

*Praying to  
those clouds  
for the blissful  
showers!*

July 2022 – 98<sup>th</sup> issue of  
**Business Ethics Foundation  
Management Digest**

*Ethically - vibrant, interesting and participative!*

*Ethically - vibrant, interesting and participative!*



## Contents :

1. Published by
2. Editorial
3. **BEF News**
4. **A perspectives**
5. **A thought on reading**
6. बा. भ. बोरकर यांची क वता
7. Big Idea Breakthrough
8. Tell of two seas
9. Keeping it simple
10. Did you know
11. Poem
12. Food for thought
13. **Painting**
14. Humour

\*\*\*\*\*



Published by :



BUSINESS ETHICS FOUNDATION

(Section 25 Company CIN–

U93000PN2012NPL142019 2011 – 2012)

C/o. Dr. S. G. Bapat, 'Vijigeesha', 17 Prashant  
Nagar, Navi Peth, Pune– 411030 , Ph : +91

9881468504 Office secretary – Madhuri

Chiddarwar, [punebef@gmail.com](mailto:punebef@gmail.com)

+91 97644 61567, 020-24533931

\*\*\*\*\*

*For more information about  
Business Ethics Foundation,  
please visit*

[www.punebef.com](http://www.punebef.com)

\*\*\*\*\*

## Editorial :



Vishwas Datye  
[vishwasdatye@gmail.com](mailto:vishwasdatye@gmail.com)  
[+91 9850035362](tel:+919850035362)

Dear all,

We are in the 75<sup>th</sup> year of our independence. Next month is 75<sup>th</sup> anniversary of our independence.

One of the challenges confronting our nation is personal ethical behaviour, both in private and public life. We as BEF members are all committed to behaving ethically as well as spreading the message of Ethical behaviour to people around us, specifically to developing young generation.

I propose to publish next BEF MD issue to be exclusively on Personal Ethical experiences or observations.

I expect and seek articles on this subject from every reader, for making the July 22 issue a real special one.

The best way to spread our message is to share and not deliver speeches and advices. Trust you agree. – Vishwas



## BEF news / Announcements

**28.06.2022 All Dear BEF Members,**

Heartiest Greetings from Cultural Activities Committee !

You will be glad to know that Business Ethics Foundation is planning a Cultural Evening for the Members of Business Ethics Foundation, like last years; on **Friday, the 22nd July 2022 from 5 p.m. , at Niwara Hall**. The same will be only for one & half hour approximately, depending upon the response received from our own members and their family members (Spouse and children), for performing in the programme / event.

The Programme will consist of following items :

1. Skit
2. Mimicry / Jokes
3. Poems
4. Hindi-Marathi Songs
5. Playing Instrument
6. Dance etc.

Provision of outside Musicians will be made, with whom the practice and rehearsal for the songs, is required to be done on 2-3 times, for better performance in the Programme.

We, therefore, earnestly request Foundation's Members and their Family Members to take part whole-heartedly in this Programme, to showcase their talent, in order to make the event a memorable one.

## BEF – Mgmt Digest – July 2022 - Issue 98

Newly established Business Ethics Club will be given an opportunity one item each. So please communicate nature of item & item for each.

Those who are interested in participating are requested to kindly arrange to forward their name along with the item on What's App to Mrs. Madhuri (9764461567), Shri. D. G. Shejawalkar (9561120225 / 7796184426) or the undersigned (9890037506) positively on or before 10.07.2022.

Thanks and Regards,  
Dr. M. V. Uchgaonkar  
Chairman, Cultural Activities Committee,  
Business Ethics Foundation.

---

## VALUE EDUCATION IN SCHOOL COMMITTEE

Report by Mr Ravindra Kothavade

As discussed in the meeting held on 12th May, 2022, Shri Prashant Divekar from Jnan Prabodhini visited General Education Academy (Chembur). Main objective of the visit was to understand and study requirements of the School. Shri. Naresh Shenoy (Executive Secretary, Shri. Bipinkumar Shah (Hon. Treasurer) and Mrs. Manali Goregaonkar) were present during visit.

