

Corporation

A Personification

January 1990

“A Functioning corporations is a collective living being, endeavouring to survive, grow and prosper.”

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|-------------------------|---|
| 1. Shareholder | Shareholders are Cosmic representation of the Company. |
| 2. Board | Board is the inner self of the company. |
| 3. Corporate Management | Corporate Management is the intellect, giving discrimination, judgement and direction. |
| 4. Marketing | Marketing is the working agency. |
| 5. Finance | Finance is the essence of Corporate life. |
| 6. Audit | Audit is the cleansing agency for Finance. |
| 7. R & D | R & D is the think tank. |
| 8. Engineering | Engineering is the oxygen of manufacturing. |
| 9. Executive staff | Executive staff are the main stay of the organisation structure. |
| 10. Staff | Staff is the key to results. |
| 11. HRD / Personnel | HRD/PERSONNEL maintains/ vigourises staff. |
| 12. Purchase | PURCHASE is the means of input. |
| 13. Market Research | MARKET RESEARCH listens to market. |
| 14. Quality Control | QUALITY CONTROL keeps an eye on what is going on. |
| 15. Scrap Disposal | SCRAP DISPOSAL keeps company clean. |
| 16. Systems | SYSTEMS ensure efficient and effective functioning of the company. |

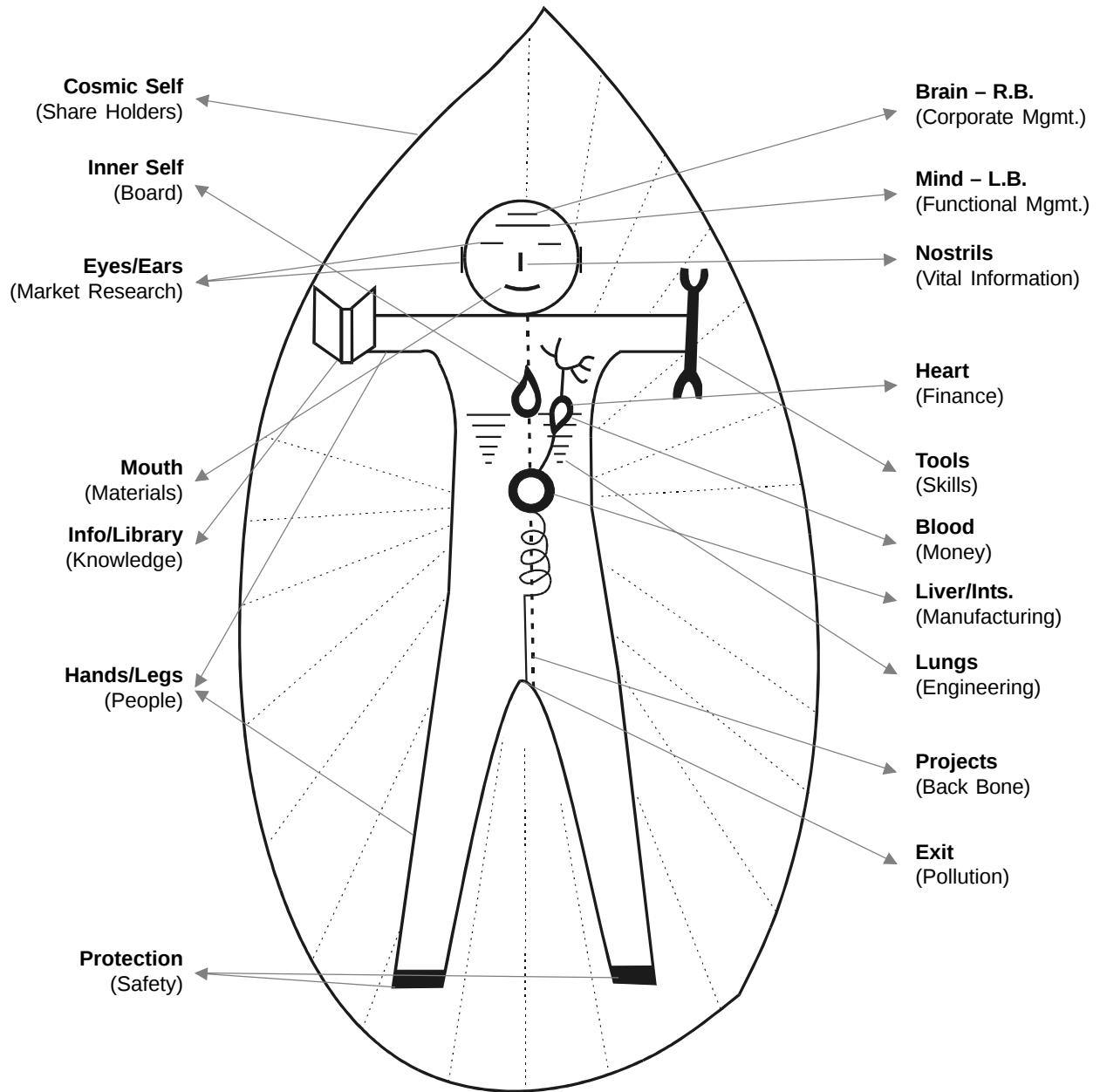
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|---------------------------------|---------------------------------------|
| 1. Board = Inner Self | 2. Share Holder = Cosmic Self |
| 3. Corporate management = Brain | 4. Marketing = Arteries, veins & skin |
| 5. Manufacturing = Heart | 6. Finance = Blood |
| 7. Audit = Kidneys | 8. R & D = Mind |
| 9. Engineering = Lungs | 10. Executive staff = Backbone |
| 11. Staff = Limbs | 12. HRD/ Personnel = Liver |
| 13. Purchase = Mouth | 14. Market research = Ears |
| 15. Quality Control = Eyes | 16. Disposal of scrap = Disposal |
| 17. Systems = Nerves | |

