vote banks, those few sitting in power are flourishing well in this country. And at a very personal level I have witnessed what the public witness at the national level.

Since my father couldn't complete his education, he was ever eager for his three children to receive quality education and he had enrolled my elder brother in the English medium school and my younger brother and I were enrolled in the Odia medium schools as the fees were different and he had to manage the entire family. But we used to enjoy very neat and clean civic amenities without any open drainage and a beautiful garden being maintained by recycling the household sewerage at the ST plant site a little away from the township. We students were studying in the same school whether our parents were workers or officers and yes, there were various types of quarters, while the workers quarters were small starting with type-I, where I had spent my two and half decades of life, the officers' quarters were big like type-IV, V, VI and the GM used to have the biggest quarter,



a single bungalow with lots of amenities. But our native houses were much bigger and maintaining them without my grandmother became a herculean task for the three gents.

If my father could have completed his education, who is highly skillful like my grandfather, maybe he could have become an engineer or could have entered into some other big profession. But for me my father is the richest father and my mother has never been to the school. In Fact, she was independent enough in taking her decision to not to go to the school that she didn't like, being confined to one place, sitting from morning to evening and hence she never went to the school. But my illiterate mother is far more educated. While many of my friends used to carry out small household works to help their mother and to pick up those skills of home management, I used to understand how the motor works and the bullet starts as my father had raised me like a son and my mother had never asked me to carry out household works rather she had supported me for my studies.

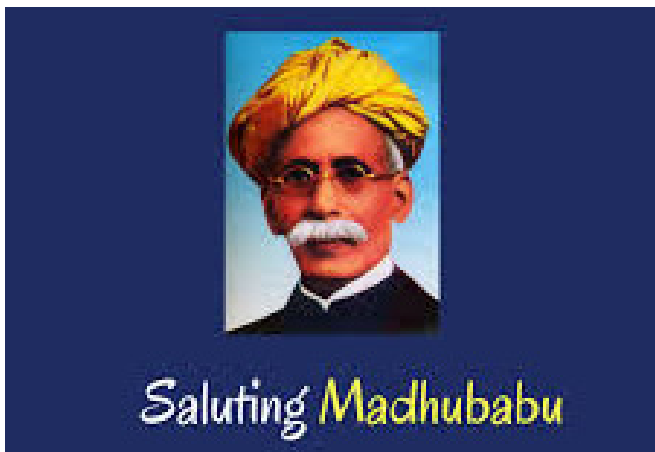
Almighty is the ultimate storyteller, scriptwriter and director.

My marriage took place at my husband's native place and as soon as I entered the house after returning from the Mandapam, I was given a broom and a dustpan by my mother in law to clean up the bedroom for my sister in law and her IPS husband to relax. Many of you might have seen the Malayalam movie, The Great Indian Kitchen and its recent hindi remake Mrs. I too have watched it. There, the girl and her dreams got confined to the four walls with a male dominated social circumstance, but I and my dreams got confined with a female dominant social circumstance. There at the end, she left behind that new family of her and re-lived her independent life giving wings to her dreams and the movie got over in two hours or so. But for me, my struggle continued for 14 years and in those 14 odd years I had found myself in the shoes of Arjuna not having the guts to raise my voice against my own people.

I had spent 27 years in the small type -I quarter with so much of mental happiness and I became mentally retarded within my in-laws' very big Type- VII -GM's bungalow like house. And while I had interest to become a mechanical engineer, my father had told me about RIE and had suggested instead to become a teacher thinking how I would manage both house and the outside factory jobs as a manager. And that was when I was in grade IX, the same year when I started experiencing a different realm around me and in that same year I had come across the term IAS in the magazine Smaranika about which I have mentioned in my article - The Happy Homemaker.

Though I had the options of choosing among engineering, or graduating from OUAT or taking up the integrated BSc- B Ed course from RIE, my inner voice had said to choose RIE to fulfill my father's wish. And in RIE, as part of the integrated course, we studied about education for four years, each year specialising in a particular paper and then I had studied about the Kothari commission, the NPE -1968 etc. Despite my internal challenges of memory issues and other emotional outburst, my internalisation of various concepts are still with me. But neither I became an IAS officer, nor a factory manager. All I became was a homemaker who had never done any household chores. But my lesser qualified father and illiterate mother are far better educated and they have never taught to go away from situations, rather both have taught me to face life and its challenges.

For all the pain I had undergone after marriage, I could have moved to the court and demanded justice but once again I was in the situation of Arjuna and my education which is my third eye and my inner voice asked me to demand love from my husband. It asked me to rise from within and get into some profession without giving up my household responsibilities as I had understood the amount of pain my father had gone through without his mother. My education asked me to use creativity and express originality in place of earning money



by copy pasting contents. My education asked me to rediscover and re live happiness. And for this I must thank Madhusudan Das ji or Madhubabu who has been a role model for me from my childhood.

If I would have studied in the English medium school, maybe I wouldn't have learnt so much about him as he is not well represented in those national curriculums. So I am thankful to the odia medium school where I learnt about several local leaders who are unsung heroes in the national curriculum. And this must be the same for every state board curriculum where the local children must be learning about their local leaders many of whom don't make it to the national curriculum and the worst part being, the students finding themselves within the chakravayuh of life after entering into the colleges not knowing the art of coming out of it by not knowing proper english. But, even those studying in CBSE, IGCSE or Montessori schools that are english medium schools, also find it difficult without knowing phonics and parents are paying separately for their tiny tots to pick up those sonic secrets. And I am teaching grammar in one such academy where many other highly qualified mothers are teaching these basic things unable to give up their household responsibilities.

