



For private circulation only

INDORE MANAGER

VOLUME XXIII | ISSUE 6 | NOV- DEC 2015

THE BI - MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50

**'India's youth hasn't
inherited the fear of
its previous generation'**

youngistan

India has been gifted with young population, which has an important role to play in directing not only the future of the nation but also the future of our world. If the youth develop cognitive intelligence to become original thinkers; imbibe emotional intelligence to develop team spirit and rational risk-taking attitude; inculcate moral intelligence to blend the personal ambitions with national goals;

cultivate social intelligence to defend civic rights of the weak; and, develop the courage to fight injustice, then India can develop a superior species of human beings. Youth, who can be relied on to make the country a global power within the next two decades. Such an army of evolved youth, who speak to their passions, facilitate interaction, raise awareness and inspire action, will be the asset to the nation.



Editor's Message

A society thrives when 'the seasoned' supply stability and 'the youthful' provide the drive. Yes! Youth, with its idealism, enthusiasm and optimism, creates the momentum required for a growing social entity. As the oft-repeated statistics convey, India is among the world's youngest nations. And this fact has far-reaching and long-lasting effects mainly in terms of India's governance and workforce. The effects are already visible and will only get more pronounced in the coming decades.

Resultantly, the new elements will gain prominence in our societal fabric – go-getter attitude, creative impatience, unapologetic individuality, constant innovation and entrepreneurship. This issue of Indore Manager takes up this theme – Youngistaan - and these elements, and initiates us into thinking what it all means to a society that stands at an inflection point – our society. And yes, you would also find the glimpses of the lighter side of our youthful editorial-team on a page or two...

Wishing you well,
Sandeep Naolekar
Editor - Indore Manager

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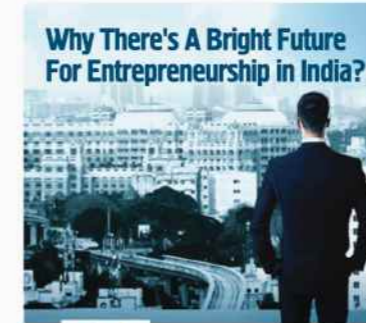
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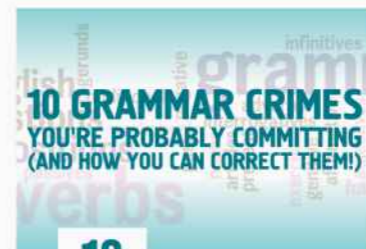
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Why There's A Bright Future For Entrepreneurship in India?

The world of business is quickly changing. Multinational corporations are not only dealing with entrepreneurial ventures in India but also investing in them. Nasper's backed ibibo Group purchased redbus.in and yourbus.in while Oracle bought Bitzer Mobile. Billion dollar companies that no longer enjoy the "start-up" tag are acquiring promising new enterprises. Facebook, for instance, acquired Little Eye Labs and Google bought Imperium.

Indian entrepreneurs today are successful and global. They're also creating jobs at an unprecedented rate. The Hindustan Times reported in June 2014 that Flipkart planned to hire 12,000 people during 2014-15 and Snapdeal was to double its headcount to almost 2600 people. In May 2015, Snapdeal and Practo said they each were looking to add 1000 people to their staff. In June 2015, Yhungry, a logistics company catering to restaurants, said it would hire 1200 riders during the year.

"Indian entrepreneurs today are successful and global. They're also creating jobs at an unprecedented rate."

A press release for the EY Global Job Creation and Youth Entrepreneurship Survey 2015 published in June 2015 said that the team surveyed 2345 entrepreneurs about their hiring-plans. A good 54% of Indian entrepreneurs surveyed said that they expected to hire this year, which beat the global average of 47%.

The EY survey also revealed that Indian entrepreneurs are as confident about domestic and global economic direction as their Chinese counterparts, leading the global economic confidence table with a tie. Naturally, the sentiments about the economy are shared by the youth of India as well. The team surveyed 2800 young people and found that 91% of India's youth feel optimistic about achieving their career aspirations and 86% want to run their own business.

TEACHING ENTREPRENEURSHIP

Contrary to popular belief, entrepreneurship can be taught. Start-up incubators and accelerators have been guiding and mentoring promising young individuals who have innovative ideas but don't know how to create a business around it -- but there aren't enough in India.

Plenty of reports have been published that attribute the lack of entrepreneurial success stories in the country to the fact that there isn't enough focus on supporting and training the youth and setting them up for success in their new ventures.

The EY team found that youth with entrepreneurial ambitions valued the guidance and support of local entrepreneurs, but only 36% felt they got enough. However, 79% of entrepreneurs surveyed believed they do enough to support young people. Fortunately, India is taking steps in the right direction.

The Modi Government set up the Skills and Entrepreneurship Ministry in May 2014 and unveiled the National Policy for Skill development and Entrepreneurship 2015 this week. The Entrepreneurship Development Institute of India also announced that it was planning to set up India's first entrepreneurship university in Gujarat. It is comforting to know that India isn't neglecting the development of its young entrepreneurs but only time will tell if their plan bears fruit.

