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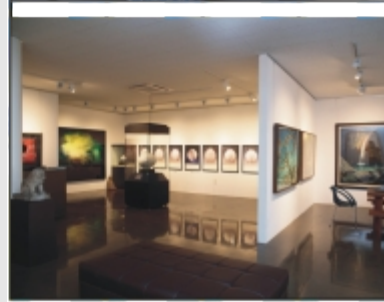


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SME WORLD

The Next Level

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From Sudok Yi, Guest Editor

S.Korea's Innovator-Entrepreneurs

South Korea is a land of immense opportunities. Korea's flight to development has been eventful. Sustained efforts, dedication, commitment and a spirit of nationalism have driven its homogenous population to progress and prosperity.

Embracing the latest technology in tune with the global development trends have made the nation figure in the comity of top developed nations.

Korea's spectacular growth in almost all sectors is the story of technology and innovation, of creativity and conviction backed by our rich cultural heritage, traditional values and work ethics.

The South Korean economic ecosystem rests on a well-groomed model. Although global conglomerates like Samsung and LG have given growth a new meaning, the South Korean government has taken initiatives to invest and encourage innovative practices to continuously improve the country's growth and employment graph.

Better known as 'creative economy', South Korea's key strength lies in its sprawling small and medium businesses. Rated as the world's 15th largest economy and 9th largest trading nation with a trade volume of over 1 trillion USD, South Korea is the world's number one producer of mobile phones, displays, semiconductors and shipbuilding mainly exporting machinery, automotive, semiconductors and petroleum products.

In this special edition of SME WORLD, I am pleased to present some of the innovator entrepreneurs who have made a difference by adopting unconventional and newer methodology in their growth trajectory.

This special edition covers a host of entrepreneurs who have done spectacular progress by innovative practices to make their enterprises reach dizzy heights in the last couple of years. Sang-Jun Lee is the President, Hotel Prima who has given a new dimension to the hospitality sector. Young and Vibrant K. Devlyn, a gifted professional and a multi-talented personality, she is General Manager (Sales), LaNube Co. Ltd.

Hee Jeung, Managing Editor of a sought-after monthly magazine 'SisaNewsMagazine' and on-line 'Dailynews' is a dynamic personality better known as a 'lady on the go' with 'never say die' spirit. Soo-Yun Shin, Chairperson & CEO, Innogeo and also Former Chairwoman, Korean Women Entrepreneurs Association and Former Ambassador for International Economy & Trade of Korea. She is credited with accomplishing a tremendous task by uniting the women entrepreneurs in Korea for their rights.

Kwak Hee-Soo heads Seoul-based IDMM Architects, and has been credited with adding new dimensions to the architecture by creating out-of-the box structures. Seunghan is a young man with a passion for art and culture and music writing. His columns on Music and Culture make him a rage with the 'young at heart.'

There are others who embraced innovative way of working and am sure you will find the reading both interesting and informative.

Thank you.

Sudok Y

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Korea's Innovator-Entrepreneurs Innovation Key to Progress

Innovation is not an invention. It is defined as exploiting new ideas which may lead to the creation of a new product, process or service. Not long ago, when the world was busy embracing newer technologies, the slogan 'Innovate or Perish' became the buzz word around enterprises and entrepreneurs. How true it is! The importance of innovation is increasing rapidly in the present economic scenario around the globe. If any business has to be wealth-creating, then the role innovation is significant.

10

K. Devlyn Lee

A Multi-talented Professional and Entrepreneur.

K. Devlyn Lee is a young entrepreneur and a confident professional. She is GM (Sales), LaNube Co. Ltd. Which has an impressive product-line. Their star product is SOAP which has a unique ingredient –Illite Clay, in its natural and pure form. Devlyn is also a gifted and sensitive instructor with unique strengths and is true to the needs of her students and is dedicated to support them in achieving their goals. Her abilities as a multi-talented instructor makes her popular with the students.

11

Lee Dongsoo

He has dedicated his Life to Spirulina

Years ago when he met with a serious accident and had given up all hopes to lead a healthy life again, he was introduced to Spirulina. "In fact It is only Spirulina' which saved me," says Lee Dongsoo. Since that day he decided to propagate Spirulina and reveal to the world what wonders Spirulina can do.

14

Seunghan

Who Carries Music in his Blood

A youthful Seunghan is bobbling with energy and an undying passion for art culture with music running into his veins. He took to Music writing about a decade ago while still studying. Today his columns on Music and Culture make him a rage with the 'young at heart.' How ever he describes himself as 'an author with a mission'.

18

Hotel Prima, Where Art & Culture Mingle

A Symbol of Modernity and Heritage

"A Hotel should not just be a place for sleeping accommodations or business gatherings, but also a special venue for relaxing in both mind and body, and gratifying individual's artistic tastes", is the strong belief of Lee Sang Jun, President and CEO, Prima Hotel. Opened in 1987, Prima Hotel is today the pride of Korea and is a living testimony to dedication hard work of Lee and is now recognized by the Government and has claimed a pride of place in the hospitality sector.

22

Soo-Yun Shin

A Social Activist Entrepreneur

Soo-Yun Shin has been engaged in herculean efforts in not only empowering women but also rehabilitating them with all dignity. She is also greatly concerned with the education of the girl child. "We can only empower women if the girl child gets proper education," she says. Shin has been actively participating in national campaigns propagating education for the children "so that the society is transformed from the darkness of ignorance into the light of education and knowledge."

30

Kwak Hee-Soo

The Architect with Out-of-Box Thinking

Kwak Hee-Soo heads Seoul-based IDMM Architects, and has been credited with adding new dimensions to the architecture by creating out-of-the box structures. Out-of-the-box design-structures has been his passion and innovation his forte. Born and raised in Seoul, South Korea, Kwak has done wonders by his innovative approach to structures which leave you awestruck at the first sight.

32

Kellyn Moon-Hyung Chang

Entrepreneur with a Unique Sales Approach

Rivella is a soft drink from Switzerland, created by Robert Barth in 1952, which is produced from milk whey, and therefore includes ingredients such as lactose, lactic acid and minerals. It comes in seven varieties. Rivella Contains 35% milk serum and calcium, magnesium, phosphorus, potassium and other rich minerals. In Switzerland paediatrics and obstetrics highly recommend Rivella.

34

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Promoting Traditional Medicines

DHU is an international hub university in the traditional medicine field that hosts international oriental medicine symposiums in coordination with many organizations, such as University of Toyama, Beijing University of Traditional Chinese Medicine, University of Minnesota and WHO.

38



About the Guest Editor

Sudok Yi, A Spiritualist-Entrepreneur

Korea-born Sudok Yi, is a professional and a spiritualist of high caliber besides being a successful entrepreneur.

A Spanish and Law Graduate from Hankuk University of Foreign Studies, Sudok Yi is an ardent Buddhist. "I was drawn towards Buddhism as I believe Buddhism, in effect, is a way of life. It introduces one to real meaning of life and living," says Yi. He ingrained in himself the cult of Buddhism at a young age. The influence of Buddhism on the young Yi inspired him to do his Masters in Buddhism from Dongkook University, South Korea. "I strongly believe in what Buddha said, 'As you walk and eat and travel, be where you are. Otherwise you will miss most of your life.'

Buddhism has a great impact on the life of Sudok Yi who believes, "If I am a successful and an entrepreneur of substance today, I owe everything to my ardent belief in the tenets of Buddhism."

He started Dongjin Mechatronic Co. Ltd., as a trading and export enterprise in 1980 and drew a sound growth trajectory to meet the entrepreneurial challenges with success.

He was honoured by the Buddhist fraternity when he was invited to head the popular Buddhist TV Channel 'Buddhist TV Network (BTN)' which he ably served as CEO from 1999 to 2003. His interview with His Holiness Dalai Lama in 1999 in Dharamsala became very popular.

He became Co-Chairman of Buddhist Solidarity for Reform in 2000 and dedicated his selfless service as its Chairman from 2013 for 3 years. He established Hanullim Meditation in 2004. Sudok Yi with his unwavering commitment to the cause of Buddhism continues to enlighten the Buddhists in Korea.

He launched Yongkoong Illite Co., Ltd. and Yongkoong Spa · Resort Co., Ltd. in 2002 and heads the enterprises as Chairman with adeptness.

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Devlyn is a Language Specialist; besides an Interpreter/language instructor/translator with nearly 20 years of experience as a linguistic professional in various industries including immigration, medicine, and law.



Devlyn is also a gifted and sensitive instructor with unique strengths and is true to the needs of her students and is dedicated to support them in achieving their goals. Her abilities as a multi-talented instructor makes her popular with the students.

She is quiet proficient in both English and Korean languages and this ability makes her popular with the foreign students. “I often remind my students that learning is a challenge and they must face it head-on by devoting all their energy. The results will be tangible and gratifying,” says Devlyn.

Noteworthy Accomplishments

Her accomplishments are noteworthy. Her stint with DongJin Energy/Mechatronics starting early 2012 has been eventful and she gained a lot of confidence. DongJin Energy/Mechatronics has prestige clientele such as Samsung, LG, Hyundai, Hankook Tyre, Green Cross, etc.

Devlyn has over 8 years of experience in the financial services industry. As an Investment Adviser and Financial Advisor with Prudential and Metlife, she also worked as a banker serving affluent to mass affluent clientele in the



Innovation is not an invention. It is defined as exploiting new ideas which may lead to the creation of a new product, process or service.

Not long ago, when the world was busy embracing newer technologies, the slogan 'Innovate or Perish' became the buzz word around enterprises and entrepreneurs. How true it is! The importance of innovation is increasing rapidly in the present economic scenario around the globe. If any business has to be wealth-creating, then the role innovation is significant.

Korea's Innovator-Entrepreneurs

Innovation Key to Progress



According to Management expert Peter Drucker, “if an established organization, which in this age necessitating innovation, is not able to innovate, it faces decline and extinction. Studies across regions have revealed that more and more businesses want to be more innovative. A survey said that almost 90 per cent of businesses believe that innovation is a priority for them.