At a personal level I haven't achieved anything great neither I have great qualifications to add to my name to tell about myself. But these writings have become my identities. In that movie the girl left behind her new family and went ahead with

her dreams and when I retrospected my ways of upbringing, my education, my dreams and desires, my inner voice asked me to choose writing as the career option to reclaim my life. With so much of gap in career profile, with so less knowledge and skill of computer, and the death of my self- confidence, I had found it difficult to create my resume and with lots of confusion in dealing with the little mouse of the computer that requires frequent left and right pressing, finally I created my Resume or Biodata looking for a content writer's job.

In those days I had written a few lines, my another Situational Stanzas-

Realise your true self, Rise from within.

A bitter fight with the better half,  
Or a little war with the little champ,  
An ongoing misunderstanding,  
Or a bossy manager's staring,  
The irregular maid turning the mood bad,  
Or the sudden shower on the dry clothes She had,  
A courier person at door,  
And her yummy dishes turning poor,  
A phone call from the near and dear,  
Her entire house messy with a dirty floor,  
Women in every age, modern or vintage,  
Move with challenges, be it city or village.  
Struggle is neither the fellow beings nor societies  
It's the self and situations of all varieties.  
Realise your true self, rise from within,  
For you can win and have a fresh beginning.

You are the adorable daughter,  
You are the caring sister,  
You are the beloved life partner,  
You are the all encompassing mother,  
Above all an individual my dear,  
Manage sometime, rise from within  
Take a break and breathe some fresh air.

Your problem is unique to you dear,  
Whether you run a star hotel  
Or be the homemaker,

I may not understand you better,  
From little far from here,  
Realise your true self, rise from within,  
For your better days are very near.

We nurture our culture,  
Why will it kill us as vulture,  
It's all the hatred and anger,  
And murky thoughts that matter,  
Else we wouldn't be raped on roads  
Or sold as sex worker.

No one can give you a safe road  
To walk little far without fear,  
You are the guardian of your life,  
Dare to care everyday every year.

Be happy and do your work,  
Whatever be it, wherever be you are,  
Carry your dreams and wishes,  
No matter how small or big they are.

Accept life the way it comes,  
Whether you sell flowers or sail far,  
Don't sell your dignity and integrity  
Don't give up till the end of war.

If Lord Shiva is the matter,  
You are Shakti the power,  
I understand this much  
From near and far,  
Realise your true self,  
Rise from within  
And breathe some fresh air.

Well, my role model Madhubabu may not be that popular, but his contributions are worth pondering to look for solutions due regards nation building and dealing with changes and resistances.

He had three main visions- industrialization of Odisha and providing alternate employment opportunities to people dependent on agriculture, empowerment of Dalits and women and skill development of people.



On February 21-1923, in the Central Legislative Assembly, he had raised the issue of alarming spread of cholera in Odisha and had asked the British government sharply as to why no sufficient budgetary provisions were made for improving public health and sanitation in rural Odisha where many people died not because of just cholera but because there was no man who, "... who had cooperated with the villages and of whom the villagers could say - here is the man who has been cooperating with us in order to give us relief against diseases and pandemic." Hence he wanted a caring government to deal with the epidemic when Odisha was trifurcated and its people were neglected. And he had realised to solve such large-scale public issues the first thing to be done was to bring people closer to the government to make the people feel that there is a government which feels for them, which provides for their relief, which is anxious to see that they are cured, that they are protected against the spread of cholera. We have witnessed the Covid pandemic and this role model of mine had fought for his people 100 years ago during those days of cholera and epidemic. Even today, we the educated citizens of independent India are far away from the government.

Prior to that, in the year 1903 he had established The Utkal Sammilani that spearheaded the movement for the establishment of the separate state of Odisha and eventually his vision materialized on



1st April -1936, and we celebrate it as Odisha foundation Day. But this state was neglected by the central government and even during the 1999 super cyclone that I have witnessed during the first year of my college, the central support was very minimal and yet again the virtues of our leaders, then under the leadership of Naveen Patnaik ji, asked us to rise from within and we became world leaders in disaster management. Once again Madhu Babu is a role model through his famous lines through which he had inspired the Odia people to stand together to rise from within despite the losses they had undergone since the attack of Kalapahad.

Utthare Uttare Utkal Santana  
Uthibu thu aau kete dine  
Puruba Gouraba puruba mahima  
Padunahin kire tora mane.

Thoh purba purusha jaya karithile  
Ganga tharu Godavari  
Tankari ourase janmi  
Keun gunhe helu tanku sari.

In the year 1913, he had established the SAILABALA WOMEN'S COLLEGE in Cuttack and this was before the establishment of the SNDT WOMEN'S COLLEGE in Mumbai in 1916 and it was because of him that the women law graduates could enter the legal profession in India in 1923.

Long before Dr Ambedkar, he had understood the problems of the Dalits and the challenges of the caste system and long before Mahatma Gandhi he had understood the economic drain that had plundered this country and Odisha in particular. Right from 1896, he had stressed on skill development and had emphasized on that point till the very end of his life. To empower the Dalits and to remove untouchability he had established -The Utkala Tannery and one of the main objective was to develop the skills of Dalits to use leather more productively and efficiently and help them earn their livelihoods. And Mahatma Gandhi wrote that Madhusudan Das had opened his eyes in understanding the economic drain of

India because of the practice of untouchability. He also said that Madhubabu preceded Leo Tolstoy in emphasising on dignity of labour. He established his reputation as an outstanding jurist.

He had a vision to compete with the Europeans and the entire gamut of work done by Madhubabu concerning Utkal Tannery was eloquently appreciated by Mahatma Gandhi who described it as an "educational tannery" and urged the Indians to learn lessons from it.