AGAINST ALL ODDS

All said and done, entrepreneurs are a tough breed. They're known to make their way and take the road less travelled. They do what is necessary and find a way to succeed, despite the odds.

"I don't really think that the lack of government support affects any entrepreneur's pursuit of success. Those

who're willing will find a way. At most, the lack of government support/benefits will slow one down, but isn't enough to affect one's chances of success," says Anshul Avasthi, co-founder, Tathastu, whose venture expects to hire about 50 people over the next four months.

"Entrepreneurs are a tough breed. They're known to make their way and take the road less travelled. They do what is necessary and find a way to succeed..."

Priyanka Gupta, founder, Vivilio, set up her company about two months ago and is also looking to hire. She points out that she appreciates the efforts of the Modi Government to promote entrepreneurship in India but that regulations hindering the rapid growth of start-ups remain a major concern.

Many entrepreneurs I've spoken to often complain about the complexity of the incorporation process. Whether they're forming a limited liability partnership or a company, entrepreneurs have found the incorporation process to be tedious and cumbersome. Dilshad Hudda, co-founder, Incorpway, however, expects a reduction in documentation during the Modi Government's tenure.

The Ministry of Corporate Affairs, with effect from 1 May 2015, announced the integrated process for incorporation of one-person companies, private limited companies, public limited companies and producer companies, via form INC 29. While this simplifies things for some entrepreneurs, there is a long way to go in terms of making documentation easier for new ventures.

At the end of the day, the prospects for Indian entrepreneurs are bright. Apart from the Government's efforts, India also has several new start-up accelerators who're trying to lend a helping hand -- after all, entrepreneurship is the flavour of the season.

Source : http://www.huffingtonpost.in/soumik-roy/encouraging-entrepreneurs_1_b_7807308.html

The team surveyed 2800 young people and found that 91% of India's youth feel optimistic about achieving their career aspirations and 86% want to run their own business.



This generation has a lot more direction than the previous one because unlike them, the young today do not lack clarity. They dare to think different and operate with a can-do attitude and confidence.'

'Today's youth is charting new territories not being afraid of the storm, choosing rather to ride into it and creating their own path,' says Raghu Ram, in our continuing series where Indians tell Rediff.com what they love most about India.

The youth of India know exactly what they want out of life. What can you say about India that hasn't been said already? I've had the opportunity to travel the length and breadth of this country and there are few things that fascinate me as much.

You simply can't help but be in awe of its sheer diversity - be it in its topography but also in its culture.

Culture, this word gains a completely new meaning in the Indian context. Is it possible to put a finger on one thing and say that THIS is Indian culture and THAT isn't? I should doubt it. There are some of us who believe that there are way too many differences in India for it to progress -- be it in caste, creed or religion -- but the fact is that we have not just survived, but also thrived... and we've done so BECAUSE of this diversity rather than despite it.

I cannot remember where I read this but a French writer has said that if there were as many diverse people in Europe, they would have killed each other. And here we are -- not just living side by side but taking everyone with us on the path to progress.

We are the world's largest democracy and one of the world's youngest and are in the midst of a culture shift like we've never seen before. It seems as if today we are living in two Indias -- one that belongs to the older generation and in some ways is seen as regressive; and the other that belongs to the young and is its exact opposite. Needless to say, the second India is what I have a lot of faith in. It is a force that is gaining momentum and it won't be too long before it becomes unstoppable (if it hasn't already).

'India's youth hasn't inherited the fear of its previous generation'

In my line of work, I come across several young people and this is what I have learnt -- that like every generation before their own, these young women and men are looking for nothing more than recognition. They are in that age where they would like to be known, be seen and be heard; they'd like to be at the centre of attention and be the stars of their lives.

Now, none of this is unusual for people of that age. Our parents, when they were the age, wanted the same thing. What sets this generation apart is that unlike the previous generation they have a far, far larger platform. They have Facebook and Twitter and blogs and television shows that help them get that recognition and fame. Why hold it against them simply because they have the avenues that the previous generation did not? I find this terribly unfair.

Contrary to popular perception, the youth of India know exactly what they want out of life. Everyone I've come across has that burning desire to prove something to themselves and their family. They want to better their circumstances and they want to rise up the social ladder.

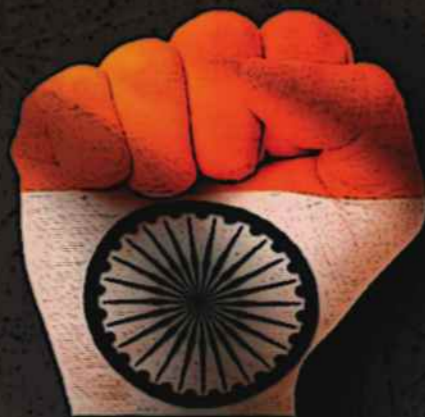
I find this generation having a lot more direction than the previous one because unlike them, the young today do

not lack clarity. They do not want to blindly emulate something just because their parents say so. This generation doesn't believe in playing safe. They dare to think different and they operate with a can-do attitude and confidence that their parents's generation lacked. What sets them apart and what makes me hopeful of India's future is that its youth hasn't inherited the fear and insecurity of its previous generation. They are charting new territories not being afraid of the storm, choosing rather to ride into it and creating their own path.