SME WORLD recently met a few forward looking entrepreneurs in Seoul, South Korea. These entrepreneurs have done innovations in their respective areas and chalked out an ambitious growth trajectory for sustainable development. They are creative, they are productive and going ahead in their 'mission' with optimism and success.



prominent areas of Upper East side, Manhattan, NY and Park Slope, Brooklyn, NY. "I focused my practice on affluent professionals and business owners who are nearing the retirement stage in their lives, and Fortune 500 corporate employees in all age groups as well as markets of Women, Minorities, and LGBT."

Devlyn is a Language Specialist; an Interpreter/language instructor/ translator with nearly 20 years of experience as a linguistic professional in various industries including immigration, medicine, and law.

Sought-After

She has a proven track record and references as a highly sought- after Korean language specialist and has been the preferred choice of leading enterprises and organizations.

"Right now I am concentrating on LaNube products and I am devising ways and means to make these the preferred choice of the

She is quiet proficient in both English and Korean language and this ability makes her popular with the foreign students. "I often remind my students that learning is a challenge and they must face it head-on by devoting all their energy. The results will be tangible and gratifying," says Devlyn.

quality-conscious consumers," says Devlyn who answers a few questions.

Today, more and more women are embracing entrepreneurship in Korea and elsewhere. How do you feel being a businesswoman?

I wouldn't call myself an entrepreneur or a business woman regarding my position in LaNube at this point as I'm part of the middle management of a business entity. However, I have been self-employed before. Of course, working in any male-dominated field, it certainly requires some gender-barrier braking points.

After being in US for long years, how do you feel to be back home and working?

There are some aspects of getting adjusted to a new environment all over again.

Do you feel women have a special role to play in a progressive economy like Korea?

Yes, and as a matter of fact, I strongly subscribe to the view. It won't be easy. It sure will be a huge challenge though

What are the challenges a woman faces in her entrepreneurial journey?

Like at most places, I feel gender-barrier such as double-standards and patriarchy are the principal challenges.

Tell us about your business of LaNube? What challenges you are facing and how do you plan to overcome them?

The principal challenges remain marketing and competing with bigger companies.

What is so unique about LaNube?

Organic ingredients such as Illite.

What kind of marketing plan you have chalked out for LaNube?

I can't talk too much about it however I can tell you that we are trying to shift our focus from the domestic market to the global one.

What do you feel about Indian economy?

Indian economy is one economy which has endless growth potentials.



Varun Rathi

Expense Management Challenges for SMEs and Solutions

If you're a small business owner, you know that there are a lot of challenges involved with ensuring that you're able to build a successful venture. Small businesses are a vital part of the economy, and offer a lot of rewards, but require an immense amount of hard work and dedication. Expense management and financial stability are paramount to ensuring the survival and growth of your business, and here are 3 major problems every small business owner faces with their expense management, and how they can be solved:

When the owner disburses cash for business expenditure, it becomes impossible to manually track where and how these funds are being used. Once the cash reaches different employees, the owner is virtually left in the dark, and this causes serious issues in reconciling the amount spent with the actual expenditure. Worry not, though. By shifting to an automated expense management solution like Happay, business owners get real time visibility on business expenditure incurred. Every time an employee swipes a Happay debit card, the expense is automatically recorded on the app, and the owner receives an instant notification, keeping them informed with where the funds are being used.

Lack of Control:

It is one of the most challenging tasks to ensure that company funds are being used only for authorized expenses, and not spent frivolously. With traditional methods, the owner has very limited control once the cash reaches an employee, and this leads to a lot of unnecessary and unauthorized expenditure. With



Happay, business owners are given complete control on how company funds are used. Owners can set spending limits on each and every prepaid card, and can even disable cards with the click of a button. Owners can even limit where cards can be used – POS, online transactions, or ATM withdrawals. This ensures every expense is authorized, and gives business owners a real edge in controlling their business expenses.

Difficulty in Financial Analysis:

With manual expense management, there is no easy and comprehensive method of analysing the business expenditure incurred which makes financial decision making a highly challenging prospect. Happay's

expense management solution, gives you a detailed analysis of business expenditure by employee, time period and even budgeted expenditure versus actual expenditure. This allows you to take informed financial decisions and identify great cost saving opportunities.

Happay offers the most

comprehensive expense management solution with real time visibility, complete control on the go, as well as detailed financial analysis that can help your business remain financially stable.

About the author

Varun Rathi is the co-founder and COO of Happay, a FinTech company offering state-of-the-art business expense management solutions to corporates. Happay has offerings tailor-made for companies with multiple branch offices and stores. It helps companies automate manual processes and manage store-wide expenditure centrally, from an easy-to-use cloud-based platform.

Lee Dongsoo

He has dedicated his Life to Spirulina

Years ago when he met with a serious accident and had given up all hopes to lead a healthy life again, he was introduced to Spirulina. “In fact It is only Spirulina' which saved me,” says Lee Dongsoo.





Spirulina is a natural “algae” (cyanobacteria) powder that is incredibly high in protein and a good source of antioxidants, B-vitamins and other nutrients. When harvested correctly from non-contaminated ponds and bodies of water, it is one of the most potent nutrient sources available.

What is Spirulina?

Spirulina is a natural “algae” (cyanobacteria) powder that is incredibly high in protein and a good source of antioxidants, B-vitamins and other nutrients. When harvested correctly from non-contaminated ponds and bodies of water, it is one of the most potent nutrient sources available.

It is largely made up of protein and essential amino acids, and is typically recommended to vegetarians due to its high natural iron content. The high

Since that day he decided to propagate Spirulina and reveal to the world what wonders Spirulina can do.

He conceived a brand “Earth Spirulina” and started improving Spirulina and making it in state-of-

the-packs. His passion to Spirulina is so strong that he undertook global survey to fetch the best quality of Spirulina.

Today, Earth Spirulina is a successful brand and remains in high demand.





concentration of protein and iron also makes it ideal during pregnancy, after surgery, or anytime the immune system needs a boost.

Benefits of Spirulina

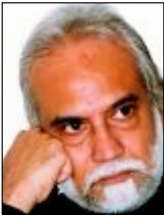
Though it does taste like pond scum, Spirulina has some great health-boosting qualities. It is also described as the most Nutrient Dense Food On the Planet

The concentration of protein and vitamins in Spirulina has led many to classify it as the “most nutrient dense food on the planet.” Compared to other foods gram for gram, it lives up to this reputation and is a great source of:

- **Protein:** It is considered a complete source of high-quality protein and is often compared to eggs for the amount of protein per gram. The protein in Spirulina is highly usable and has a net protein

utilization rate of between 50-61%

- **Vitamin B1:** Also called Thiamin, this vitamin is necessary for the digestion of fats and proteins. It is often taken for increased energy, eye health, brain function and for improving nerve functioning.
- **Iron:** Spirulina is a favorite food for vegetarians and vegans because it is one of the best plant sources of iron. Even for those who consume meat, it has a highly absorbable form of iron that is gentle on the digestive system.
- **Calcium:** Spirulina is also incredibly high in calcium with over 26 times the calcium in milk.



Aroon Sharma

FIRST PERSON SINGULAR

Chaplin's Known Grin; Unknown Good Sense

Lady Oona Chaplin broke the news; “Death came to Sir Charles (he was knighted as late as 1975 by Queen Elizabeth) –at 4 am. All the presents were under the Tree. Charlie gave so much happiness and, although he had been ill for a long time, it is so sad that he should have passed away on Christmas Day.”

Charlie Chaplin met his repose at age 88 on December 25, 1977 at his 18-room villa in Corsiersur-Vevey in Switzerland where he had lived since World War II after America had formally disowned him as a communist.

As rich tributes poured in; write ups, broadcasts and telecast recalled with glum how on a day when he (Charles Chaplin) was just sparing outside the Mack Sennett's studio in 1914 hoping the director would pick him up for a side role, the director (Sennett) looked around saying: “We need some gags here.” Soon after, his eyes fell on Charles Chaplin saying : “Put on a comedy make-up. Anything will do.”

Here on, the comedian best explains in his autobiography what was on a simmer in his mind: “I had no idea what make to put on. However, on my way to the wardrobe, I thought I would dress in baggy pants, big shoes, a cane and a derby hat. I had wanted everything a contradiction. The pants baggy, the coat tight, the hat small, and the shoe large. I was undecided whether to look old or young, but remembering Sennet (*the employing director*) had expected me to be a much older man, I added a small mustache, which I reasoned, would add age without hiding my expression. I had no idea of the character. But the moment I was dressed, the clothes and the make-up made me feel the person I was.” (He was an instant hit. The dress stuck).

For three decades, comedy became synonymous with Charles (now Charlie) Chaplin. Then, as he revealed in his autobiography following unsavoury documents on him, the American Attorney General rescinded his American re-entry permit. The tramp took to poetry now. At age 70, he penned down a masterpiece:

As I Began To Love Myself

As I began to love myself I found that anguish and emotional suffering are only warning signs that I was living against my own truth.

Today, I know, this is “AUTHENTICITY”.

As I began to love myself I understood how much it can offend somebody As I try to force my desires on this person, even though I knew the time was not right and the person was not ready for it, and even though this person was me.

Today I call it “RESPECT”.

As I began to love myself I stopped craving for a different life, and I could see that everything that surrounded me was inviting me to grow.

Today I call it “MATURITY”.

As I began to love myself I understood that at any circumstance, I am in the right place at the right time, and everything happens at the exactly right moment. So I could be calm.

Today I call it “SELF-CONFIDENCE”.

As I began to love myself I quit stealing my own time, and I stopped designing huge projects for the future.

Today, I only do what brings me joy and happiness, things I love to do and that make my heart cheer, and I do them in my own way and in

my own rhythm.

Today I call it “SIMPLICITY”.

As I began to love myself I freed myself of anything that is no good for my health – food, people, things, situations, and everything that drew me down and away from myself. At first I called this attitude a healthy egoism. Today I know it is “LOVE OF ONESELF”.