(Mean while, three Teachers from General Education Academy had attended Five Day's Teachers' Training Programme - Residential,

## BEF – Mgmt Digest – July 2022 - Issue 98

organized by Jnan Prabodhini. These Teachers highly appreciated the programme.)

After Welcome Programme, Dialogue Meetings were conducted with-

- 1) Secondary Section Teachers
- 2) Pre-Primary and Primary Section Teachers
- 3) H.M.s of Pre-Primary, Primary and Secondary Section
- 4) Management.

Shri. Divekar had detailed discussion with all Teachers. He analysed it and suggested the areas where School can work for improvement.

Accordingly, it was decided to prepare the lists of-

- 1) what Jnan Prabodhini thinks School can do and
- 2) what School thinks Jnan Prabodhini can do for School.

It was also decided to have online meeting of Shri Divekar and School authorities on 7th July, 2022 during g 4.00-5.00 p.m.

It is highly appreciated that the Trustees of General Education Academy have strong desire to make improvements in the School which is reflected in their timely action plan.

BEF members Shri. Nilkanth Inamdar and Prof. Ravindra Kothavade attended the programme.

\*\*\*\*\*

## Promise of the bounty



**And the bounty itself !**



Compiled By – Vishwas Datye



## A Perspective

"भाजीवाली रोजच्या सारखी दुपारी दारात आली आणि ओरडून विचारले, "भाजी घ्यायची का मावशी?" आई आतून नेहमी सारखी ओरडली, "काय आहे भाजीला?"

\*भाजीवाली\* :- "गवार हाय, तंबाटी, पालक,...." एवढे बोलताच आई म्हणाली, "थांब आले" दारात येऊन आईने भाजीवालीच्या डोक्यावरचा भारा पाहिला आणि विचारले, "पालक कसा?"

\*भाजीवाली\* :- रुपयाची गड्डी.

\*आई\* :- पन्नास पैशाला दे, चार घेते .

\*भाजीवाली\* :- नाय जमणार मावशी.

\*आई\* :- मग राहुदे.

भाजीवाली पुढे गेली आणि परत आली.

\*भाजीवाली\* :- "बारा आण्याला दिन

\*आई\* :- नको, पन्नास पैशाला देणार असशील तर घेते

\*भाजीवाली\* :- नाय जमणार...

आणि पुन्हा गेली...

थोडे पुढे जाऊन परत आली. आई दारातच उभी होती.

तीला माहित होते की भाजीवाली परत येईल. आता

भाजीवाली पन्नास पैशाला द्यायला तयार झाली. आईने

भारा खाली घ्यायला मदत केली, नीट निरखून परिक्षण करुन चार गड्ड्या घेतल्या आणि दोन रुपये दिले. भाजीवाली भारा उचलायला लागताच तीला चक्कर आली. आईने काळजीने विचारले, "जेवली का नाही?"

\*भाजीवाली\* :- नाय मावशी. एवढी भाजी विकली की दुकानात सामान घेउन , मग सैपाक, मग जेवण.

\*आई\* :- थांब जरा. बस इथं. मी आणते." म्हणत आईने दोन चपात्या आणि भाजी, चटणी एका ताटात आणून दिली. नंतर थोडा वरणभात दिला. जेवण झाल्यावर एक केळ दिले. पाणी पिऊन भाजीवाली गेली.

"मला राहवलं नाही. मी आईला विचारले, "तु एवढ्या निर्दयपणे किंमत कमी केली पण नंतर जेवढे पैसे वाचवले त्यापेक्षा जास्त तीला खायला दिले."\*

आई हसली आणि जे म्हणाली ते आयुष्यभर मनात कोरले गेले...