The other thing that defines this generation is their voice. Unlike the previous one, this generation is more vocal, not just on Facebook or Twitter but also in person, which should explain why there have been more protests in these last few years than before. The chalta hai attitude of the previous generation is now fading out and the youth are now beginning to find their voice.

Source : <http://www.rediff.com/news/slide-show/slide-show-1-india-independence-day-special-raghu-ram/20131001.htm>

IT'S TIME FOR THE YOUTH TO BE THE LOTUS OF INDIAN POLITICS



What can be more noble and satisfying than leading your nation on the path of progress? Even the challenge of being the CEO of the biggest blue chip company will pale in comparison. There is no reason why politics should not attract the best minds in the country. To be a politician, one needs a vision, intelligence and knowledge of political processes, combined with a hands-on approach to grassroots problems. Politics can teach you as much as lectures in a closed hall can and can be as attractive a career option as any other.

However, sadly, politics today has earned its reputation for being a 'dirty field'. The newspapers are flooded with details of scams such as Coalgate, 2G and CWG to name a few. In this paradoxical situation where law makers have consistently become law-breakers, is it any surprise then that the vicious circle completes itself and that it is only the law breakers who qualify to become the law makers of the country?

In our society, parents have traditionally given primacy to the conventional and lucrative career options (engineers, doctors or investment bankers). In a scenario where people have lost faith in their leaders, the government and in politics in general, why then would an educated thinking parent encourage his or her child to venture into the jungle of politics? The widely held view is that politics is not even in the league of alternate career options for bright children whose potential can be leveraged in better ways.

Until about two decades ago, perceptions about entrepreneurship were equally disparaging. The common view was that entrepreneurs can succeed only if they are corrupt and have a powerful 'godfather' to back them up. With the opening up of the Indian economy and rapid globalisation, these perceptions have changed. The youth is choosing to give up high paying jobs and follow their passion. The success stories scripted by some of these bright young entrepreneurs have become legends today: Narayana Murthy, Dhirubhai Ambani and Sabeer Bhatia being some of them. And hopefully, one will see a similar sort of revolution in politics.

With its huge demographic dividend, India is probably the youngest democracy today. In 2000, about 350 million Indians were in the age group 15-34 years and this number is set to increase to 485 million by 2030, say reports. By 2020, the average Indian will be 29 years, as compared to 37 years in China, 45 in Europe and 49 in Japan. On the other hand, the average age of an MP is currently 63 years. In a 543-member strong parliament, there are only 66 MPs below 40 years and just 30 MPs below 35 years. Representative democracy?

Clearly, the youth plays a vital role as stakeholders of what is probably the world's youngest democracy. It is only logical then that we need a larger number of youth in political forums to represent the aspirations of this vast section of society. While we need the experience and wisdom of seasoned politicians who are now in their twilight years, the exuberance of the youth, their lateral thinking to get things done will offer a whole new perspective to the many problems that the country faces today. But unfortunately, there are only two types of youth that participate in politics today, what I like to call the princelings and the thuglings.

The princelings are those who make a career in politics because their fathers, grandfathers or uncles did so. 65 per cent of the MPs below 35 years and all of the MPs below 30 years in India fall in this category. These walk into politics on the legacy of their previous generation(s), they need no qualifications or track record to prove themselves. The thuglings on the other hand rule the roost in student unions and youth wings, shouting slogans, vandalizing places and resorting to violence at the slightest opportunity. They are aggressive, brazen and loud. If they are backed by an influential godfather, they may witness a meteoric rise in their careers, else they remain confined to the lower rungs of the party they are affiliated to.

The Indian youth is aware of the problems that our country faces today; their fiery passion was visible when millions got together in New Delhi to support Anna Hazare in his crusade against corruption and later to protest against the December 2012 gang-rape.

Despite this willingness to engage, politics is not a desirable career option for most young people, and will not be for a long time. So what is the solution? Well, unless the youth jump into the dirt of Indian politics and manage to stay clean, how is the system ever going to change? We need to develop a critical mass of young, honest and successful politicians so that they can become a motivational role model for others to follow.

Demonstrations, protests, street plays and candle-light marches can raise awareness and focus attention on burning issues but ultimately, the power to bring change rests with those who sit in Parliament. Somebody has to take the first step; these path-breakers or early leaders have to be the lotus of Indian politics: they must remain shining despite the murky whirlpool around them. Only then can we expect to see a change in Indian politics.

The question remains: who will take the first plunge?

https://www.google.co.in/?gfe_rd=cr&ei=Hgt1VvLHC1uFuATl8aHIBQ&gws_rd=ssl#q=it%27s+time+for+the+youth+to+be+the+lotus+of+indian+politics

WEAVING THE NETWORKING WEB

Out of college and in search of a new job? However with the job market buzzing with more than a hundred applicants for that one post, it leads to the sad fact that those with the right contacts have an added advantage for their applications to be reviewed. Bernadette Braganza gives you pointers on how to network with people



DON'T APPROACH A PERSON WITH THE VIEW OF GETTING SOMETHING

No one likes a person who approaches them only for their benefit. Don't go pursuing people just to get something out of them. Thinking about how you can use a contact to your advantage can distract you.