As I began to love myself I quit trying to always be right, and ever since I was wrong less of the time.

Today I discovered that is “MODESTY”.

As I began to love myself I refused to go on living in the past and worry about the future. Now, I only live for the moment, where EVERYTHING is happening.

Today I live each day, day by day, and I call it “FULFILLMENT”.

As I began to love myself I recognized that my mind can disturb me and it can make me sick. But As I connected it to my heart, my mind became a valuable ally.

Today I call this connection “WISDOM OF THE HEART”.

We no longer need to fear arguments, confrontations or any kind of problems with ourselves or others. Even stars collide, and out of their crashing new worlds are born.

Today I know THAT IS “LIFE”!

Revisiting Charlie Chaplin: his grin & good sense outdo each other !



Seunghan

Who Carries Music in his Blood

A youthful Seunghan is bobbling with energy and an undying passion for art culture with music running into his veins. He took to Music writing about a decade ago while still studying. Today his columns on Music and Culture make him a rage with the 'young at heart.' How ever he describes himself as 'an author with a mission'.

Seunghan describes himself, “ I talk about TV producers, writers, actors, actresses in daily newspapers. I do two weekly radio shows, two audio broadcasts and that keep me on my toes.” What exactly does he do on Radio and TV? He answers. “It is a bit different. In one radio show I recommend movies worth watching, so it is a kind of film critic' show or a movie review. Yet in other radio shows, I cover current issues both cultural and social.”

How do you divide your time between movie & music and writing?

I use about 70% of my time in watching movies and listening to music and also to the current scenario. I do it with open mind. The rest 30% of my time I devote to writing. At times, it is strenuous and sometimes confusing but I soon come over and get focussed.

You belong to a family involved in business. What drove you towards this Business of Arts and what has been your motivation?

Yes, my father is a very successful businessman but he also loves to write, and other family members were always inclined towards art. May be my art genes come from my family. When I was young, my family loved to watch TV and loved to listen to music. Everyone does that but our family was bit different, bit more like a maniac. We loved to record all those show programmes airing on the TV. We used to record it in VHS and we loved to memorize them overnight like what year, what date, which broadcasting station. We watched it over and over again. And that sure was my motivation.

What is your objective now, your vision? Five years from now, where you will be?



I try to be Social. Like I said nothing comes out from vacuum. Especially in Korea, those who create and promote pub culture will like to see reflection of the current society in their artwork. So to fully review them you must first have your vision about the current society.

You really can't tell about the future. Like in any industry, the future is unpredictable and it's more true in entertainment sector. So I don't think a lot about future.

That is all the more important that you people have a bigger role to play. Whatever happens in the field of art, music and culture, the writers, the professionals will always have a role to play.

That is true. The thing is like at my age they don't read books or newspapers or magazines but they still listen to music, they still watch TV, they still go to cinema. So that means from now on those traditional mediums like news and their role will shrink day by day, but the broadcast and visual entertainment is not likely to die so soon. As of now, the professionals in the art and entertainment industry do have a



greater and meaningful role to play. They have obligation to the society at large.

So I think my job five years from now will get transformed and confident enough to tell public that this guy knows how to talk and let them learn to evaluate good or bad. It will be a role of guide, a friend and an advisor. I think sometimes people get confused because they don't get to choose TV shows or films to learn but, they just want to spend some good time. So my job is to guide them that this is a good movie, also has some good meaning in it.

You mean they should draw inspiration from them, and design their life. But the films are work of

fiction, they are far from reality so how people draw some lessons from the films and music, the cultural field.

It is fiction, that's true but the medium greatly influences lives, thinking and help build up a culture. After all, we don't grow up in vacuum. People do draw conclusions consciously or unconsciously.

So they are the motivational force. They influence society in a big way. It is a very good subject for you to write some book, some classic on this. Are you ever interested ever in writing a book or writing for the film.

I just began to review films a few years ago, so right now films is not my major field. I write more about TV shows. I finished my first book a few weeks ago so it's ready to roll

out. Within this year my second book too will roll out and I am currently writing on 'Look through the last 10 years of Korean society through the TV shows or films'.

The First book is on what?

As a businessman when you try to launch new service or a new business, you need to make a plan first so planning is almost everything and my book is about "how to plan well". Since I am not a businessman I write about my subject - the TV shows. Which TV became a huge success and which TV show hasn't. I look through that and I write about that.

And do you give the reasons also?

Yes, I do analyse. My third book will

be coming out this Autumn. This is my tenth year as a professional writer and three books rolling out in the same year.

Who are publishers of the books?

One of them is a small publisher called Paper-rose. That is not a huge publication. The second one is coming out from Hangul which is branch of nationwide daily newspaper Hangul. The third one is again published by a middle-level publisher.

Will be a known and influential persona in your dedicated area in another 3 to 5 years?

Hopefully (laughs).

What is important for you- money or reputation?

Both are important. However, I do realise that books are not that money-

spinning business. The present generation is tech-struck and not many young people read books. So for me reputation is more important than money.

Reviewer is just an objective writing, but critic is a technical work. So you must become a critic. I would say.

That is true. I try to be. Sometimes I feel that you must be focussed on the text itself but I often write about the society or about politics through the Art. So that makes me an interesting reviewer. You look like you write reviews about TV shows, comedies, or drama but at the same time you are talking about something else and readers might think 'Ahh look at him.

He is talking about something else. So I try to give them one or two more things to think about while reading my article. So I think that makes me an appropriate and interesting reviewer.

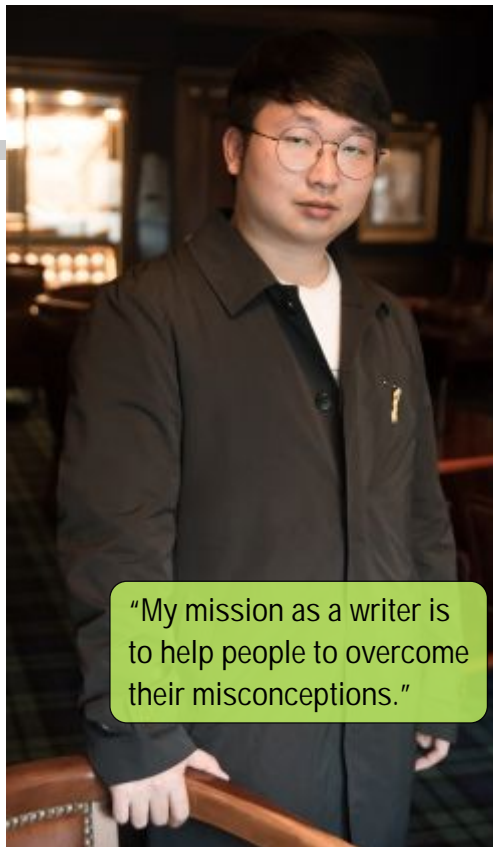
What is your personal choice Social, Cultural, Satire or Humour.

I try to be Social. Like I said nothing comes out from vacuum. Especially in Korea, those who create and promote pub culture will like to see reflection of the current society in their artwork. So to fully review them you must first have your vision about the current society. Without that you cannot really tell. So I think my personal choice will be social.

In your view what are the social ills today which need to be discussed.

Very serious issues are there. Young people are going in a different direction and there is divide of emotions and sentiments. Only commerce / money earning is the main thing now. In the process they miss out on many things like relationships on many cultural and social obligations. They are only earning money. Professionals are very stressed. They are busy all the time. What you have to say on this.

As a businessman when you try to launch new service or a new business, you need to make a plan first so planning is almost everything and my book is about "how to plan well". Since I am not a businessman I write about my subject - the TV shows. Which TV became a huge success and which TV show hasn't. I look through that and I write about that.



"My mission as a writer is to help people to overcome their misconceptions."

The total wealth of the society is growing but people often say that my generation will be the first generation who is not richer than their parents.

Richer moneywise?

Yes in money. My generation won't be successfully wealthy than their parents. In history of humanity in every generation the total wealth have been grown, but my generation will be the first one who is more poor than their elders. That is what the economists say. I am in my 30s now still lot of my friends they don't have a job. They want to have a job but they always fail because no one hires now-a-days. My generation is frustrated. When people get frustrated and when their problem has not been solved people have twisted view or misconceptions about the society. They are not able to find the real effect of the problem but they go and find someone who is weak, more vulnerable and they start playing with them. Immigrants are blamed for taking jobs meant for the locals. Women are also blamed as gender bias is rampant.

How many immigrants do you have in the job sector?

I cannot give you the exact number. When you have a baby you hire nanny. None of the nannies are Korean. They are taken from China. In many sectors, Chinses are hired for so many reasons.

Do you mean the Chinese are going to have an increased influence in the Korean society.

I think that is what polarizes our society and polarize young generations. My mission as a writer is to help people to overcome their misconceptions.

The young generation of today is not in tune with what their parent think.

They are at loggerheads with their elders. Opinion wise they don't agree with their parents.

I think that is a natural thing as generation gap does exist. I am not saying who is right or who is wrong but as society evolves and it schange the view or opinions. I am of the view that the new generation must be heard patiently. But then in one way, the gap is good and this is how you become harmonious and progressive. If everyone is singing the same notes there will be no harmony.

You say you love languages and you seem to know preety good English ; do you intend to write in some other language some day.

If I get a good chance hopefully yes. But, I don't think I am ready yet. It would be hard. I am not that good as yet. I want to be 'at home' with my language first as I still I need to learn a lot.

Who has influenced you most in your life? Who is your inspiration?

There are quite a few writers whom I admire and they are some of Korea's leading journalists.



Virender Jeet



Customer Engagement in the Amped-up Digital Environ

Organizations today have an instinctive urge to be ahead of customer expectations. Thus, nearly every enterprise rallies around enhancing customer engagement. Better engagement with customers and prospects can ensure revenue enhancement for organizations by maximizing their share of the wallet. Share of wallet is a direct function of how well an organization serves its existing customers and engage with them.