Mahatma Gandhi became the father of the nation and after 75 years of independence many scholars are feeling the necessity of questioning the vision and decisions of Gandhi ji and even Nehru ji, but if any scholar take a deep dive into the life and legacies of this role model of mine, he or she will discover some hidden gem like a shining diamond in a coal mine.

Professor F G Bailey of Oxford University in one of his article - "The Oriya Movement" written in 1959 had paid rich compliments to him and had admired him for adopting lawful and constitutional methods to achieve his objectives. And his biggest achievement was formation of the linguistic state of Odisha that is a role model for the creation of linguistic states in India post independence. And Dr Ambedkar had stressed on the adoption of constitutional methods in his last speech in the Constitutional Assembly.

My role model and my little knowledge of his life stories has helped me in taking several decisions and I too emphasise on adopting constitutional methods to solve our modern day challenges be it the toilet habits or the schooling habits.

Recently Odisha witnessed a huge change when the BJP became the ruling party and the BJD became the opposition party. But be it Biju Patnaik ji or his son Naveen Patnaik ji, both have contributed immensely towards the growth and development of Odisha that suffered central negligence. Maybe BJP has made its presence as the ruling party, but people of Odisha will cherish the contributions of BJD and due regards the

### The Role of Education in Creating Social Impact

- 1 Education as a Catalyst for Social Change
- 2 Empowering Marginalized Communities through Education
- 3 Promoting Gender Equality through Education
- 4 Fostering Critical Thinking and Problem-Solving Skills
- 5 Education for Sustainable Development

vehement opposition of MK Stalin ji, he can adopt constitutional methods to prove the necessity or non acceptance of the NPE-2020 in Tamil Nadu. And the better educated citizens of this much advanced state must feel truly independent to express the real voice of the public, whether they need the change or not. As I expressed, sometimes an entire community is represented by a single leader, let's ask ourselves, whether our leaders are expressing what we need as a community of general public?

My personal experiences of rise and fall, that has not allowed us to fall completely rather has urged to rise again and again from within somewhere resonates with the rise and fall of my mother state Odisha.

At the same time, my personal experiences inside a bureaucratic family of Tamil Nadu has worked as the third eye to peep into the bases of financial security behind such developed states. But once again, I would prefer to use my external education as my third eye and my inner voice to make the people sitting in power, to realise their true responsibilities by adopting constitutional methods.

In my personal life, I have achieved my success in surviving an honest life within a system that is like a chakravyuh and I have been successful in getting back the basic needs of life and making my life partner realise his role in leading a happy life. At a national level the public representatives need to be realised about their responsibilities by the public who send them there as their representatives.

Resistances will be offered by the representatives, but let's rise from within with a good intention of expressing the real concerns. Middle class people may not mingle, high-class people may not mind, low class people may not realise, but a movement of bringing together the public -the public executives - and the public representatives must begin.

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

**IMPACT** will get replies from management experts.

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And a pen is mightier than a sword. I don't know how many people are reading my writings, but beyond this I have nothing to express about my personal experiences. All I have is to share with you all, my small small solution systems through my heading called - Chhoti Chhoti Si Baat- A message from the kitchen of a homemaker to the kitchen cabinet of our nation's lawmakers.

I don't want my writings to become viral overnight, but I wish them to echo in the parliament. When I had the opportunity to attend one session in the Rajya Sabha during my Delhi Days, my inner voice had asked me to express my inner feelings over there. But then I had visited as a visitor to witness a session and I desire to express there my inner feelings at least once. I don't know whether I deserve that or not, but I can try.

Now I have the broom and the dustpan as well as the pen and the paper. I know how to do my duties and also know how to demand my rights in a lawful and constitutional way.

Being a woman is challenging, so also being a man, but more challenging is for a human being in various situations. Let's accept our challenges, let's rise from within and stop not till we reach our goal. If the education system has the duty of empowering us, we have the duty of empowering the system. Kalvi Kan Pondrathu, Kalviea Deivam.

My first writing experience outside the academics was the essay on -Corruption Free India when I was in grade VII receiving the first prize and all these years I have fought everywhere demanding honesty and transparency only to lose my own peace of mind. But finally, the experiences of life that are generally not part of our educational systems have opened up my eyes. Direct Attack on Corruption may not make India corruption free, but a change in the system that sustains and facilitates the viruses of corruption to thrive may help to destroy it.

Women are like the bright and beautiful roses that bloom on top of thorny bushes which are like the



challenges we women face from birth to death. Maybe those challenges are to bring out the best in us. My challenges have transformed me into a beautiful butterfly and the transformation took place on 16 th August 2023, Adi Amavasya, 13 years after the Adi Amavasya of August 10-2010. In 2010, I had cried a lot having lost my first child and in 2023 I cried a lot having received the link of IMPACT, when my first article was published. I have spent 13 odd years within the cocoon struggling day and night to get back to my career making without compromising my household responsibilities.


Happy International Women's Day...

**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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# Humour for Better Health: A Laughter-Powered Prescription for Well-Being

## Abstract:

**H**umour plays a significant role in today's fast paced world. This research article stresses on the importance of humour wherein it is a stress buster for a lot of issues including stress related problems. Humour and laughter therapy enables an individual overcome stress thereby enhancing the physical, emotional, mental and social well-being.