BUILD A RAPPORT

Ask good questions. When asked a question respond with relevant answers. Keep eye contact but don't stare a person down (you'll probably end up creeping that person out). Pay attention during the conversation as getting distracted will show that you are not interested in the conversation taking place. Pay attention to your body language. Remember your actions must match your words.

USE A POSITIVE TONE

The right tone can make all the difference in the art of communication. A negative tone can lose the meaning of what you are speaking (even if it's positive). Also choose your words carefully. For example, the difference between "I would like you to do this for me" and "It would be great if you could do this for me." is the tone. Both sentences have the same meaning. However, the second sentence would have more appeal as compared to the first since it is not only sounds less dominating, but also shows that you appreciate the listener.

FIND A MUTUAL CONNECTION

It's synonymous to having mutual interests. This can work as a great ice breaker. For example, if you are an avid sports lover and the person you want to approach is just as enthusiastic, you can use this as a way to get into a conversation.

ALWAYS KEEP IN TOUCH

Once you've established a connection with someone, don't just fade away and wait to contact them only when you need help. If you are unable to meet the person or if that person is too busy to meet you, a text message or email with something you think that person would be interested in is good enough. (Tip: Don't spam or you will end up being blocked).

DON'T KEEP IT ONLY ABOUT YOURSELF

Avoid excess self-promotion. Don't keep steering the conversation to yourself. It can put an impression that you are vain. It is of course good to highlight your strengths and USP, just don't overdo it. Also, in order to

find out more about a person it is important to ask questions about the other person.

ONLINE NETWORKING

With the ever-increasing use of social media and the use of professional sites like LinkedIn, everyone prefers to interact online. Remember the rules for networking online is the same as networking with someone face to face. Keep your profile strictly professional.

SOCIAL EVENTS AND GATHERINGS

Go to different social events and gatherings. Connect with different people. If you have a friend coming along with you, ask him/her to introduce you to people they know and whom you think you would like to meet.

SEMINARS, DISCUSSIONS AND EXHIBITIONS

These are great places where you can find an opportunity to interact with professionals of various fields.

MEETING OVER COFFEE

You could meet professionals over a cup of coffee. This is a great way to get talking and build a rapport with another person. Also, one thing to be remembered when meeting someone for coffee: always be punctual and respect the other person's time. Busy executives may be on a tight schedule and keeping them late could give the impression that you have no respect for time.

BUSINESS CARDS

Keep a sizeable amount of business cards with you and give it to people you would like to keep contact with. Also when anyone gives you their card keep it in a card case or in a safe place. In case you find the need to write something down urgently, avoid writing on the back of the card. If you can't find anything else and need to use it, ask the person whose business card it is. This is because some people take great care on how they design their cards and spend a lot of money on them. Writing something on the back of their card can look impolite.

Source : <http://youthincmag.com/weaving-the-networking-web/>

Finding mutual interests can work as a great ice breaker. If you are an avid sports lover and the person you want to approach is just as enthusiastic, you can use this as a way to get into a conversation. Once you've established that, don't just fade away and wait to contact them only when you need help.

RENDEZVOUS- An Exclusive CEOs Meet

IMA organized its prestigious Rendezvous – An Exclusive CEOs Meet, “An Evening of Cricket” with the most insightful & acknowledged to be not just the voice, but the face of Indian cricket, Mr. Harsha Bhogle on Tuesday, October 13, 2015 at Hotel Radisson Blu, Indore.



IMA MEMBERSHIP PROGRAMS

OTHER ACTIVITIES

Management Film Show
on the movie
'The Social Network'
on Friday, October 9,
2015

Students Chapter
on the topic
'Success Principles
for Corporates'
on Friday, October 16,
2015

Center of Excellence
on the topic
'Basics of Being
A Professional' on
Tuesday, October 20,
2015

Reader's Clique
on the topic
'Scions of IKSHVAKU'
on Monday, October 5, 2015



Evolution for Excellence
on the topic
'Stress Management:
From Distress to De-Stress'
on Tuesday, October 6, 2015



Training @ Doorstep
on the topic
'Relation Management
Skills by Emotional Intelligence'
on Thursday, October 29, 2015



**IMA Organized its
Exclusive Workshop**
on the topic 'The Persona-
Driven USP-Develop your
Personal USP' on Friday,
November 20, 2015

10 SUCCESS PRINCIPLES WE OFTEN FORGET

A QUICK REMINDER

Identify your problems but give your power and energy to solutions. Sometimes we find ourselves running in place, struggling to get ahead simply because we forget to address some of the basic success principles that govern our potential to make progress. So here's a quick reminder:

YOU ARE THE ONLY PERSON RESPONSIBLE FOR YOUR SUCCESS

The best part of your life will start on the day you decide your life is your own – no one to lean on, rely on, or blame. You are in full control of your future. Believe with all your heart that you will do what you were made to do. It may be tough at times, but refuse to follow some preordained path. Make your own rules and have your own game plan. There is no happiness and success to be found by playing it safe and settling for a life that is less than the one you are capable of living.