Easier said than done, siloed communication processes can impact the service delivery and adversely bring down an organization's share of customers' wallet. Customers are no more synonymous with ID numbers or username and can interact with an organization through multiple touchpoints. Hence, to keep customers happily engaged across all engagement channels, it becomes vital for organizations to deliver timely, relevant and contextually accurate communications

Failure of Communications

Rolling out the right communication, at the right time, to the right audience drives customer engagement. Sadly, most of the communications fail for three reasons:

- Improper or inadequate channel
- Wrong timing
- Incomplete or absence of context

Technology Infrastructure – Need of the Hour

To deliver timely, accurate and personalized communications, a well-designed technology infrastructure is a must. For the challenges go beyond putting together the communication, organizations must have a structured, contextual and scalable approach. It is important to understand the customer's preferences first and coalesce the data into a single unified view. Doing so sparks positive emotional reactions and

foster customer engagement.

Adieu Dry and Static Communications

Given below are few ways for organizations to approach contextual customer engagement:

■ Unified Customer Communication Platform-

To deliver right communication, users should be able to pull out relevant and precise information from silo'ed processes and systems and integrate into the outgoing communication. This would require a loosely coupled architecture with integration capability into enterprise content management, backend systems and databases.

■ Omni-channel & Multi-form Communication-

It goes without saying that organizations should be able to get through with the customers' over the channel they prefer. Thus, business users should have the ease and ability to send out the same communication through multiple channels, while adapting to the form-factor, as well as medium or channel. It could be Web, or mobile, or tablet, or email, or even traditional print format. More importantly, it should be easy to monitor, control and configurable for different channels.

■ **Personalization-** To enhance retention rate, enrichment and advocacy loyalty of an organization's customers, they must feel valued. It can be done when business users will have access to a wide array of predefined templates via which they can add a decent degree of privacy and personalization instead of rolling out dry, static communications. The outgoing communication should be configurable, based on target segment parameters, such as demographics, geography, product and service line and others.

■ **Contextualization-** It is important to drive the sentimental value of customers and can be done only when business users can prioritize the customer's emotional moments. The biggest turnoff for most customers is the lack or absence of context in communications that they receive. One-size-fits-all presentation of the gospel is now a thing of past. Thus, it becomes important to speak customers' language and use their imagery over bombarding them with irrelevant emails or text messages. A cross-sell or up-sell communication cannot ignore the current status of the customer's account, which certainly is only simplest of the context. Users should be able to configure and design communication based on rule-sets that are flexible as well as scalable, and include/exclude content based on specific needs or requirements.

The Huge Breakthrough

A great customer engagement strategy is one that is efficient and scalable. It is about omni-channel, personalization, contextualization, timing, and efficiency. That's when a powerful and adaptive Customer Communication Platform comes to rescue and can be a game changer in the amped up digital environment. The platform enables organizations to achieve customer delight and enhance customer engagement. By leveraging Customer Communication platform, organizations can build the required competencies and be rewarded with a bigger market share, mindshare and grow their share of customers' wallet. To conclude, customer engagement is the focal area around which Customer Communication Management must be aligned to elevate the customer in the long-term prospect.

- Virender Jeet is Sr. VP Technology, Newgen Software.

Hotel Prima, Where Art & Culture Mingle

A Symbol of Modernity and Heritage

“A Hotel should not just be a place for sleeping accommodations or business gatherings, but also a special venue for relaxing in both mind and body, and gratifying individual's artistic tastes”, is the strong belief of Lee Sang Jun, President and CEO, Prima Hotel.





Opened in 1987, Prima Hotel is today the pride of Korea and is a living testimony to dedication hard work of Lee and is now recognized by the Government and has claimed a pride of place in the hospitality sector.

“I had always envisioned that Prima should offer not just physical space but also space in the hearts and minds of its patrons,” says Lee.

In 2007 Chosun Il-bo (a major newspaper company in Korea) awarded the Hotel Prima, “The Best Art Building” award.

Hotel Prima received other awards over the years which include the Commissioner's prize for being the exemplary firm for duty of tax payment, the Dongbaeg medal, an

Hotel Prima is a hotel of psychological communion where the emotional hotel culture and art co-exist. It has been leading new paradigm in Cheongdam-dong. In order to strengthen further its heritage character, The Hotel Prima Museum was opened in April 2007.

Order of civil merit, and the Presidential award for benefitting the regional economy and tackling youth unemployment issues.

“We do promise our customers that we at Hotel Prima will make continuous efforts to provide the best of service as we are the Korean domestic Hotel Brand. It is with much with pride, and vision that we strive to consistently promote domestic cultural values of Korea by introducing the Korean art and culture and providing the best moments to each and every customer,” Lee says with pride.

Hotel Prima: A Unique Place of Art and Culture

The Hotel located in Cheongdam-dong area of Gangnam in Seoul has shown that a hotel can not only be a place for business and tourism, but also a place for Art and Culture.

When one enters the Hotel Lobby, he or she is greeted by various traditional Korean paintings and porcelains displayed for the onlookers who also experience a unique mix of the Eastern and the Western culture. It welcomes you to a new culture and new paradigm in which the Art and Business Culture gets mingled.

Hotel Prima Museum

Hotel Prima is a hotel of psychological communion where the emotional hotel culture and art co-exist. It has been leading new paradigm in Cheongdam-dong. In order to strengthen further its heritage character, The Hotel Prima Museum was opened in April 2007.

It exhibits over 40 pieces of the returned cultural assets that had been undisclosed, centered on the white porcelain Bawl (Moon) that had been baked in a Geumsa-ri kiln during the Yongjeongjo era in the 18th century of Joseon, which had been returned from a Christie's auction in New York in March 2007. “Heritage and culture is my passion and I cannot compromise on this. In fact I have spent fortunes earned over the years on the collections and I am happy and feel proud,” A contended Lee gleams.

Cultural Connect

Prima has earned rave reviews in media and the people have been appreciative of its 'cultural connect'. So far over 20 major exhibitions have been held displaying the ancient art exhibits of Korea besides the rich works of the rising and promising artists, from Korea and overseas.



Prima's Awards and Citations

2014

- Was awarded the Appreciation Certificate by the Seoul Metropolitan Office of Employment Support Center.
- Renovated the Diamond Hall.

2013

- Was awarded the Best Crime

Prevention by the Seoul Central Regional Council.

- The Grand opening of Hotel Auropa Namaemun (Business Hotel).
- Received the Presidential Award for promoting recruitment of High School Graduate.

2011

- Was awarded the Grand Prize of Cultural Industry by the Korean Society of Cultural Industry CEO, received the Dongbaeg Medal, the third class of Korean's Order of Civil Merit.

- Was awarded the prize of Beautiful Company by United Nations Volunteers Korea.

- Signed the MOU agreement with the Seoul Hoseo Technical College.
- Signed the MOU agreement with Busan Information Tourism School.
- Renovated the Grand Ballroom.
- Signed the MOU agreement with the

"We do promise our customers that we at Hotel Prima will make continuous efforts to provide the best of service as we are the Korean domestic Hotel Brand. It is with much with pride, and vision that we strive to consistently promote domestic cultural values of Korea by introducing the Korean art and culture and by providing the best moments to each and every customer," *Lee says with pride.*

Ministry of Employment and Labour and the Sanggok Tourism High School.

2010

- Was awarded the Best Company for Art and Culture Management by the Korean Union and Art-Culture Education.
- Signed the Prima Cebu Rosort consigned management agreement.
- Signed the MOU agreement of Lorelei Development.



Yepzon Oy Entry into India Promises Smart Safety Solutions for Women and Children



Yepzon Oy, a safety technology company, developing global mobile location solutions, made its official entry in India through a launch event at the residence of Ms. Nina Vaskunlahti, Ambassador of Finland in India. A brigade of Yepzon's top executives, including Otto Linna, founder and Chairman of the Board along with many eminent personalities and VVIPs were present at the grand launch party.

The safety technology developed by Yepzon combines a mobile service with compatible positioning technology brought together by Yepzon's cloud service. Together with the devices and a smartphone, the person in need of help can be tracked in seconds, regardless of whether the person is indoors or outdoors or on the other side of the world. With just a push of a button, the safety alarm informs of its wearer's accurate location through the mobile app. Yepzon™ Freedom is the first independent locator and alarm device combining Wi-Fi indoor positioning with 3G and GPS technologies.

Efficiently Smart

Yepzon works on all key smartphone platforms, no personal information will be asked and no user credentials required. The device takes hardly a minute to pair with the phone and the battery can run upto several weeks with one charge.

Yepzon Oy offers wearable technologies and smart clothing applications to locate people, pets, and things. The company was incorporated in 2012 and is based in Tampere, Finland with a subsidiary in London, United Kingdom; a joint enterprise in Nevada, US and now a joint venture Yepzon India. Yepzon devices are also manufactured in India.

Otto Linna, Founder & Chairman of Yepzon said, "In 2013, we reviewed statistics on missing persons and immediately started product development. In the EU and US alone, more than a million children go missing each year. More than 100,000 of them will never be found. With modern technology, this need not be."

Ashish Deswal, CEO, Yepzon Enterprises

India, said, "Yepzon's safety and tracking products respond to the global feeling of insecurity especially among women, children, and elderly. They are scalable to anywhere in the world and are best gifts for loved ones."

Industry Leader

"I am very much delighted that institutes like Manav Rachna and GLA University have chosen our high quality technology to strengthen the safety of their students. I foresee great prospects for Yepzon in the Indian market, the innovative safety solutions by Yepzon make it the promising industry leader." Ashish added.

Yepzon is already well established in the European and US markets having a satisfied and rapidly growing community of customers in place who trust its products. Yepzon has a proven track record across three different product lines, Yepzon™ ONE, Yepzon™ Freedom, and Yepzon™ Industrial. With immaculate perfection, these products work on three different location technologies, and high quality is ensured in functionality and in design.