Keywords: Humour, Stress, Laughter, Anecdote, Workplace Culture, Well-Being

## Introduction:

In our fast-paced, stress-laden world, where work pressures, personal responsibilities, and societal expectations constantly weigh us down, humour serves as an antidote to stress and a powerful tool



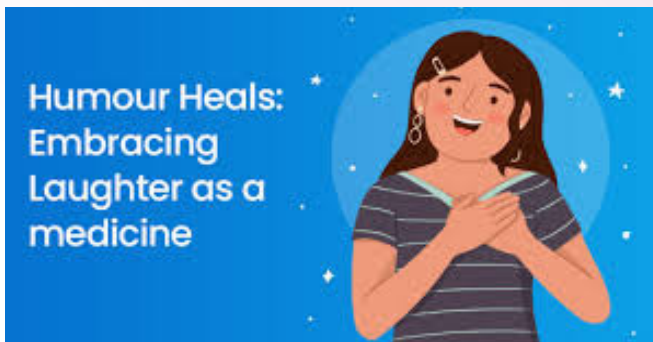
for better health. Scientific research and centuries of anecdotal evidence affirm that laughter not only lightens our mental load but also significantly contributes to our physical, emotional, and social well-being.

## Analysis:

### The Science Behind Laughter and Health

Laughter is not just a spontaneous reaction to something funny; it is a complex physiological process that involves multiple regions of the brain and body. When we laugh, our brain releases a cocktail of “feel-good” chemicals, including:

- Endorphins – Natural painkillers that promote a sense of well-being.
- Dopamine – The reward chemical that enhances mood and motivation.
- Serotonin – A neurotransmitter that regulates



mood and helps alleviate depression and anxiety.

Simultaneously, laughter reduces levels of cortisol, the stress hormone, which is responsible for anxiety, fatigue, and various stress-related illnesses.

## Physical Health Benefits of Humour

- 1. Boosts the Immune System**  
Laughter increases the production of immune cells and infection-fighting antibodies, making the body more resistant to illnesses like the flu and common colds.
- 2. Improves Cardiovascular Health**  
A good laugh stimulates circulation and relaxes blood vessels, improving heart function and lowering blood pressure. Studies suggest that people who laugh regularly are at a lower risk of heart disease.
- 3. Relieves Pain**  
Laughter triggers the release of endorphins, which can temporarily relieve pain and discomfort. It has been used as a complementary therapy for patients with chronic pain conditions.
- 4. Aids Digestion and Weight Management**  
A hearty laugh exercises the diaphragm and abdominal muscles, stimulating digestion and improving gut health. It also burns calories – a study by Vanderbilt University found that 10–15 minutes of laughter can burn up to 40 calories.
- 5. Enhances Respiratory Function**  
Laughter increases lung capacity and improves oxygen intake, which benefits

individuals with respiratory conditions like asthma and bronchitis.

## Mental and Emotional Well-Being

- 1. Reduces Stress and Anxiety**  
Laughter creates an immediate sense of relaxation, reducing stress hormones and promoting a calmer state of mind. It is often used in stress management programs and therapy sessions.
- 2. Enhances Mood and Fights Depression**  
By increasing serotonin and dopamine levels, laughter can uplift mood and act as a natural antidepressant. Laughter therapy is gaining popularity as a treatment for depression and anxiety disorders.
- 3. Boosts Cognitive Function**  
Humour engages different parts of the brain, improving problem-solving skills, creativity, and memory. It enhances overall cognitive flexibility, helping people think outside the box.

## The Social Power of Laughter

- 1. Strengthens Relationships**  
Shared laughter fosters bonding, trust, and emotional connection in relationships, whether between friends, family members, or colleagues.
- 2. Improves Workplace Culture**  
A humorous work environment boosts morale, increases productivity, and enhances

<b>Dopamine</b> The rewarding chemical <ul style="list-style-type: none"> <li>• Completing a task</li> <li>• Doing self-care activities</li> <li>• Eating food</li> <li>• Celebrating little wins</li> </ul> 	<b>Oxytocin</b> The love hormone <ul style="list-style-type: none"> <li>• Playing with a dog</li> <li>• Playing with a baby</li> <li>• Holding hands</li> <li>• Hugging your loved ones</li> </ul> 
<b>Serotonin</b> The mood stabilizer <ul style="list-style-type: none"> <li>• Sun exposure (be sun safe)</li> <li>• Meditating</li> <li>• Running</li> <li>• Being in nature</li> </ul> 	<b>Endorphin</b> The pain killer <ul style="list-style-type: none"> <li>• Laughing</li> <li>• Exercising</li> <li>• Dark chocolate</li> <li>• Essential oils</li> </ul> 





team collaboration. Companies that encourage humour see reduced workplace stress and higher employee engagement.

### 3. Acts as a Conflict Diffuser

Humour can de-escalate tensions, making difficult conversations more manageable. It provides a non-confrontational way to address issues and resolve conflicts.

## Incorporating More Humour into Daily Life

- Watch or Read Something Funny – Comedy shows, movies, and humorous books can be an easy source of laughter.
- Spend Time with Humorous People – Surrounding yourself with people who have a good sense of humour can make life more enjoyable.
- Practice Laughter Yoga – This unique form of exercise combines deep breathing and laughter exercises to boost health.
- Learn to Laugh at Yourself – Developing a light-hearted approach to life can help you navigate challenges with ease.



- Use Humour in Conversations – Sharing jokes and lighthearted stories can make interactions more pleasant.

## Conclusion:

Humour is a natural, side-effect-free medicine that has been available to humanity since time immemorial. Whether through spontaneous laughter with loved ones, enjoying a comedy show, or practicing laughter therapy, incorporating humour into daily life can significantly enhance physical, mental, and social well-being. So, the next time you face stress, frustration, or exhaustion, remember: a good laugh might just be the best remedy!

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### Dr. B. Sahana

*She is the Asst. Professor of English at M.O.P Vaishnav College, Chennai. She has interests in many fields and a Bharathanatyam dancer.*



# How 26<sup>th</sup> January was Chosen as the Republic Day of India

**W**hile our Indian Constitution is the ‘baby’ of our Constituent Assembly, The Republic of India, happens to be the baby of our Constitution.