\*व्यापार करताना दया करु नये आणि दया करताना व्यापार करु नये\*



## A thought on Reading

A GENERATION WITHOUT READING IS A  
GENERATION WITHOUT HOPE

(Excerpt from Letter of an Indian Engineer)

"On the flight to Shanghai, at bedtime, the cabin lights were off; I found that the awake people were using the iPads, mainly Asians; they were all playing games or watching movies. Actually, I saw that pattern right from the start. When I was at Frankfurt International Airport, I noticed that most of the German passengers were quietly reading or working, while most Asian passengers were shopping or laughing, comparing prices.

Many Asians nowadays can't seem to have the patience to sit still and read books. Once, a French friend and I were waiting for a train at a train station, and this friend asked me: "Why do Asians all chit chat or surf the internet, but no one reads books?". I looked around, and it was. People talked on the phone, read text messages, surfed social media, or played games. They are busy talking loudly or pretending to be active; the only thing missing is a sense of calm and relaxation. They are always impatient and irritable, easy to complain about, and annoyed...

According to the media, the average person in China only reads 0.7 books/year, Vietnam with

0.8 books, India with 1.2 books, and Korea with 7 books. Only Japan can compare with Western countries with 40 books/year; Russia alone is 55 books. In 2015, 44.6% of Germans read at least one book a week - similar numbers for the Nordic countries.

In all of China's towns and cities, whether big or small, the most popular types of entertainment are mahjong parlours, food stalls, and PC bangs. Whether in the internet shop or the school's computer room, most students surf social media, chat or play games. The number of students who look up documents online is minimal. As for the managers, for example, businesses, all day busy dealing with reviews, receiving guests, and partner meetings,... so when I asked, they said they have not read books since leaving school.

The reason for not liking reading, statistics show that there are three main aspects.

- One is the low level of culture (not education) of the people. Therefore people always talk a lot when they meet, and chat all day without getting bored. They are always curious about other people's stories, constantly update social networks and have significant communication needs.
- Second, from a young age, it is not nurtured into a good habit of reading. Because their

## BEF – Mgmt Digest – July 2022 - Issue 98

parents don't have the practice to read books, the young weren't nurtured in that environment since early in their lives. Remember, a child's personality is formed mainly from the family. - The third is "exam-heavy education", which makes young children not have the time and energy to read books outside. Most of the time, if they even read books, those are to serve the exams. The outdated study environment has formed the habit of studying, having a degree, and then stopping reading.

Two countries that like to read the most in the world are Israel and Hungary. In Israel, the average person reads 64 books a year. From the time children begin to perceive, almost every mother teaches her children: "Books are a store of wisdom, more valuable than money, treasures, and wisdom is something no one can rob from you. Whatever you do, you have to read before going to sleep."

The Jews are the only people with no illiterate people; even beggars always have a book by their side. In their eyes, reading books is an excellent quality to judge people. During the Sabbath, all Jews stop working, and people can only stay at home to rest or pray. Shops, restaurants, and amusement parks have to close, all means of transport stops operating, and even

airline companies. But there is one exception: all bookstores nationwide are still open. On this day, people come there to enjoy their reading sessions.

Hungary has nearly 20,000 libraries, and an average of 500 people have a library; going to the library is as good as going to a coffee shop or a supermarket. Hungary is also the country with the most significant number of people reading books in the world, with more than 5 million people reading regularly every year, exceeding a quarter of the population of this country.

Knowledge is power, and knowledge is property. A country or an individual who values reading and accumulating knowledge from books will be treated well. No matter what industry they work in, people who usually read have a very different way of thinking, and even if they don't have brilliant achievements, they still have a great mindset. Many races are vibrant but not civilised. Similarly, many individuals have a lot of money but cannot reach elegance just because they lack the depth of knowledge.