National Entrepreneurship Day Celebrated

National Entrepreneurship Day was celebrated by MSME-DI in association with Indian Entrepreneurs Club in Delhi recently. The event was organised to recognize and felicitate the outstanding efforts by entrepreneurs and entrepreneurship ecosystem builders. The celebration was held to bring together young minds and encourage more of entrepreneurship amongst the youth. Eminent personalities like Dr. H.P Kumar, Chairman, MSME Committee, PHD Chamber & Author "Startup India Tool Kit", Vijay Kumar, Director, MSME, Arun Bhardwaj, Author, The Xtraordinary Entrepreneur enlightened the gathering.

"The Government has taken a lot of initiatives to promote entrepreneurship amongst the people and particularly youth. However youth is not aware of such schemes therefore this event has been organized to create awareness", said Vijay kumar, Director, MSME DI.

"A large number of young people generally remain unaware about the

possibilities of starting new business enterprise as a career option for lack of suitable ideas and wherewithal. They need mentoring and information about choosing a business project and completing all required procedures to start a new business enterprise. Therefore such interactive awareness programs



need to be organized regularly," observed Dr H P Kumar, Former Chairman NSIC & Author of "The START UP GUIDE". He also shared the features of The STARTUP GUIDE which has 101 profitable business ideas and renders complete mentoring to new entrepreneurs for preparing a business plan and giving all required information about a project

including marketing potential, infrastructure, plant machinery and equipment, capital investment, working capital and financial outcomes etc.

"The entrepreneurship ecosystem has grown by leaps and bounds in the past few years and will continue to do so in the near future. IEC plays an important role in connecting college youth with important stake holders in startup ecosystem," said Raj K Pathak, Chairperson, Delhi-NCR, India Entrepreneurs Club.

Satyam Sikarwar, Managing Director, SAP Infra Technologies also shared his entrepreneurial journey on how he started with just Rs 20,000 nine years back and today his group companies has an annual turnover of Rs 25 Crores. He has never taken a bank loan nor has applied for any Govt scheme. He felt that such awareness programs can help startups take advantage of attractive schemes and grow their business faster. The event was attended by 70 young men and women coming from different walks of life including college students, Heads of Entrepreneurship Cell of select Colleges and even few startups.



Yoo Youngsuk

Professor, Kangwon National University

His Forte is Super Potatoes

Yoo Youngsuk is a Professor in Kangwon National University specialising in vegetable seeds. He has done creditable and innovative work in the development of new varieties of potato.

According to Youngsuk, Potato and Banana are the two high potassium crops and his main research is to develop new potato varieties. He has developed about 20 different varieties of potatoes including those which are high yielding and are resistant to disease. He has to his credit one variety which is developed for Korean farmers. This variety is called Super Potato.

Super Potatoes

Super Potatoes which grow very fast even on lower fertility conditions have brought laurels to the scientist. “This is my unique invention. In Korea, there are many farmers who don't have enough money to buy fertilizers so I developed this particular variety keeping in mind the economically poor farmers,” says Youngsuk with all pride. “I have also developed a coloured potato variety, which is inside green and outside blue colour. These are real super potatoes,” he adds.

Super Potatoes essentially mean high yield variety. Youngsuk is also working with some pharmaceutical organisations as “pharmaceutical companies need functional potatoes with different colours in potatoes.”

All potatoes are naturally high in potassium, which help regulate blood pressure. But the extra antioxidants in colour potatoes make them even more effective than other potato varieties. A study conducted by the USDA among overweight participants suffering from hypertension reported that consuming six to eight golf ball-sized purple potatoes twice daily for one month reduced blood pressure by an average of 4 percent. These antioxidants also strengthen one's immune system and can help prevent certain heart diseases and cancers.

Yoo Youngsuk answers:

What are Purple or Blue Coloured Potatoes and their benefits?

Purple coloured potato is one of my best inventions and this has brought me Gold Medal in the international potato competition held in Russia a few years ago.

Purple Coloured potatoes are coloured both inside and outside. The basic idea of developing this variety was two-fold. One is for obese persons and second is anti stomach ache. Our experiments on fat-rich animals have shown good results and have reduced obesity.

You mean that the purple potatoes are not rich in fats. In the normal potato fat is very high.

Yes, the purple potatoes are mostly fat-free but high in carbohydrates as there is a difference between carbohydrates and fats. Potato carbohydrate is a very good as it is a good resource of human energy. So we can as well call this carbohydrate as energy generating.

How purple potato is different from the normal potato?

Besides difference in colour, the normal potato is not comparable. It is the colour which makes the difference in quality. You can really compare it with blueberries.

Compare a Kg of Purple potato with a Kg of Blueberries. Blueberry is expensive but the quality is the same. Production-wise, it is same as that of a regular potato.



Potato is one of the crops who can utilize the potassium very efficiently in all stages of their growth. We are also exploring use of illite which is high potassium releasing mineral in the soil. In Korea we are not consuming Potassium as a rule so thie illite can make up the deficiency as illite in the soil can be very beneficial. If we use illite soil, we can consume natural potassium and natural potassium has very high quality.

Is this variety good for health?

Of course there are some questions. They are saying if you have some kidney problems, if you have too much potassium it might create an imbalance in the body. However, anyways we are not taking enough potassium and that is the problem. Potato can uptake a lot of the potassium in the body. Potato can uptake a lot of potassium from the soil. There are different researches of potassium as we all know. There are different kinds. Sometimes they have sulphur potassium also depending on the variety and on the soil conditions. In any case humans need different kind of potassium.

What about the normal Potato also? Is it the same case?

Yes, of course potato is one of the crops who can utilize the potassium very efficiently in all stages of their growth. We are also exploring use of illite which is high potassium releasing mineral in the soil. In Korea we are not consuming Potassium as a rule so thie illite can make up the deficiency as illite in the soil can be very beneficial. If we use illite soil, we can consume natural potassium and natural potassium has very high quality.

So to meet the potassium deficiency, this corp is highly useful. One of the primary reasons for potassium deficiency is the soil condition. There is virtually not much potassium left in the soil and that is the reason most crops do not have potassium.





Earlier, our soil was rich in minerals and human being were healthy as crops – vegetables and fruits like Banana - had enough of potassium. But now we are fast becoming a potassium-deficient society Soil conditions are going bad to worse. And we badly needs natural elements like illite to make soil rich in minerals.

Is your research mainly targeted to potassium content in the seed.

No exactly. That's one side of the wall. My main research is to develop new potato varieties. I have developed about 20 different varieties, and there are some varieties which are high yielding, and they are resistant to disease. One variety as I have said before is developed especially for Korean farmers. This variety is called Super Potato. They grow very fast on lower fertility conditions. In many regions, farmers don't have money to buy fertilizer so I developed this variety with the help from the Korean government.

And then I have developed a Coloured potato variety, which is

inside green and outside blue colour.

Why do you call it Super Potatoe?

Because this variety of potatoes a high yield variety. I am also working with some pharmaceutical companies as they need functional potatoes with different colours in potatoes.

How do Purple - Coloured potatoes look like?

These have purple colour inside and outside purple colour. I developed this variety for two purposes:

1. Obesity Patient
2. Anti Stomach ache.

This variety has no yet the carbohydrates are very high. There is a difference between carbohydrates and fats.

Can we compare Blue Potato and Blue Berry?

Yes. Imagine 100g of Potato with 100g of Blueberries. Blueberry is expensive but the quality is the same. Production wise it is same as that of a regular potato.



Vigilance Awareness Week Celebrated at NSIC

NSIC Ltd., a Government of India Enterprise under the Ministry of MSME, observed Vigilance Awareness Week from 30th October, 2017 to 4th November, 2017 which commenced with integrity pledge by all NSIC offices across the country. A host of activities such as essay writing competition, special training session on Disciplinary Proceedings & Preventive Vigilance etc. were organized.

Gamle Appliances Innovation in Kitchen Industry

Gamle Appliances, a modern kitchen appliance brands in India, would strengthen its share in Built in Kitchen Appliance Segment through entering into the franchisee model, exclusive stores called as Gamle World. Gamle Appliances opens its first Exclusive “Gamle World” at Faridabad.

Spread over 700-800 sq. ft. this retail space would offer the consumers to meet with the latest innovations in Kitchen industry assuring a unique buying experience with combination of technical know-how through the experts. The product range includes

Kitchen Chimneys, Cooktops and Hobs.

Sanjeev Dayal, Managing Director & CEO, Gamle Appliances said, the overwhelming response we got from our customers inspired us to take next step and give a personalized experience of shopping. As customer experience is the most important

GAMLE
GREAT APPLIANCE MAKES LIFE EASY

element for us, we constantly aim at improving upon the experience of our customers by giving them a first-hand opportunity to view and have a look and feel of the product before making a purchasing decision. This festive season, Gamle is offering an assortment of high quality products to delight the customers with both price and product."

According to Dayal, “the company aims to further strengthen its customer connect and we are planning to increase our footprints across India in coming years. We plan to run 20 fully operational stores in various states by 2018. These stores will go pan India, in metropolitan cities including Delhi, Gurgaon, Mumbai, Chandigarh, Jaipur, Lucknow, Ahmedabad, Indore, Bangalore, Chennai and Kolkata. This will add to our present network of multi-brand dealers.” The company is looking at a capital expenditure of Rs. 1 crore to achieve this goal. He observed that the market size of kitchen appliance segment is estimated to be almost 650 -700 Crores consisting of Chimneys, hobs, built-in ovens/micros/dishwashers etc. However, in Gas Cook tops the total industry size in organized sector is assumed to be about 1000 Crores plus. The market in India is projected to grow at a CAGR of more than 25-30% during 2017-22.” ■



Soo-Yun Shin

A Social Activist Entrepreneur

Soo-Yun Shin is a women activist whose objective is to empower women in Korea. She is Chairperson & CEO, Innogeo and former Chairperson, Korean Women Entrepreneurs Association and former Ambassador for International Economy & Trade of Korea.



Soo-Yun Shin has been engaged in herculean efforts in not only empowering women but also rehabilitating them with all dignity. She is also greatly concerned with the education of the girl child. “We can only empower women if the girl child gets proper education,” she says.