The Constitution of India was born on 26th November 1949, a day after the concluding speech of the Chairman of the Constitution Drafting Committee DR. B.R. AMBEDKAR. While he wanted 26th November 1949 as the Republic Day, the congress party’s senior members wanted it to be postponed by a couple of months, to 26th January 1950.

The Congress party had a sentimental attachment to the date of 26th January, because of the events which happened two decades ago. On 2nd January 1930. The A.I.C.C had met at Lahore, in the undivided India during the British regime, and passed a resolution, declaring 26th January 1930 as ‘Independence Day’ for India. The entire event has been recorded by the late lamented Congress leader Ms. Sushila Nayar, who says “.....

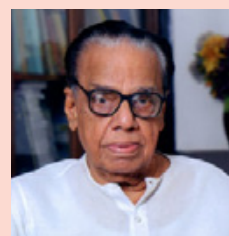
The very first act of the new working committee meeting at Lahore on 2nd January 1930, was to fix 26th January 1930, a Sunday, as ‘Independence Day’, in order to carry the message of ‘Purna Swarajya’ – ‘Complete Independence’, to the remotest villages of India. In this context, Gandhiji who had himself drafted the resolution, advised that the programme for the 26th January should be peaceful without any procession”. However, later events proved that it almost developed into a ‘war cry’ on par with the 1942 ‘Quit India day’ in which I had also participated. After the 26th January 1930 event, several people were jailed by the British Govt.

After India attained Independence on 15th August 1947, the Congress party’s senior members, decided to have the Republic day, on 26th January 1950, to fulfil their nostalgic memories of the 1930 Lahore Resolution !



**Dr. H.V. Hande**

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



# MSMEs for the Growth of Big Industries and National Economy

**M**icro, Small, and Medium Enterprises (MSMEs) serve as the backbone of industrial growth and economic development. They provide essential goods and services to large industries, create employment, drive innovation, and contribute significantly to GDP and exports. This article explores the role of MSMEs in fostering the growth of big industries and strengthening the national economy. It discusses their interdependence, key contributions, challenges, and policy recommendations to enhance their effectiveness.

Micro, Small, and Medium Enterprises (MSMEs) are crucial drivers of economic activity worldwide. They form the foundation of industrial ecosystems, supplying materials, components, and services to large industries while fostering entrepreneurship and regional development. The synergy between MSMEs and big industries creates a competitive

and dynamic market, fueling economic growth, job creation, and technological advancements.

Globally, MSMEs account for a significant share of GDP and employment. In India, they contribute about 30% to GDP and 45% to industrial output. Similarly, in countries like China, Germany, and the USA, MSMEs play a vital role in industrial expansion and economic resilience. Despite their importance, MSMEs face challenges such as financial constraints, limited market access, and regulatory burdens. Addressing these issues is crucial to maximizing their impact on big industries and the national economy.

This article delves into the importance of MSMEs, their contributions, challenges, policy support, and case studies highlighting their impact.

## MSMEs as Catalysts for Industrial Growth

MSMEs play a pivotal role in the industrial ecosystem by acting as suppliers, innovators, and enablers of large industries.

### 1. Supplying Raw Materials and Components

Large industries rely on MSMEs for raw materials, semi-finished goods, and specialized components.





Sectors like automobiles, electronics, textiles, pharmaceuticals, and construction depend on robust MSME supply chains for cost-effective production.

- Example: In the automobile industry, small auto-parts manufacturers supply engines, tires, batteries, and electronics to large companies like Tata Motors, Toyota, and General Motors.
- Example: The textile industry sources fabrics, dyes, and accessories from small-scale units to manufacture finished apparel.

## 2. Enhancing Flexibility and Cost Efficiency

MSMEs enable large industries to outsource non-core activities, reducing costs and improving efficiency. By focusing on niche production, MSMEs offer customized solutions, ensuring greater flexibility in industrial processes.

- Example: IT companies outsource software development, testing, and customer service to MSMEs, cutting costs and improving service delivery.

## 3. Driving Innovation and Technological Advancements

Many MSMEs engage in research and development (R&D), pioneering new technologies, automation processes, and innovative product designs. Startups



and small firms often introduce disruptive technologies that large industries later adopt.

- Example: The pharmaceutical industry benefits from MSME-led biotech startups developing new drugs, vaccines, and medical devices.
- Example: In the electronics sector, MSMEs contribute to microchip design and smart device manufacturing.

## 4. Strengthening Supply Chain Resilience

A strong MSME sector ensures a diversified and resilient supply chain, reducing dependency on imports and minimizing disruptions. This is crucial during economic crises, pandemics, or geopolitical tensions.

- Example: During the COVID-19 pandemic, MSMEs played a crucial role in producing PPE kits, masks, and medical equipment, supporting healthcare industries.

## Contribution of MSMEs to National Economic Growth

### 1. Employment Generation and Poverty Reduction

MSMEs are labor-intensive, creating job opportunities across various sectors. They absorb both skilled and unskilled labor, reducing unemployment and alleviating poverty.



- India: The MSME sector employs over 110 million people.
- Europe: Small businesses contribute to two-thirds of private-sector jobs.
- Africa: MSMEs help in rural employment, reducing migration to urban centers.

## 2. Boosting GDP and Industrial Output

MSMEs contribute significantly to GDP and industrial production, fostering national economic stability.

- In India, MSMEs contribute 30% to GDP and 45% of total manufacturing output.
- In China, they account for 60% of GDP and 80% of urban employment.