The population of Israel is sparse, but the talents are numerous. Although the country's history is short, there have been eight Nobel laureates. The nature of Israel is harsh. Most of the land is

desert, but they can turn their country into a verdant oasis; the food industry is sufficient for domestic supply and exports a large number to other countries. Israeli society is orderly, and Israelis win respect from people worldwide.

Hungary is the "country of the Nobel Prize" compared to the population. The Nobel Prizes that Hungary has received belong to many fields: physics, chemistry, medicine, economics, literature, peace, etc. Their inventions are many that people usually say they cannot be counted, from small items to high-tech products. Because of reading books, a small country like them can acquire wisdom and, above all, have a superior civilization. Hungary is an immaculate and beautiful Eastern European country, and the life of ten million people is no different from the Nordic countries.

Books don't just affect an individual; it affects society. A great scholar once said: "The history of a person's thought development is his reading history. The community will develop or stay behind, depending on how many people read books and what type of books they choose. Remember: A race without reading is a race without hope.

And so is a child, so is a young person." \*\*\*\*\*

बा. भ. बोरकर यांची कविता

Suggested by Dr S G Bapat



शोक हवा परि वाल्मिकिच्या परि सद्रव अन सश्लोक हवा  
हर्ष हवा परि स्पर्शमण्यापरि त्यांत नवा आलोक हवा

शंतनुचा मज मोह हवा अन ययातिचा मज देह हवा  
पार्थाचा परि स्नेहविकंपित स्वार्थ सदा संदेह हवा

इंद्राचा मज भोग हवा अन चंद्राचा हृद्रोग हवा  
योग असो रतिभोग असो अतिजागृत त्यात प्रयोग हवा

आयु हवे आरोग्य हवे यशभाग्य तसा प्रासाद हवा  
श्लाघ्य हवे वैराग्य तयास्तव त्यांत विरोध विषाद हवा

तापासह अनुताप हवा मज पापासह अभिशाप हवा  
शिळांत पिचतां जळांतुनी मज निळा निळा उःशाप हवा

माकर्साचा मज अर्थ हवा अन फ्रॉइडचा मज काम हवा  
या असुरां परि राबविण्या घरिं गांधींचा मज राम हवा

लोभ हवा मज गाधिजमुनिचा अखंड आंतर क्षोभ हवा  
पराभवांतहि अदम्य उज्ज्वल प्रतिभेचा प्रक्षोभ हवा



पार्थिव्यांतच वास हवा परि दिव्याचा हव्यास हवा  
शास्त्रांचा अभ्यास हवा परि मानव्याचा ध्यास हवा

विश्व हवे सर्वस्व हवे अन मृत्यू समोर सयंत्र हवा  
शरांत परि ही विव्हळतां तनु उरांत अमृतमंत्र हवा

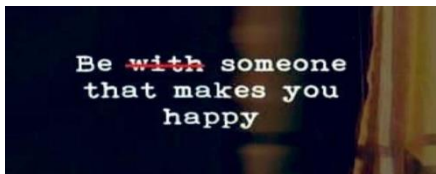
हविभुक सुरमुख मी वैश्वानर नित्य नवा मज ग्रास हवा  
हे सुख दुर्लभ वाढविण्या मज चौऱ्यांशीत प्रवास हवा

\*\*\*\*\*

## Quote

देश का उतना नुकसान दुर्जनोंकी दुर्जनतासे नही होता  
है कि जितना सज्जनोंकी निष्क्रियतासे होता है।

<आर्य चाणक्य>



Big Idea breakthrough

Courtesy – social media

Around 2011, the deodorant market in India was ruled by big players like HULs AXE, Park Avenue and Nivea.

But in just 2 years, an unknown new brand Fogg entered & disrupted the market becoming the number 1 player. All this with a simple consumer insight.

1986 - Darshan Patel without any formal education in marketing started running his family business, Paras Pharmaceuticals.