Shin has been actively participating in national campaigns propagating education for the children “so that the society is transformed from the darkness of ignorance into the light of education and knowledge.”

Shin's life is one of sacrifice and dedication and her contribution to the



Korean Economic Development is considered as a big achievement. However, the never-say-die spirit of Shin makes her name synonym with the women's empowerment.

Social Change

Women in South Korea have experienced great social change in recent past and it is believed that the great change has come as a result of 'the miracle on the Han River'. The last three decades have witnessed a sea of change in the status of women in South Korea. This elevation in the social status of women is the result of the modernization of society which has happily departed from the old Korean thought which was deeply rooted in the teachings of Confucius.

Today, women in Korea enjoy the social status almost at par with the men folks especially in social sectors including legal rights, education, and health.

Christine Lagarde, Managing Director, International Monetary Fund, in her recent address to Korean

“Today Korea is changing and changing fast. Women have a much better status and enjoy the freedom to design their lives and in a befitting manner. Today, we witness more and more women embracing entrepreneurship.”

Network of Women observed “The proportion of women in the workforce—the female labor force participation rate—has increased from 46 percent in 1980 to 58 percent in 2016. Between 1990 and 2010, the share of women in 'regular jobs' rose from 20 to 40 percent. “On the global stage, many Korean women are shining—figure-skaters; musicians; golfers like Park Sung-hyun, recent champion of the U.S.

Women's Open. Yet, Korea still has one of the lowest rates of female labor force participation in the OECD— 20 percentage points below the best performers. Women are paid about 37 percent less than men. Females take up just 2 percent of senior management positions—compared to the OECD average of 20 percent.

“With many women leaving the workforce in their 30s to have families, they typically miss a decade or more of prime working life. Re-entering the workforce is a challenge. For those who do, opportunities can be limited. Many take non-regular jobs, or never reach the next rung on the career ladder.”

According to Shin, women in education sector too have recorded great progress. The growing number of women receiving a college education has meant that their gender role differs from that of their mothers and grandmothers. Today, a great many college-educated women plan independent careers and enjoy the freedom to choose their marriage partner.

“Today Korea is changing and changing fast. Women have a much better status and enjoy the freedom to design their lives and in a befitting manner. Today, we witness more and more women embracing entrepreneurship. However, the struggle is going on as there are yet challenges in various sectors, Shin is assertive.



Kwak Hee-Soo

The Architect with Out-of-Box Thinking

Kwak Hee-Soo heads Seoul-based IDMM Architects, and has been credited with adding new dimensions to the architecture by creating out-of-the box structures.

Out-of-the-box design-structures has been his passion and innovation his forte. Born and raised in Seoul, South Korea, Kwak has done wonders by his innovative approach to structures which leave you awestruck at the first sight.

Talking about South Korea, he says “The whole country is my workshop and it gives me a lot to think and ‘invent’ in a befitting manner.”

Kwak thinks that South Korea is enough for passionate architects to perform with no limit of their capabilities.

Mingling of traditions and modern taste is his forte. He has been leading the local architecture scene and has designed structures that are a testimony to Kwak’s out-of-the-box thinking. His works are a fine blend of traditional values and state-of-the-art technology.

Recently, Kwak added an international prize to his collection with the house of the South Korean star couple Go So-Young and Jang Dong-Gun in Gapyeong, 60 Kilometres Northeast of Seoul.

His recent creation, Shincheon-ri House built near Seoul, won him an



award from the World Architecture Community.

Says Kwak, “Living in an era where studying abroad is deemed as a promise to a rosy future, people ought to oversee what their own country offers in terms of potential, technology and environment,” and asks “why one cannot succeed by studying and working here”?

“You can see that if you look at my works with tens of metres of cantilevers. It means our technology has developed to such a level. “Cantilever, a horizontal building element unsupported at one end, is one of the defining characteristics of Kwak’s works along with piloti.

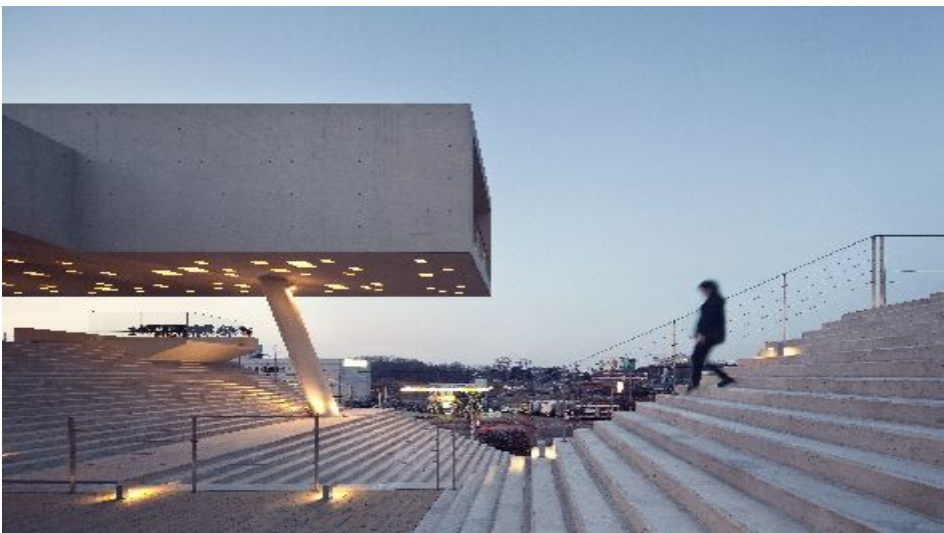
Traditional Architecture

Kwak continues, “This is not my invention. I borrowed the principles from the Korean traditional buildings which may be palaces or ordinary houses. They are often separated from the ground to avoid getting humid due to rainy weather.”

For Kwak, traditional architecture is not something to be inherited in terms of object or form, it is about how they function. “Even if you mimic an old tiled roof, it does not make it a traditional building.”

Kwak said it is the duty of contemporary architects to reinterpret the spatial concept embedded in traditional buildings and realize it in the modern context.

“I borrow the principles from the Korean traditional buildings which may be palaces or ordinary houses. They are often separated from the ground to avoid getting humid due to rainy weather.”



Starting with the Young Architect Award given by the Korea Architects Institute (KAI) in 2007, he has never missed out on a trophy every year.

The prizes include a number of Korean Architecture Awards, one of most prestigious awards in the country, as well as citations from the country’s prime minister and transport minister.

Known mostly as fancy architect who works with the country’s top-notch stars, such as actress Go and actor Won Bin, Kwak has also been doing volunteer work as the public architect for the Seoul city Government since 2014.

“I did not know much when I started my career, but now I see that architecture can be extremely influential as a medium.” Kwak quipps, explaining why he never gives up contemplating over this city and proposing alternatives.

“Without the understanding of the city where the building will be erected, we cannot talk about architecture.”

Kwak is a well established architect today but he likes to be firmly on ground to work to attain dizzy heights. “We have a lot to do, a lot to accomplish, and yes, a lot to dream too.”

Kellyn Moon-Hyung Chang

Entrepreneur with a Unique Sales Approach

Kellyn Moon-Hyung Chang, Vice President, Dooriyino100 Co.Ltd., makers of Rivella drinks, is a young entrepreneur who has qualities of head and heart. She is given the task of propagating Rivella, a Swiss soft drink



Rivella is a soft drink from Switzerland, created by Robert Barth in 1952, which is produced from milk whey, and therefore includes ingredients such as lactose, lactic acid and minerals. It comes in seven varieties.

Rivella Contains 35% milk serum and calcium, magnesium, phosphorus, potassium and other rich minerals. In Switzerland paediatrics and obstetrics highly recommend Rivella.

Rivella is a good drink for people with atopy, milk allergies and osteoporosis. Rivella has no artificial colors and preservatives.

Rivella is seen as Switzerland's national beverage. The share by value of Rivella AG in the Swiss soft drinks market was 15.3 per cent in 2013, putting Rivella second to Coca-Cola. Rivella is a long-established brand in the Principality of Liechtenstein, the Netherlands and Luxembourg. Rivella Light was launched as a diabetic beverage in the Netherlands in 1958. It appeared on the Swiss market one year later (1959) as Rivella Blue. The Netherlands remain the largest foreign market for Rivella.

The ingredients of Rivella Red are as Water, Milk Whey (35%), Carbonic acid, Acidity regulator (L(+)-Lactic Acid), Acidifier (L(+)-Lactic Acid), Caramelised sugar, Natural flavourings.



Rivella Red contains 160 kJ of energy (approx. 37 kcal) per 100 ml. Rivella Blue contains 14 grams of lactose and artificial sweeteners (cyclamate, acesulfame K) instead of refined sugar. This reduces the energy content to 30 kJ (approx. 7 kcal) per 100 ml. Rivella Green also contains green tea extracts (0.05%). Its energy content is 90 kJ (approx. 22 kcal) per 100 ml. Rivella CLIQ combines the classic Rivella taste with rhubarb or peach flavourings. The energy content of both varieties is 160 kJ (approx. 37 kcal) per 100 ml.

Hee Jeung

The Upcoming Media Personality

Hee Jeung, Managing Editor of a sought-after monthly magazine 'SisaNewsMagazine' and on-line 'Dailynews' is a dynamic personality better known as a 'lady on the go' with 'never say die' spirit.

Jeung's successful ventures 'Dailynews', an online periodical and 'SisNewsMagazine' have attracted key readers for its rich and meaningful contents. "My prime objective is to keep my readers well-informed with light, informative and entertaining contents."



Dr. Jin Hyung Yoo

Striving for a Better Life
for Living Creatures



Dr. Jin Hyung Yoo is an acknowledged fishery nutritionist and marine biologist who has been relentlessly engaged in studying fish, both in the wild and in farms, from the perspective of a nutritionist and marine biologist, trying to understand how to help fisheries and farmers.

Says Dr Yoo, “In living creatures, enzymes are a key part of all metabolic processes, from transporting nutrients by bodily fluids to breaking them down for consumption and therefore enzymes play a big role in maintaining life.” Dr. Yoo whose research focuses on the catalysis of these metabolic processes.