## 3. Promoting Exports and Foreign Exchange Earnings

Many MSMEs engage in export-oriented production, enhancing a country's foreign exchange reserves.



- Example: India's handicraft, textile, and IT sectors are globally recognized for their MSME-led exports.
- Example: Germany's Mittelstand companies (family-owned MSMEs) dominate the global engineering and machinery exports.

## 4. Encouraging Entrepreneurship and Self-Reliance

MSMEs foster self-employment, encouraging youth and small business owners to start their ventures. This reduces dependency on foreign direct investment (FDI) and strengthens self-reliant economic growth.

- Example: The 'Make in India' initiative supports MSME-led manufacturing, reducing imports and boosting local production.

## Challenges Faced by MSMEs

### 1. Limited Access to Finance

MSMEs often struggle with securing loans and working capital due to:

- High interest rates from traditional banks.
- Lack of collateral for securing credit.
- Delayed payments from large industries affecting cash flow.

### 2. Market Competition and Limited Global Reach

- MSMEs face stiff competition from large corporations and multinational companies.
- Lack of branding and digital marketing hinders their global expansion.

### 3. Technological Gaps and Low R&D Investment

- Many MSMEs lack access to advanced machinery, AI, and automation.

- Limited government support for R&D restricts innovation potential.

#### 4. Regulatory and Compliance Burdens

- Complex taxation policies, labor laws, and licensing requirements make operations difficult.
- Bureaucratic red tape slows down business expansion.

#### 5. Infrastructure and Logistics Issues

- Poor road, rail, and port connectivity increases operational costs.
- Supply chain inefficiencies impact product delivery.

### Policy Recommendations for Strengthening MSMEs

#### 1. Financial and Credit Support

- Lower interest rates and easier loan approvals for MSMEs.

**Development of Entrepreneurship and Skills Up-gradation**

**Welfare of the Small Workers and Artisans**

**Encourage Developmental Technology and Infrastructure Development**

**Assistance to Domestic & Export Markets**

- Expansion of microfinance and government-backed credit schemes.
- Strict payment regulations to ensure timely payments from big industries.

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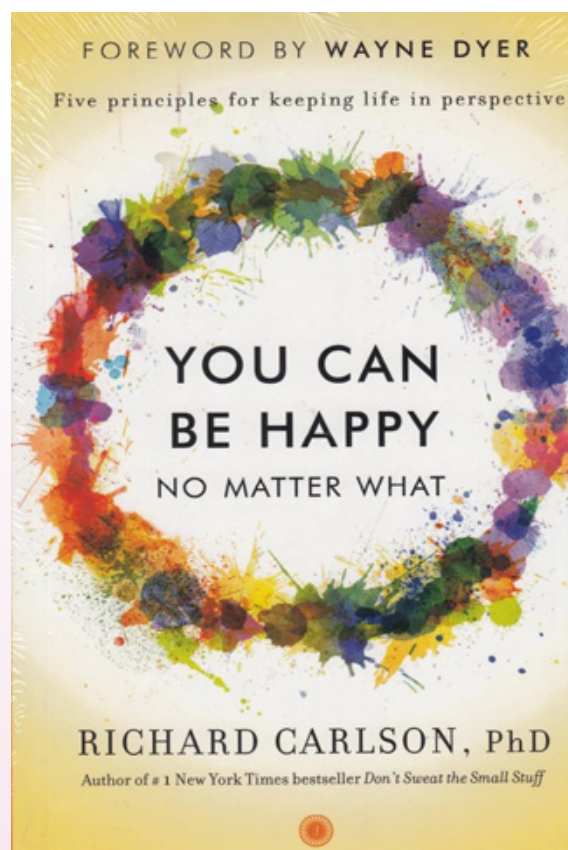
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## Book Review

# YOU CAN BE HAPPY NO MATTER WHAT FIVE PRINCIPLES FOR KEEPING LIFE IN PERSPECTIVE

By  
RICHARD CARLSON



Richard Carlson is the same author who wrote the best sold book- DON'T SWEAT THE SMALL STUFF.

Dr Wayne Dyer, author of YOUR ERRONEOUS ZONES, has given the FOREWORD for this book.



Published by RUPA & Co.  
Price- 15.65.

## In this book

Many of us think that our happiness depends on outside circumstances.

We become glad by solving our problems.

We feel satisfied by improving our relationships.

We find contentment by achieving success.

Carlson does not agree with all these endeavors.

He shows how to be happy now by understanding 5 principles-

THOUGHT

MOOD

SEPARATE REALITIES

FEELINGS AND

THE PRESENT MOMENT.



This book guides readers through life's challenges and restores the joy of living along the way. This new approach is solid, sensible and filled with loving guidance.

## How these 5 Principles help?

Our ability to think creates our psychological experience of life and thinking is a voluntary function.

Our own understanding that thinking is a voluntary function fluctuates from moment to moment and from day to day. These variances are called moods.

Because we all think in a unique way, each of us lives in a separate psychological reality.

Our feelings and emotions serve as a built-in biofeedback mechanism that lets us know how we are doing from a psychological standpoint.

Learning to keep our attention in the present moment, by paying attention to our feelings, allows us to live at peak efficiency and without the distraction of negative thinking. The present moment is where we find happiness and inner peace.

Learning how your mind operates and functions allows you access to happiness which enables you to freely enjoy your life.

Contentment is the foundation to a fulfilling life. It brings with it good relationships, job satisfaction, parenting skills, wisdom and common sense it takes to move through life in a graceful manner.