YOU DON'T HAVE TO INVENT THE WHEEL

Actually, to be successful you don't have to invent anything at all. Coming up with a new invention or idea is one way to achieve massive success, but it isn't necessary. And it can be the most challenging roads to success there is. You see many people have found lots of success just by taking something that already existed and simply putting their own twist on it (their unique selling proposition).

THERE IS NO PROGRESS WITHOUT ACTION

What is not started today is never finished tomorrow. Some of the greatest ideas never made it. Why? Because the genius behind the idea failed to take action. Just remember, no action always results in a 100% failure rate. So get into action now, and begin to move in the right direction. Once you get started every step afterwards gets easier and easier. Until eventually, what had once been invisible, starts to become visible, and what once felt unattainable, starts to become a reality.

PERSISTENCE ALWAYS WINS

As Winston Churchill once said, "Success is stumbling from failure to failure with no loss of enthusiasm." It may take more than one swing to compose an efficient hit, so make sure not to give up on strike #1. And remember, a river cuts through rocks not because of its power at a given moment, but because of its persistence over time.

FOCUS IS EVERYTHING

When you are too busy looking behind and around you, people are passing you. If you never focus clearly on something, you will never be 100% efficient at anything. Multi-tasking might seem to make you efficient at getting multiple tasks done at once, but it usually reduces your efficiency in dealing with each individual task.

FAILURE IS NECESSARY

Don't wake up at seventy-five years of age sighing over what you should have tried, but didn't because you were afraid to fail. Just do it, and be willing to fail and learn along the way. Very few people get it right the first time. In fact, most people fail to get it right the first 5 times. If what you did today didn't turn out as you hoped, tomorrow is a new opportunity to do it differently. Interpret each failure as a lesson on the road to success.

POSITIVITY FUELS PRODUCTIVITY

Thoughts are like the steering wheel that moves our life in the right direction. Success comes from positive energy. You can choose to get caught up in the negativity surrounding you, or you can decide to do something positive about your situation. You always have a choice. Remember, happiness is an element of success, and the happiest people don't necessarily have the best of everything, they use positive energy to make the best of what they have.

YOU MUST BELIEVE YOU CAN

You must find the place inside yourself where anything is possible. It starts with a dream. Add confidence, and it becomes a belief. Add commitment, and it becomes a goal in sight. Add action, and it becomes a part of your life. Add determination and time, and your dream becomes a reality.

SUCCESS IS A JOURNEY OF COUNTLESS BABY STEPS

It's a constant process of growth. If you want to be successful, you must continue to hold yourself to a higher standard than anyone else, and strive to improve. Oftentimes a person or organization will be successful, but then drop off. A person may become lazy, and an organization may succumb to weaknesses or competition.


Source : <http://www.speakingtree.in/allslides/10-success-principles-we-often-forget>

ON A LIGHTER NOTE


“ **SARCASM**
Comes from the Greek 'Sarkazein' Meaning "To Tear Flesh." ”




“ **QUEUE**
is the worst word in the English language; 80% of its letters are redundant. ”




“ **SEMANTIC SATIATION**
happens when you say or read a word so frequently that you no longer understand the meaning. ”




“ I'm fairly certain that the person who put the first R in February also decided how to spell Wednesday. ”



“ If you get some grammar in your eye, you'll catch subjunctivitis! ”



“ I got my e-mail's read receipt back, I just wish I had an understand receipt. ”



Source : <http://www.grammarly.com/blog/>

10 GRAMMAR CRIMES YOU'RE PROBABLY COMMITTING (AND HOW YOU CAN CORRECT THEM!)

There are times when you're ready to face a blank sheet of paper to write a remarkable essay.

You're equipped with:

- Your extraordinary topic
- Your collection of powerful verbs and adjectives
- Your striking introduction and moving conclusion

But during the writing process, you pause.

You are not sure if you should use a or an for the word history.

That is one of the most common mistakes that hinder us from writing good sentences. Here are techniques you can use to prevent them:

WHEN H IS TORN BETWEEN A AND AN

You use the article a for words that begin with consonants. An is for words that begin with vowels.

However, you need to use an for a word that starts with an unpronounced h.

- an honor
- an hour

Although regional pronunciation can vary, the standard American pronunciation of history retains the h sound at the beginning, so a history is the safer choice.

THE TRIPLETS: THERE, THEIR, THEY'RE

Their refers to the possessive form of they:

- Their houses are their greatest treasures.

Hint: When you see the letter i in the word, consider it a clue that it is claiming something. It is in the possessive form.

There can be a place or may act as an expletive or empty word at the beginning of a sentence.

- We will be there tomorrow night.

(there = place)

There are times when we want to be free from the shackles of adulthood.

(there = expletive word)

They're is a contraction of they are.

Hint: The apostrophe signals that it is a contraction.

They're planning a protest in front of the embassy.

THE TWINS: WHICH AND WHAT

Is it:

- Which book do you like best?
- What book do you like best?

Hint: Which is used when it is obvious that there is a limited number of choices. What is used when there is an unlimited number of choices.

Hence:

Which book do like best?

(When you are asking a friend to pick from a row of books in the library.)