According to Dr Yoo, in nature, organic substances are composed of inorganic substances—this is where our idea of nutrition is derived from. There are numerous inorganic substances that have various energies and these substances are the source of power of those organic substances.

He sounds more than confident when he says, "my mission is to find out ways and means to devise natural methodologies and make our living creatures survive with better and healthy life."

Helping Farmers

Dr. Yoo has been studying fish, both in the wild and in farms, from the perspective of a nutritionist and marine biologist, trying to understand how to help fisheries and farmers. Dr. Yoo developed QRIN (Q is recovery in nature) by ionizing an infinitesimal quantity of substances from natural minerals and rigorously tested the solution. QRIN is developed for pets and livestock.

Dr. Yoo is a research scholar with a vision and has taken up the global challenge of detoxing toxic environments. As he conceptualizes our environment as living creatures, he can offer this method of recovering to varying contaminated environments.

With partner Park Byung Yun, Dr. Yoo increased the survival rate of giant grouper's artificial seedlings from 5% to 20%. By adding his product (QRIN) to fish feed, increased the production rate of fish by 20% and adding QRIN in feed also increased the milking rate by 10% and the productivity of laying eggs.

Environmental Detoxination

Dr Yoo is of the considered view that QRIN helps to catalyze the metabolic process inside living creatures, but more importantly focuses on the decomposition and excretion of toxins and waste, so that living creatures can be recovered by their own internal functions quickly and safely.

Dr. Yoo understands that this mechanism can also help detoxify contaminated environments, as well. While practicing tentative trial, he detoxified toxic algae in various contaminated rivers and ponds and successfully recovered them.

Dr. Yoo also uses the same recovery

About Jin Hyung Yoo

Dr. Jin Hyung Yoo studied Oceanography at National Fisheries University of Busan (Currently National Pukyong University) and received a master's degree on Fisheries Biology.

A dedicated scholar, he continued his studies on Nutritional Science of Fisheries at Tokyo University of Marine Science and Technology in Japan.

Dr. Yoo is the Representative of Korea Aquatic Life Institute Co. LTD (KALI) and is Adjunct Professor at Kunsan National University. Dr Yoo also co-operates a tentative aquaculture farm in the Philippines.

concepts in different environments. He found that QRIN has other uses, such as removing strong odors from a dye factory. He presents and practices the methods of decomposition in benzene and chloric substances quickly and safely. He is now envisioning and challenging the decomposition in radioactive substances, such as cesium.

A Visionary

Dr. Yoo is a research scholar with a vision and has taken up the global challenge of detoxing toxic environments. As he conceptualizes our environment as living creatures, he can offer this method of recovering to varying contaminated environments.

He sounds more than confident when he says, "my mission is to find out ways and means to devise natural methodologies and make our living creatures survive with better and healthy life." .





DAEGU HAANY UNIVERSITY (DHU)

Promoting Traditional Medicines

DHU is an international hub university in the traditional medicine field that hosts international oriental medicine symposiums in coordination with many organizations, such as University of Toyama, Beijing University of Traditional Chinese Medicine, University of Minnesota and WHO. It is truly an international university that sends more than 300 students and professionals annually through international exchange programs with its 47 sister organizations in 16 countries.



Chang-Hoon Byun,
President, Daegu Haany University.

“Our vision is 'A University Leading Globalization with Local Community' and we aim to realise it in the best possible way”, says Chang-Hoon Byun, President, Daegu Haany University.

D H U operates 5 colleges system (Korean Medicine, Medical Science, Health and Welfare, Herbal Bio Industry and Global convergence) and becomes a specialized university recognized in nationwide by striving to specialize the fields in Korean medicine, public health and Medical Science.

Recenty DHU introduced the OLE (On-Site Learning for Employment) educational system consisting of mentoring, tailored curriculam and hands on work for students. It aims to maximise students' practical qualifications. By cultivating talents demanded by society and companies, we expect the synergy effect – students are able to find their jobs, and companies can recruit the qualified. Also, it endeavors to maximize the satisfaction of students' campus life through the 3E Project – Education, Employment and Entertainment which are the most important factors in campus life.



D H U has pursued to build the industry – University Collaboration model and pioneer cross – disciplinary fields based on the excellent educational and academic research capacity. D H U has devoted to be a pivotal role in leading the regional economy by promoting new growth engine industry and a higher value added business. Also, for nurturing global leader in the 21st century, D H U endeavours to become a global university by building a relationship with 83 institutions in 22 countries including China, Japan, The United Kingdom, The United States, Russia, Uzbekistan, Vietnam, Australia, Peru etc. We provide various overseas exchange programmes and a wide range of scholarships for fostering students' global capability.

Daegu Hanny University, also known as the cradle of political intellect, helps students achieve their dreams and make a big leap forward to their bright future with full potential.

Mission

This university will be with a great higher education institute to grow not only with local community but also

Daegu Haany University is a leading higher educational institute in Korean traditional medicine and its related industries. This university has five colleges of Traditional medicine, Herbal Bio-industry, Health and Therapy, Well-being and International culture and information.

national and international community for the health and prosperity of the human beings.

Founding Principles:-

Students with high moral standards are the backbone of this institution which is committed to providing an atmosphere in which we pursue our joint aspiration in spirit and practice of virtue.

With the axiom 'Practice makes perfect' DHU encourages students and faculty members to do their best in academic and

practical fields. Its central core value is student success in classrooms, and work place, and on world stage.

Overview: -

Daegu Haany University was established in 1980 as a major regional higher education institute focusing on fostering the talents for the local community. However, the world is now evolving rapidly into a knowledge-information society with advancement of information technology. The world has been smaller and it became a global society.

Globalization places individuals and organizations into unlimited competition on the world stage. In response to this change, this university is focusing on educating talented people with global skills by proactively adjusting the educational goals and direction to the new three

prong paradigm: Focalized, Venture oriented and international University.

In order to train these talents the world and local community need, this university has reformed its curriculum into a bio-technology(BT), culture technology(CT), and information technology(IT), and offers specialized training and research programs.

Daegu Haany University is a leading higher educational institute in Korean traditional medicine and its related industries. This university has five colleges of Traditional medicine, Herbal Bio-industry, Health and Therapy, Well-being and



International culture and information.

International Education Center

International Education Center has been established since 2004 in order to provide language courses to the students of Daegu Haany University and to other individuals who are interested in studying Korean language for academic or other purposes.

Teaching staff of the center are qualified Korean language specialists who are professionally trained, and experienced in teaching foreign students Korean language in academic settings. The center provides elementary, intermediate, and advanced courses for Korean language learners based on each individual's proficiency in Korean language, which will be determined by a level test.



The Wrath of a Great Leader

How Martin Luther King, Jr. wrestled with anger and what you can learn from his example.



Average leaders focus on results, and that's it. Good leaders focus also on the behaviors that will get the results. And great leaders focus, in addition, on the emotions that will drive these behaviors.

One emotion that shapes our behavior is anger, and Martin Luther King Jr knew of the power that came packed in this emotion.

King had reason enough to be provoked, time and again. He was physically threatened and attacked by bigoted people, repeatedly jailed by state authorities (sometimes on trivial traffic violations), harassed by the FBI and even vilified by fellow black leaders who preferred more aggressive forms of resistance.

In his autobiography, King wrote about this incident that occurred in 1943: "When I was 14, I traveled from Atlanta to Dublin, Georgia with a dear teacher of mine, Mrs. Bradley (to) participate in an oratorical contest. We were on a bus returning to Atlanta. Along the way, some white passengers boarded the bus, and the white driver ordered us to get up and give the whites our seats.

We didn't move quickly enough to suit him, so he began cursing us. I intended to stay right in that seat, but Mrs. Bradley urged me up, saying we had to obey the law. We stood up in the aisle for 90 miles to Atlanta. That night will never leave my memory. It

"While I lay in that quiet front bedroom, I began to think of the viciousness of people who would bomb my home. I could feel the anger rising when I realized that my wife and baby could have been killed. I was once more on the verge of corroding hatred. And once more I caught myself and said: 'You must not allow yourself to become bitter'."

was the angriest I have ever been in my life."

Great leaders often have a strong capacity to experience anger. It wakes them up and makes them pay attention to what is wrong in their environment, or in themselves. Without anger, they would not have the awareness or the drive to fix what is wrong.

But they also know the downside of anger, and wage a firm battle to tame it within themselves. One such moment for King came when, in

December 1955, he led talks with the authorities in Montgomery, Alabama on negotiating the end of the bus boycott that was hurting both whites and African Americans.

He realized that the whites were not ready to give up their segregation privileges, the talks were heading for a stalemate, and, what was more, the other party was trying to portray King as the sole stumbling block to an agreement.

"That Monday I went home with a heavy heart," he wrote in his autobiography. "I was weighed down by a terrible sense of guilt, remembering that on two or three occasions I had allowed myself to become angry and indignant. I had spoken hastily and resentfully. Yet I knew that this was no way to solve a problem. 'You must not harbor anger,' I admonished myself. 'You must be willing to suffer the anger of the opponent, and yet not return anger. You must not become bitter. No matter how emotional your opponents are, you must be calm.'"

Only by taming his own anger did King earn the right to become a messenger of peaceful struggle to the people of the nation. An acid test



came his way on a night in 1956 when his home in Birmingham, Alabama was bombed by white extremists.

In his autobiography, he wrote: *"While I lay in that quiet front bedroom, I began to think of the viciousness of people who would bomb my home. I could feel the anger rising when I realized that my wife and baby could have been killed. I was once more on the verge of corroding hatred. And once more I caught myself and said: 'You must not allow yourself to become bitter'."*

That night, he didn't just quell his own stirring for vengeance, but also that of the restless and roused masses who were outside his house, angered and ready to strike a blow at the establishment until they were soothed and moved by his words: *"We are not advocating violence. We want to love our enemies. I want you to love our enemies. Be good to them. Love them and let them know that you love them."*

But don't get me wrong. In these moments, he wasn't trying to crush his anger, or that of his people. He was trying to channel it into a higher purpose.