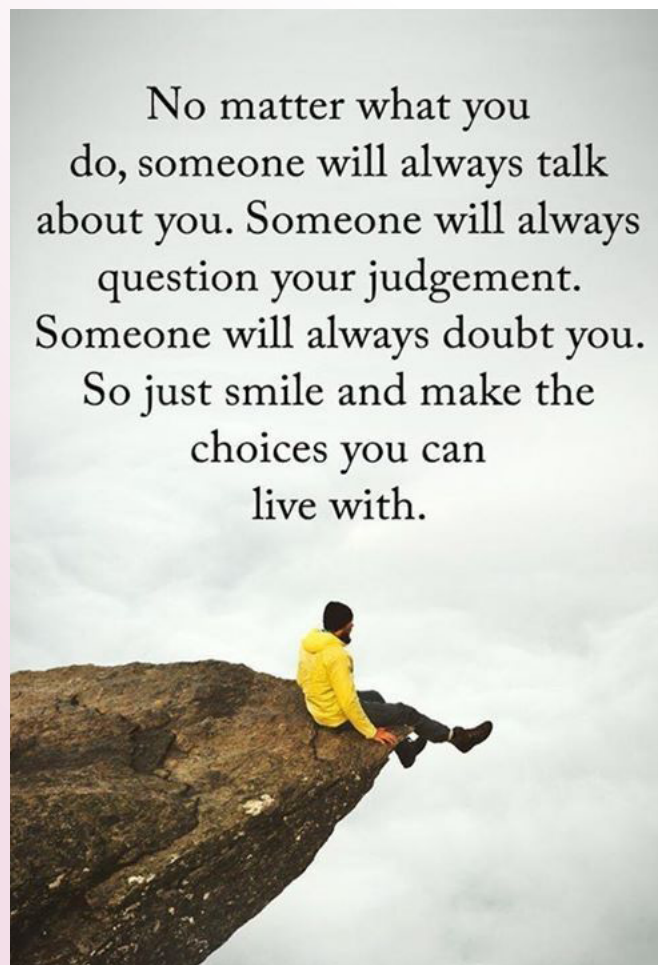
Without contentment life becomes a battle ground where we are too busy struggling with problems to enjoy life's beauty. We hope that some day things will be better, we postpone satisfaction while the life slips away.

A contented feeling brings with it child like enjoyment- a light-hearted way of being in the world that opens a channel of appreciation for simple things, to feel grateful for the magnificent gift of life itself.

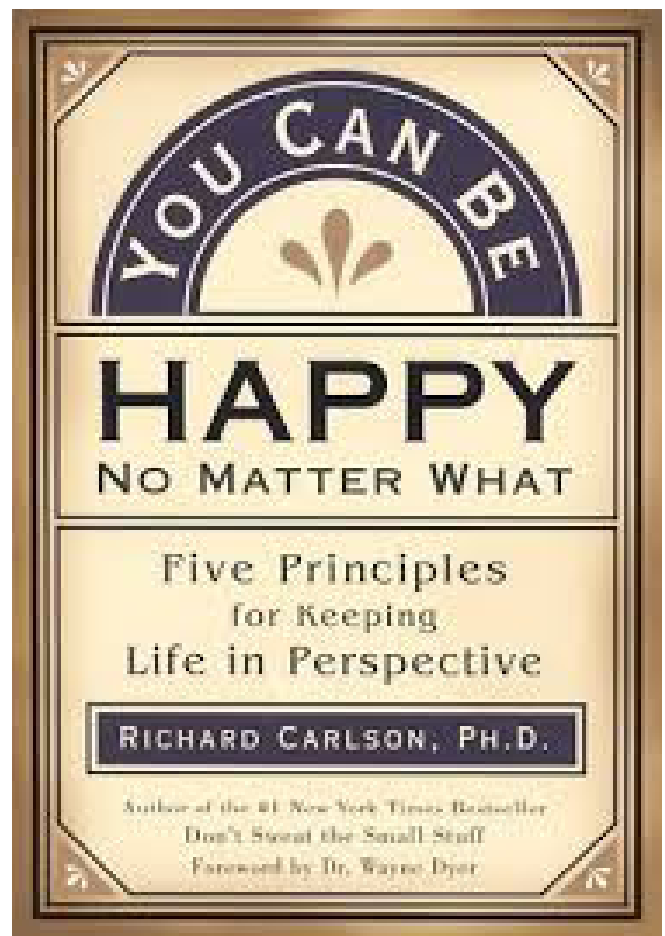
## The Key to Happiness- Mind

Your mind essentially serves you in two ways. It is a storage vault for information and past experience and is also a transmitter for wisdom and common sense.

We don't have power over other people or events. But we have tremendous power to feel happy and contented with our life. One nice by-product of feeling happy for no reason is that troubling details begin to work themselves out. We actually think better, more clearly and more intelligently when our minds are not full of boggling concerns.



No matter what you do, someone will always talk about you. Someone will always question your judgement. Someone will always doubt you. So just smile and make the choices you can live with.



Our minds can work for us or against us at any given moment. We can learn to accept and live with the natural psychological laws that govern us, understanding how to flow with life rather than struggle against it. We can return to our natural state of contentment.

The 5 principles will teach you to live in a positive feeling state more of the time. Use them as a navigational tool to guide you through life and point you toward happiness.