What book do you like best?

(You are simply asking a friend's favorite book.)

IS IT IT'S OR ITS?

If it's has an apostrophe, then it means it is the shortened form of it is. Use it just like you would use it is.

On the other hand, its is the possessive form of it.

Have you been to France? It's one of the most wonderful countries I've ever visited.

Its beaches and museums are truly one of a kind.

E.G. AND I.E. ERRORS

E.g. and i.e. are abbreviated Latin terms.

E.g. means "for example."

Hint: Example starts with e.

I.e. means "that is."

DO NOT REGARD IRREGARDLESS

I will go to work irregardless of the bad weather.

Although irregardless has made its way into the dictionary as a nonstandard variant of regardless, many people consider it a serious mistake. Read more about this error [here](#).

Regardless, according to **Merriam-Webster**, means "in spite of difficulty, trouble, etc."

YOU MAY HAVE CONFUSED MAY WITH MIGHT

It is a small difference, but might suggests more uncertainty than may.

Your clue: Might has more letters than may. It's more possible to spell short words correctly than long words.

WHEN TO USE SINCE AND FOR

For refers to a period or duration of time.

Since must reference a specific moment in time as a starting point.

We worked in Mexico for two years.

We've been living in Canada since 1996.

THE ORDER OF ADJECTIVES

Is it big blue pillow or blue big pillow?

This is the suggestion of language enthusiast **Neal Whitman**: via lorocreative

According to Whitman, this rule can be bent depending on what you want to emphasize:

I want the green little bag, not the red one!

(color before size for emphasis)

CAPITALIZING JOB TITLES

Job titles that are used directly before a name, as part of the name, must be capitalized:

The president of Halo University arrived today.

Halo University President April Hall arrived today.

WRAPPING UP

Here are three steps to prevent these common grammar mistakes:

- Read a lot.
- **Do grammar exercises online.**
- Practice reading your own sentences aloud when you are proofreading so you can easily spot the errors you need to correct.

Source : <http://www.grammarly.com/blog/2015/10-grammar-crimes-youre-probably-committing-and-how-you-can-correct-them/>

Words you've been probably pronouncing wrong

PRESCRIPTION Pur-scrip-shun ❌ Pre-scrip-shun ✅	SUDOKU Suh-doe-coo ❌ Soo-doe-coo ✅	COMPTROLLER Con-troll-ur ❌ Comp-troll-ur ✅
CANDIDATE Can-uh-date ❌ Can-da-date/Can-da-ditt ✅	CACHE Cash-ay ❌ Cash ✅	
NICHE Nitch ❌ Neesh ✅	ASTERISK Ass-tricks/Ass-ter-ricks ❌ Ass-ter-isk ✅	AFFLUENT Aff-loo-int ❌ Aff-loo-ent ✅
PRIMER Pry-murr ❌ Prim-murr ✅	PREROGATIVE Per-og-uh-tiv ❌ Pre-rog-uh-tiv ✅	

Fruits for a Healthy Body and Mind



POMEGRANATE

Stabilizes PSA levels: In a study of men who had undergone treatment for prostate cancer, eight ounces of pomegranate juice every day kept their PSA levels stable thereby reducing the need for more treatment such as chemotherapy or hormone therapy. Protects your arteries: Pomegranates are known to help prevent plaque from building up in your arteries and reverse previous plaque buildup. Lowers cholesterol: This fruit is known to lower LDL (bad cholesterol) and raise HDL (good cholesterol). Other benefits include lowering blood pressure, protecting your teeth (drinking pomegranate juice is a natural way to prevent dental plaque) and even prevent cartilage deterioration.



GRAPE

Migraine: Ripe grape juice is an important home remedy for curing migraine. It should be taken early in the morning, without mixing additional water. Fatigue: Light and white grape juice replenishes the iron content present in the body and prevents fatigue. Though, the dark grape juice might not give an iron boost and on the other hand, decrease the iron levels. Drinking grape juice also provides you with instant energy. The anti-oxidants present in grapes also provide the needed boost to your immune system. Constipation: Grapes are very effective in overcoming constipation. They are considered as a laxative food, as they contain organic acid, sugar and cellulose. They also relieve chronic constipation by toning up intestine and stomach. Indigestion: Grapes play an important role in dyspepsia. They relieve heat and cure indigestion and irritation of the stomach. They are also preferred as they constitute a light food.



BANANA

Banana is one of the best diets when it comes to saturated fat and cholesterol free food. It is also a great source of potassium, dietary fiber, manganese and vitamins B6 & C.



APPLE

A regular sized apple contains 4gm of fiber. It also contains Ursolic acid, which helps reducing obesity. Apple is rich in Vitamin C that helps increasing immunity.



ORANGE

Orange contains dietary fibers that helps relieving constipation by stimulating digestive juices. Regulates high blood pressure: Magnesium in oranges helps to maintain the blood pressure. Protects Heart: The high amount of vitamin C and flavonoids protects against heart diseases. Fights against Viral Infections: Studies show that the abundance of polyphenols protects against viral infections. Purifies Blood: The iron and Vitamin B6 in oranges help in the production of hemoglobin and increase the oxygen carrying capacity thus purifying blood. Protects against Skin Diseases: Beta-carotene, the powerful antioxidant protects the cells from damage. It also protects the skin from free radicals.