In September 1962, as King sat on the stage during an Southern Christian Leadership Convention, a white member of the Nazi party jumped up to the podium and punched him several times in the face. As the security guards rushed to his help and pulled away the hate-filled youth, King responded, calmly, that he would not press charges.

In response, he said in *Martin Luther King on Leadership*: *"The system that we live under creates people such as*

this youth. I am not interested in pressing charges. I'm interested in changing the kind of system that produces this kind of man."

Great leaders do not ignore their anger, nor do they allow themselves to get consumed by it. Instead, they channel the emotion into energy, commitment, sacrifice, and purpose. They use it to step up their game. And they infuse people around them with this form of constructive anger so they, too, can be infused with energy commitment, sacrifice and purpose.

In the words of King in *Freedom ways* magazine in 1968, *"The supreme task [of a leader] is to organize and unite people so that their anger becomes a transforming force."*

So now, what is *your* relationship with anger?

- Are there situations that you're ignoring or minimizing that instead should rouse you up? For instance, when your organization is not delivering products on time, customers aren't being given the experience they should, top management isn't taking action on a festering issue, or you're not changing a habit that is derailing

King was a master at challenging and re-sculpting his thoughts, and he was doing exactly that on that dark day in 1956 when his house was bombed, "And once more I caught myself and said: 'You must not allow yourself to become bitter'."

you?

In such cases, how might you benefit from getting in touch with your feelings of anger, frustration, or disappointment and channeling them into a higher purpose?

- Or is anger in fact a frequent visitor in your inner home? In such situations, does anger control you, or do you control it?
- Do you sense when others around you are angry, or when anger in fact needs to be ignited within them so they get all fired up for the right reasons? Do you help them channel it into positive action?

In my personal leadership class at *Excalibre Executive Education Series*, we discuss specific techniques all of us can use to master anger. Some of these involve behaviors such as deep breathing or hitting the pause button in a heated argument, while others involve reframing the situation and challenging your own thoughts.

King was a master at challenging and re-sculpting his thoughts, and he was doing exactly that on that dark day in 1956 when his house was bombed, *"And once more I caught myself and said: 'You must not allow yourself to become bitter'."*

I'll end this with the words of another leader, the one who taught Martin Luther King, Jr. his signature technique of peaceful struggle, Mahatma Gandhi. *"I have learnt through bitter experience the one supreme lesson to conserve my anger, and as heat conserved is transmuted into energy, even so our anger controlled can be transmuted into a power that can move the world."*

May the force of constructive anger be with you.

Your call now folks

K S Ahluwalia
Executive Coach and
Mentor- Excalibre
ks.ahluwalia@yahoo.com



The Last Word

Rajen Kumar

Gurdip, The Godly Soul Who Fought For Media's Freedom

More than being a conscientious journalist, whose incisive analysis on his close-to-heart subjects : monopoly and mixed economy, land reforms, corporate and advertising jungle and the SMEs - stirred the imagination of readers, Gurdip Singh was a fighter against injustice to the issues, individuals and institutions with which he was involved.

That such a journalist blessed with high calibre and impeccable integrity was my friend is no mean a thing. When he met his repose last year, the very news shook me, and I distinctly felt a part of me had bid a final good bye. I saw his colleagues from the United News Of India bid farewell to the emodiment of unwavering committment and a sense of purpose. Sobs were hard to be suppressed. He had left behind a void; a legacy.

Words fail me how best to sum him up. His sincerity shone. His hard work fetched awe. He was an ace in the profession. He stood by me though with a word of caution when I launched the magazine SME WORLD. As we shared the basics of the project, I had in mind, Gurdip had a brotherly concern: "How will you balance finances, Rajen, a magazine on small and medium business houses who hardly spend on advertisements." But he was quick to reassure in his own charming way. "But don't worry, I am always with you." He stood by me till the end. He wrote regularly for me. I had a lump in my throat when I published an article by him, which he had done for us but came the Almighty's call to which none of us can ever say a 'no' !

Gurdip's write ups were well received by the SME industry. He understood its struggle to survive rather well. He would often muse: "What is the government doing to improve the MSMEs ecosystem? I think none seems to be serious about this important sector as nothing worthwhile has been done so far." I concurred with him (as we had rounds of tea).

Gurdip was a fighter when it came to freedom of the press. His admirers continue to recall how he 'saved' the UNI from being bought by a TV

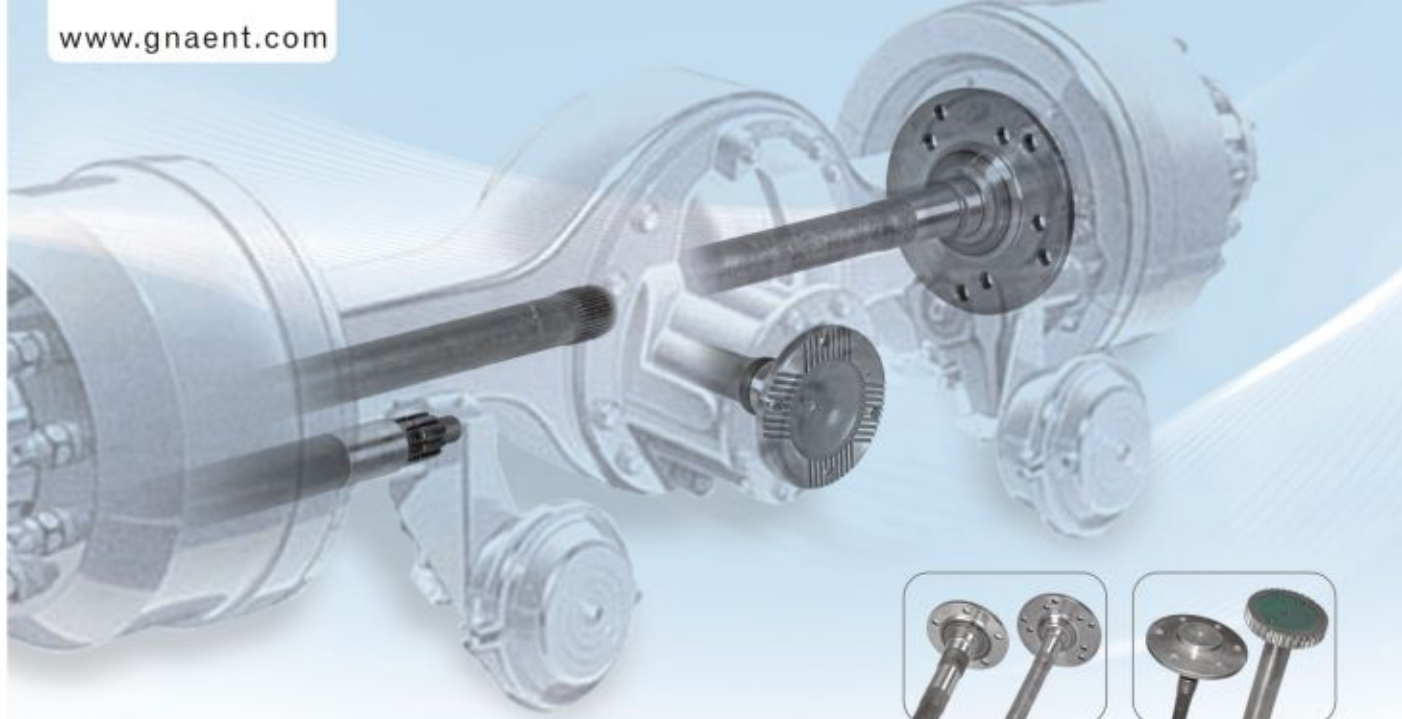
magnate. He found the deal dubious. He wondered: "How can a Rs. 32cr property be acquired by someone for a song?" he wrote. He stood up against the dubious deal the prospective buyer had struck with the employee's union. It was his new 'avatar' which his colleagues saw. As he fought tooth and nail to protect the UNI, he came to be looked upto as a saviour.

The uncrowned king, my friend Gurdip, gave valuable inputs to the opposers of merger - sparing energy, efforts and time, even coming out with daily bulletins of the progress made and threats beaten back. Soon after, he was leading the cause at the Company Law Board. The media fraternity cheered as the trade unions took to street theatre to spread the message. As protest movement intensified and processions became the order of the day with the constructive inputs from Gurdip, he would often tell me in all modesty "I am invisible yet I am everywhere in this fight."

Many described it as the most successful movements in the world of scribes. A highpoint of the movement was his meeting with the then Prime Minister Manmohan Singh who gave a categorical assurance that 'whoever has broken the law will be dealt with in an appropriate manner.' It was widely hailed. Small wonder, the CLB declared the 'deal' to buy over the UNI' null and void and many heads rolled. UNI was saved. So were the scribes.

As a journalist, Gurdip had a firebrand approach. He wrote fearlessly. He was hailed by many as a storehouse of knowledge. Despite his failing health, his fervour and verve to write on the state of affairs remained resolute. Days before his demise, he mailed me an article with a request line: "Please publish the story. Give a joint by-line to my son, Sukhamrit Singh. Incidentally, my mother passed away recently. I have retired." I was moved.

The following issue had a joint byline as Gurdip had desired; could be as his last wish. You left us a year back. RIP, Gurdip. All in the SME WORLD miss you as a great friend, an inspiration, and a godly guide.



A Continuous Drive Towards Excellence

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On behalf of the Ministry of Micro, Small & Medium Enterprises, NSIC is implementing "Performance & Credit Rating Scheme" for micro and small enterprises (MSEs). The rating serves as a trusted third party opinion on the unit's capabilities and credit worthiness. A good rating enhances the acceptability of the rated unit in the market and also makes it access to quicker and cheaper credit and thus helps in economizing the cost of credit. The scheme is being operated through accredited rating agencies. The fee to be paid by the MSEs for the rating, is subsidized by the Government to the extent of 75% of the rating fee up to a maximum of Rs.40,000/-.



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