He created some great consumer brands like Moov, Ring Guard, Set Wet, Dermi Cool and Dcold all of which became household names in India

2010 - Reckitt Benkiser Group bought over Paras Pharma for 850 million \$ from Mr. Patel.

Armed with this new capital, Mr Patel setup Vini Cosmetics and started searching for the next big idea

Around that time, deodorants were fairly popular among teenagers & young men. Given a lot of

## BEF – Mgmt Digest – July 2022 - Issue 98

areas in India are hot & humid, deodorants had become an almost essential item used by men.

HUL's AXE had the highest market share followed by Park Avenue & 7-8 other sizable players

2010 - Mr Patel himself got involved in direct user research. There seemed to be many brands that consumers knew about

One thing that stood out in the research was that a lot of people complained that their deos got over very fast 2011 - This particular complaint helped Mr Patel create the biggest USP for his product: a deodorant without gas.

Mr Patel created a pump for the deodorant which didn't need aerosol and pumps out only liquid. This was very unique compared and helped them live upto their USP

The product was launched in a smaller bottle than competitors signalling that it didn't contain any gas and had only deodorant spray unlike the competition products

2011 - In ads, communication repositioned the competition brands as having less liquid & more gas because of which they didn't last long

## BEF – Mgmt Digest – July 2022 - Issue 98

Whereas Fogg promised 800 sprays per bottle. Tagline was bina gas wala deodrant. Ads communicated the USP very well

2011 - The concept was received very well by consumers who viewed it as a value for money product. In its first year itself, it clocked sales of more than 100 crores capturing close to 10% of the market.

2013 - It dethroned AXE in just two years and became the market leader

2015 - One of the most memorable ads of the brand was launched symbolising the domination of Fogg in Indian deo market was launched. And became viral with usage in common discussions even till date

"Fogg chal raha hai"

2019 - Compared to the deodrant industry which grew at 12%, Fogg managed to grow at 20% CAGR hitting revenues of 1000 crores. It has close to 20% market share in the category.

And Axe has fallen further to 3rd or 4th spots. Angels will fall 😬

## BEF – Mgmt Digest – July 2022 - Issue 98

Backed by Mr. Patel's excellent consumer understanding, Fogg would most likely continue to rule this fast growing market in India for some time to come.

Btw, did you know FOGG stands for Friend of Good Guys/Girls

\*\*\*\*\*

### Point to ponder



## A tale of Two Seas!



Shared by Ashwini Pathak

A tale of Two Seas!! As you probably recall, the Dead Sea is really a Lake, not a sea. It's so high in salt content that the human body can float easily. You can almost lie down and read a book! The salt in the Dead Sea is as high as 35% - almost 10 times the normal ocean water. And all that saltiness has meant that there is no life at all in the Dead Sea. No fish. No vegetation. No sea animals. Nothing lives in the Dead Sea. And hence the name: Dead Sea.

The other Sea is the Sea of Galilee. Turns out that the Sea of Galilee is just north of the Dead Sea. Both the Sea of Galilee and the Dead Sea receive their water from river Jordan. And yet, they are very, very different.

Unlike the Dead Sea, the Sea of Galilee is pretty, resplendent with rich, colorful marine life. There are lots of plants. And lots of fish too. In fact, the Sea of Galilee is home to over twenty different types of fishes.

Same region, same source of water, and yet while one sea is full of life, the other is dead. How come?

Here's apparently why. The River Jordan flows into the Sea of Galilee and then flows out. The water simply passes through the Sea of Galilee in and then out - and that keeps the sea healthy and vibrant, teeming with marine life.

But the Dead Sea is so far below the mean sea level, that it has no outlet. The water flows in from the river Jordan, but does not flow out. There are no outlet streams. It is estimated that over 7 million tons of water evaporate from the Dead Sea every day. Leaving it salty. Too full of minerals. And unfit for any marine life.

The Dead Sea takes water from the River Jordan, and holds it. It does not give.

Result? No life at all.