MANGO

Lowers Cholesterol: The high levels of fiber, pectin and vitamin C help to lower serum cholesterol levels, specifically Low-Density Lipoprotein (the bad stuff). Clears the Skin: Can be used both internally and externally for the skin. Mangos clear clogged pores and eliminate pimples.

Source : <http://www.speakingtree.in/slideshow/super-fruits-for-a-super-healthy-body-and-mind>

WHAT DECIDES OUR SUCCESS IN LIFE?



If we want to succeed in life, what plays a major role – fate, God, effort or luck?

Maybe all of them, but in what proportion? When you say fate, obviously it is something you cannot do anything about. When you say luck, again it is something you cannot do anything about. God is also not something you can do anything about. The only thing that is in your

hands is effort. Put one hundred percent into your effort and what happens, happens. Don't leave proportions of your energy and your capability to luck, God, fate, and all these things – that is not your business. If there is such a thing, it will act. Your business is only effort, and the effort has to be incisive; it should be focused and calibrated. Simply creating effort is foolish. Hard labor alone is not going to get you somewhere. The right kind of action, timing and place are all important.

For these things to happen, you need perception and intelligence. That is all you must do in your life – constantly look for ways to enhance your perception and intelligence. The rest will anyway happen. And this is the one thing that humanity is unfortunately not doing.

For example, 25 years ago, everyone wanted to become a doctor. If you wanted to study, the first choice was medicine. Let us say you became a doctor, but everyone started coming to yoga programs and stopped having to go to doctors. Business would go down. It would no longer be a good profession to go into. Anyway, very few people are becoming doctors because they want to become doctors. There are a few who really want to be doctors, and who understand the human system and serve people, but others are becoming doctors because they think it is lucrative. It is quite disturbing for me that someone's sickness is a lucrative business, because you would not want everyone to become healthy.

NO RECIPE FOR SUCCESS

Do not try to put up a recipe for your success. Real success happens when you use yourself to your full potential. It does not matter whether you become a doctor, politician, a yogi or whatever; success means you are living your life to your full potential. If that has to happen, you need perception and an active intelligence. "How do I grow my intelligence?" Don't worry about that. The important thing is to enhance your perception. If you are able to see life just the way it is, you have the necessary intelligence to conduct it well. If you are not able to see life the way it is, your intelligence will work against you. Intelligent people on this planet are generally the most miserable people. This is simply because they have an active intelligence but no perception of life.

Never think, "I want to be successful." Just see how to

make yourself into a full-fledged being, and it will find expression.

People today are trying to broaden their minds, which may make one socially successful, but not truly successful. If you want to be truly successful, you must be able to see everything just the way it is, without distortions. If you can see everything just the way it is, life becomes a play, a game. You can play it joyfully and you can play it well for sure. If you can play it well, people will say you are successful.

You should not be aspiring for success. It is a miserable way to structure your life. You will simply cause pain and suffering to yourself and everyone because your idea of success right now is that everyone should be below you, while you are on top.

This is not success; this is sickness. Never think, "I want to be successful." Just see how to make yourself into a full-fledged being, and it will find expression. If it finds good expression, people around you will say, "He is a great success!" That's fine. People should recognize that you are a success, but you should not be thinking about how to be successful. That is a very wrong way to approach life.

LIVING LIFE TO THE FULLEST

Once you have come as a human being, the potential of what it means to be human – all the dimensions of who you are – must be experienced. Only then would I say you are successful. And the ability to explore that potential, the daring to explore that potential, will come to you when you come to a state within yourself where there is no fear of suffering, that no matter what the life situation is, your experience of life will not alter itself.

Source :
<http://www.ishafoundation.org/blog/lifestyle/dna-of-success/what-decides-success-in-life/>

Real success happens when you use yourself to your full potential. It does not matter whether you become a doctor, politician, a yogi or whatever; success means you are living your life to your full potential.

FEAR PLAYS A KEY ROLE IN ORGANISATIONS, HARNESS IT WISELY



In the Bhagavata, Kansa kills babies. Krishna kills Kansa. In the Ramayana, Ravana abducts wives of other men, and seduces them. Ram kills Ravana. In the Devi Purana, the asuras trouble the devas. Durga kills the asuras. What is remarkable about these episodes is the expression of Krishna and Ram and Durga in artworks. They are at peace. The same expression when they are intimately embracing their consorts. Angry expressions are at best seen as 'mock anger of parents', who have to playact (leela, in Sanskrit) when dealing with stubborn children.

The expression of Krishna, Ram and Durga is in stark contrast of Arjuna when he is being asked by Krishna to kill the Kauravas. Arjuna is full of anguish and guilt and shame. His expressions are contorted, displaying his fear.

Are the gods fearless? No, they are not. They are simply aware of fears of humanity. Fear is natural. It is what transforms the non-living into the living, makes the latter shun death and struggle for life. In humans, this fear is amplified thanks to the human imagination. Even this imagination must not be denied. For it is the hallmark of humanity – enabling humans to innovate and invent. Imagined fear is what establishes the world of the householder. Only the hermit seeks to break free from both fear and imagination.