### R. Venugopal

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



# Temples as Catalyst for National Economic Growth

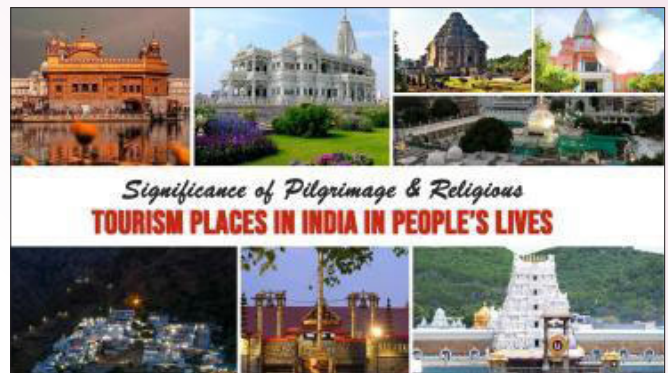
Temples have historically been centers of culture, education, and economy in many civilizations. In India, temples have played a significant role in shaping trade, tourism, and local economies for centuries. Beyond their religious and spiritual significance, temples contribute to national economic growth through employment generation, tourism, infrastructure development, and revenue generation. This article explores how temples can be leveraged as economic hubs while preserving their cultural and religious values.

## 1. Tourism and Revenue Generation

Temples are among the most visited tourist destinations, attracting millions of domestic and international travelers. Spiritual tourism has become a significant industry, contributing to foreign exchange earnings and boosting local economies.

### A. International and Domestic Tourism

- **Pilgrimage Circuits:** Destinations like Varanasi, Tirupati, Rameswaram, and Puri see millions of visitors annually. The government's 'PRASAD' (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) and 'Swadesh Darshan' schemes aim to develop such circuits.
- **Foreign Tourist Influx:** Many foreigners visit temples to explore India's spiritual



heritage. Temples like Meenakshi Temple in Madurai and Akshardham in Delhi attract international travelers, boosting forex reserves.

- **Temple Festivals:** Events such as the Kumbh Mela and Rath Yatra bring in significant tourism-related revenue through transportation, hospitality, and trade.

### B. Local Business Development

- **Hotels & Restaurants:** Pilgrims require accommodation and food, leading to the expansion of hospitality industries in temple towns.
- **Souvenir & Handicrafts Market:** Religious artifacts, sculptures, paintings, and handloom products get a platform in temple vicinities, benefiting artisans and craftsmen.
- **Transport Services:** Auto-rickshaws, taxis, and public transport services thrive in temple cities, creating jobs and boosting local earnings.



## 2. Employment Generation

Temples directly and indirectly generate employment across multiple sectors.

### A. Direct Employment

- Priests, temple administrators, security personnel, and maintenance staff are employed in temple management.
- Artisans, sculptors, and masons are engaged in temple construction and renovation work.

### B. Indirect Employment

- Vendors selling religious offerings, flower garlands, and spiritual books benefit economically.
- Tour guides, photographers, and cultural performers earn a livelihood from temple tourism.
- Local farmers and suppliers cater to temple kitchens (annadhanam programs), supporting agricultural productivity.

## 3. Infrastructure Development

The presence of temples often leads to infrastructural development, which benefits the larger economy.

### A. Transport and Connectivity

- Roads, railways, and airports improve connectivity to temple towns, facilitating trade and tourism.



- Government investment in transport infrastructure for pilgrimage routes creates long-term benefits for the economy.

### B. Urban and Rural Development

- Many temples are located in rural areas, leading to the development of basic amenities such as sanitation, clean drinking water, and power supply.
- Real estate markets boom in temple cities as housing, commercial spaces, and hotels flourish.

## 4. Wealth Management and Financial Contributions

Temples possess vast assets in the form of donations, gold reserves, and landholdings, which can be strategically utilized for economic development.

### A. Temple Trusts and Wealth Utilization

- Many temples, like the Tirupati Balaji Temple and Padmanabhaswamy Temple, receive enormous donations. Proper financial planning can channel these resources into developmental projects.
- Gold holdings in temples can be utilized through government schemes such as the Gold Monetization Scheme, reducing the import burden on the economy.

### B. Philanthropy and Social Welfare

- Many temples run schools, hospitals, and feeding programs (annadanam) that

support the underprivileged, reducing the government's social welfare burden.

- Investment in skill development programs through temple funds can enhance workforce capabilities.

## 5. Cultural and Soft Power Influence

Temples play a crucial role in promoting India's cultural heritage on a global scale, attracting investments and fostering diplomatic relations.

### A. International Collaborations

- The global popularity of Indian temples strengthens India's soft power, leading to cultural tourism and foreign investments.
- Diaspora communities contribute to temple development abroad, linking economic exchanges between India and other countries.

### B. Promotion of Traditional Arts and Crafts

- Temples serve as centers for dance, music, and handicrafts, supporting artists and preserving cultural traditions.
- Temple festivals and fairs promote regional crafts, benefiting local artisans and small businesses.

**Hindu Temples contribute 2 to 3% to the Bharat's GDP!**



## 6. Sustainable and Eco-Friendly Growth

Temples can contribute to sustainable economic growth by adopting eco-friendly measures.

### A. Green Energy and Waste Management

- Many temples are installing solar power plants and biogas units, reducing energy costs and promoting sustainability.
- Waste from flowers and offerings is being recycled into incense sticks and organic compost, creating additional revenue streams.

### B. Organic Farming and Agro-Based Economy

- Temple-owned lands can be used for organic farming, providing employment and reducing dependence on chemical agriculture.
- Many temples use locally sourced grains and vegetables for religious offerings, supporting farmers directly.

Temples are more than just religious and spiritual centers; they are powerful engines of economic growth. Through tourism, employment generation, infrastructure development, financial contributions, cultural exports, and sustainable initiatives, temples contribute significantly to national prosperity. With proper policy support, investment, and sustainable management, temples can serve as economic hubs that enrich both spiritual and material well-being, strengthening the national economy in a holistic manner.

By integrating modern economic strategies with traditional temple ecosystems, nations can harness the power of their spiritual heritage to drive economic progress while preserving cultural values.

Author: Mr. H. Subramanian  
*Social Scientist Consultant*

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