Think about it.

Life is not just about getting. Its about giving. We all need to be a bit like the Sea of Galilee.

## BEF – Mgmt Digest – July 2022 - Issue 98

We are fortunate to get wealth, knowledge, love and respect. But if we don't learn to give, we could all end up like the Dead Sea.

The love and the respect, the wealth and the knowledge could all evaporate. Like the water in the Dead Sea.

If we get the Dead Sea mentality of merely taking in more water, more money, more everything the results can be disastrous.

Good idea to make sure that in the sea of your own life, you have outlets. Many outlets. For love and wealth - and everything else that you get in your life. Make sure you don't just get, you give too.

Open the taps. And you'll open the floodgates to happiness. Make that a habit to share and experience life...

Experience the magic! 😊 \*\*\*\*\*





## Keeping it simple

\*Some years ago, there was a Mensa convention in San Francisco.\*

\*Mensa, is an international organization for people who have an IQ of 140 or higher.\*

\*Several of the Mensa members went out for lunch at a local cafe.\*

\*When they sat down, one of them discovered that their salt shaker contained pepper, and their pepper shaker was full of salt.\*

\*How could they swap the contents of the two bottles without spilling any, and using only the implements at hand?\*

\*Clearly -- this was a job for Mensa minds.\*

\*The group debated the problem and presented ideas and finally, came up with a brilliant solution involving a napkin, a straw, and an empty saucer.\*

\*They then called the waitress over, ready to dazzle her with their solution.\*

## BEF – Mgmt Digest – July 2022 - Issue 98

\*"Ma'am," they said, "we couldn't help but notice that the pepper shaker contains salt and the salt shaker contains pepper..."\*

\*But before they could finish, the waitress interrupted & said...\*

\*"Oh -- sorry about that."\*

\*She leaned over the table, unscrewed the caps of both bottles and switched them.\*

\*There was dead silence at the Mensa table.\*

\*For most of the problems in our lives there are simple solutions, but it is our "Brilliant" minds that complicate every simple solution. ...Change the Caps and enjoy life !!\*

\*Take a re-look at life, you will find non issues mostly!\*

\*CHILL, ENJOY LIFE !!\*

\*\*\*\*\*



## Did you know

### **Ethics Questionnaire for self**

Directions: For each of the following examples, indicate whether or not you feel that there is an ethical issue. Use the following scale to rank your answers:

1 – Definitely Not

2 – Probably Not

3 – Maybe (Not Sure)

4 – Probably

5 – Definitely

### **Personal**

\_\_\_ 1. You claim deductions on your income taxes that are not valid.

\_\_\_ 2. You use your computer at work to shop online and plan vacations.

\_\_\_ 3. You tell a potential buyer of your used car that it is in excellent condition but in reality the car needs repairs.

\_\_\_ 4. You download music and videos for free off the internet.

\_\_\_ 5. You give a store clerk Rs 10 for a purchase, receive change for a Rs 20 by mistake, and you keep the extra money.

\_\_\_ 6. You download safety programs and information for free off the internet.

### **Work Examples**

\_\_\_ 1. You preserve an injury record by reclassifying the injury so it is not recordable

\_\_\_ 2. You share on the information you've been asked to share, not what you know.

\_\_\_ 3. You fill a vacant position in your department with someone you hand pick rather than posting the position for all employees to see.

\_\_\_ 4. You make copies of safety materials that are copyright protected and distribute them in a meeting.

\_\_\_ 5. You bump into the Purchasing Manager of your company in the hallway, and she reminds you that she is waiting for your boss to sign a purchase requisition so she can complete your safety requisition immediately. When you get back to your office, you discover that your boss is traveling out of town on business. When you contact him on his cell phone, he tells you to forge his signature on the PO and hand it over to the Purchasing Manager.