A leader needs to be aware of fear. Fear that propels him to achieve as well as fear that prevents his followers from aligning. Parents comfort frightened children with hugs and kisses. They also frighten children into going to school and following household rituals. Both are sides of parenting. To comfort and to use fear. So it is in management.

We don't use the word fear in management. We use the word 'stress'. Stress is measurable physiological phenomenon, but fear is not. Fear is a psychological state. Science hates the non-measurable and so ignores fear. In fact, psychology and behavioural sciences are deemed pseudosciences because they not everything about the mind is measurable. Underlying all stress is fear. Fear is what makes the animal flee, freeze or fight.

At the work place, everyone is in fear. The investor is afraid he will lose his investment. The director is worried if his directives are not taken seriously. Managers are afraid they are not managing the crisis well. Supervisors are afraid if he is too soft then his team will take him for a ride. Executives are frightened into submission by their bosses. Workers are afraid that if they speak up they will lose their job – so they need a spokesperson.

Fear means we do not listen to criticism. We only want to be praised, rewarded and recognised. Fear means we are anxious and impatient, overseeing every project with a microscope, not letting others do their job. Fear means we do not trust other people's expertise. We are so busy judging them that we don't have the time to admire them. In fear, we are unable to inspire. In fear, we are unable to decide. In fear, we get paralyzed.

But when used well, fear can be a great fuel for the leader, enabling him to focus on the job at hand, not be too complacent. Appreciating the fear within enables us to appreciate the fear without. We are able to see the nervousness of those around. We are able to empathise, comfort, inspire, lead, challenge.

Fearlessness, however, is unnatural.

A mythical concept created by storytellers. No leader is fearless. No leader can afford to be fearless. Fearless leaders are psychopaths, insensitive to their own emotions and those of people around them. Those who don't fear cannot love. For love is all about enabling others to cope with their fear.

We are afraid when we enter a new office. We are afraid to build new offices. We are afraid when changing new jobs. We are afraid to create new jobs. We are afraid when organisational structure changes. We are afraid to change organisational structure. We are afraid to enter new markets. We are afraid when asked to abandon old markets.

Too much fear and we erode faith and patience. Too little fear and we become self-righteous smug. The right amount of fear ensures our survival. The gods know that. Krishna knows that, Ram knows that, Durga knows that.

For them Kansa, Ravana, and the asuras, are doing villainous deeds out of fear. They do not hate the villain. They understand their insecurities, the reasons for their impatience and lack of faith. That is why when lecturing and advising does not work, turn to 'mock rage', not anger, for authentic anger is a sign of helplessness, and gods are never helpless. In wisdom, we do not deny fear. In wisdom, we embrace fear – become aware of it with us, and attentive of it in others.

Source : <http://devduti.com/articles/indian-mythology/fear-plays-a-key-role-in-organisations-harness-it-wisely.html>

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The Falcon & The Branch

Once there was a king who received a gift of two magnificent falcons. They were peregrine falcons, the most beautiful birds he had ever seen. He gave the precious birds to his head falconer to be trained.

Months passed, and one day the head falconer informed the king that though one of the falcons was flying majestically, soaring high in the sky, the other bird had not moved from its branch since the day it had arrived.

The king summoned healers and sorcerers from all the land to tend to the falcon, but no one could make the bird fly.

He presented the task to the member of his court, but the next day, the king saw through the palace window that the bird had still not moved from its perch.

Having tried everything else, the king thought to himself, "May be I need someone more familiar with the

countryside to understand the nature of this problem." So he cried out to his court, "Go and get a farmer."

In the morning, the king was thrilled to see the falcon soaring high above the palace gardens. He said to his court, "Bring me the doer of this miracle."

The court quickly located the farmer, who came and stood before the king. The king asked him, "How did you make the falcon fly?"

With his head bowed, the farmer said to the king, "It was very easy, your highness. I simply cut the branch where the bird was sitting."

We are all made to fly — to realize our incredible potential as human beings. But at times we sit on our branches, clinging to the things that are familiar to us. The possibilities are endless, but for most of us, they remain undiscovered. We conform to the familiar, the comfortable, and the mundane. So for the most part, our lives are mediocre instead of exciting, thrilling and fulfilling. Let us learn to destroy the branch of fear we cling to and free ourselves to the glory of flight!

Source : <http://academictips.org/blogs/the-falcon-and-the-branch/>

Nearly all men can stand adversity, but if you want to test a man's character, give him power. - Abraham Lincoln

Indore Management Association publishes its bi-monthly Magazine – Indore Manager. The magazine has exclusive articles on latest management thoughts and practices, columns of Business & Profession and other management and non management issues.

The hard bound Indore Manager is circulated in around 2000 hard copies and 4000 soft copies. Readership of Indore Manager includes CEOs, head of various departments, corporates of the region, individuals and practicing professionals. The magazine is also available on Indore Management Association's website www.imaindore.com.

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Speed to fail should be every entrepreneur's motto. When you finally find the one idea that can't be killed, go with it. - Jay Samit

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