[Courtesy – [www.sccgov.org](http://www.sccgov.org)]



## Poem –



©®सौ मेदिनी होनराव दिनांक :

२१.०६.२०२२

पंढरपूर वारीसाठी असंख्य वारकरी मोठ्या भक्तिभावाने  
पंढरपूरकडे वाटचाल करत आहेत. भक्तिमय वातावरण  
भारावून टाकणारं आहे. त्या भावनेच्या आवेगात जे  
सुचलं ते शब्दात मांडण्याचा प्रयत्न केला आहे.

🌸मुक्तीच्या माळेतला एक मणी🌸

मला कुशीत घ्याया तो सामोरी उभा आहे  
सोड देहाची ही माया हे सांगतो आहे !!

जन्म जन्मांतरीची माझी सावली तो आहे  
अद्रुष्यात सोबतीला तोच सदा आहे !!

घाई नको थांब जरा मी चिंतनात आहे  
सगुणाच्या मोहात जरा अडकलो आहे !!

श्वासा श्वासात नामाचा हा धावा चालू आहे  
अबीर गुलाल रंग देही विलेपिला आहे !!

एकरुप एकरंग मी सावळाच आहे  
पावलांच्या वारीत माझी येरं झारं आहे !!

गळा माळ तुळशीची विठू तुझ्या आहे  
माझ्या गळा येण्यास ती थोडा वेळ आहे !!

आत्म्याची ही वारी युगे युगे चालू आहे  
चरणात विसाव्याची आता वेळ आली आहे !!

नेणीवेची जाणीव अंतरी जागली आहे  
निर्गुणाची मंद ज्योत तूच चेतवली आहे !!

फिटला संदेह सारा माझी आर्त साद आहे  
घे मला कुशीत आता मी प्रकाशलो आहे !!

शांत होता होता ज्योत प्रखरली आहे  
मुक्तीच्या माळेतला मी एक मणी आहे !!!!!

मुक्तीच्या माळेतला मी एक मणी आहे !!!!!

\*\*\*\*\*

**Quote - "Never know which footstep will bring  
a good twist in life. So keep on walking.!!!  
Happiness comes when it is most unexpected."**

## Food for thought



Nitin Kulkarni

### **"Progression In True Sense"**

"Growing Up" in life is quite like

"Ladder Climbing" - You necessarily have to leave the lower plank to get to a higher one and that is the only way one can climb - Period !!!

One of my professional Gurus had advised me categorically "Stop behaving like what you were. That was your past. You don't live there anymore. Start being what you are." !!!

Many of us often experience this paradox in life - we wish to grow to a higher place but wouldn't like to come out of our comfort zone that we were enjoying at the lower place !!!

Taking an example nearer home, a child by design is ordinarily pushed from a Mother's womb to Father's arms to family member's shoulders to playing with siblings to meeting family friends to exploring Montessori school to learning peer association at primary school to participating in competition at middle school to consolidation at junior college to liberating at senior college and so on with each of these stages marked by a distinct



## BEF – Mgmt Digest – July 2022 - Issue 98

and irreversible separation from the immediate past environment !!!

The above is certainly not "Aging" - it is called "Growing" - and like shown in the example of "Ladder Climbing" - one is visibly, distinctly and categorically separated from the earlier stage to ascend in life !!!

If for any reason that doesn't happen - one might reach or be seen (probably pushed) to be at higher places but in fact he or she will retain same mentality, proximity and continuity as that of the lower place, thereby jeopardizing the growth prospects of his own as well as those who are connected to him !!!

Many of my co-travelers on the lifeway would now be able to quickly identify with such individuals encountered in personal, social or professional arena and the problems they faced account their inability to grow !!!

Those who identified with the process themselves must take a cue and get on the path of growing in life - it is never too late !!!

\*\*\*\*\*

## Painting



by - S G Apte



\*\*\*\*\*

## Point to ponder –

Courtesy - Social media

The value of one single tree.



# Humour

[source – social media ]