It indeed is in the form of a person
 This indeed is his head
 This is his right wing
 This is his left wing
 This is his trunk, and
 This is his hind part forming support and foundation

“Sa eve purushonna rasamaya
 Tasyedameva shirama:
 Ayam dakshina paksha:
 Ayam utara paksha:
 Ayam atma
 Idam puchham pratista”

- Taittiriyaopanishad. II 1.

CORPORATE PERSON



COMPANY DISEASES AVOID THEM

1. **Loss of faith**
Loss of faith in the ultimate force of “shareholders” resulting in corporate over-confidence.
2. **Loss of self respect**
Loss of respect in “Board” when board is weak.
3. **Brain damage**
Loss of direction due to weak “corporate management”
4. **Heart attack**
Shock of production loss due to weak manufacturing”

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| 5. Anemia (Blood shortage)
Shortage of income due to weak “marketing” | 6. Shortage of Blood
Loss of money due to weak “Finance”. |
| 7. Kidney failure
Unclear procedures due to weak “Audit” | 8. Mental Illness
Lack of “Thinking Ability” due to weak R&D |
| 9. T.B.
Frequent failures due to weak Engineering | 10. Slip disc
Failure of structure due to weak “Executive Staff”. |
| 11. Paralysis
Loss of activity and loss control due to weak “Staff” | 12. Jaundice
Biased outlook/ approach, loss of appetite in work due to weak “Personnel/HRD” |
| 13. Stomach upset (Food poisoning)
Supply failure or bad supplies due to weak “Purchase” | 14. Deafness
Unsound market knowledge due to weak market research |
| 15. Blindness/eye sight
Re-work / rejections due to weak Q.C. | 16. Unhygienic
Bad “smell” and “pollution” due to weak scrap / waste disposal. |
| 17. Cancer
Malignant growth in any part, which is to be sent for “Biopsy” and identified and eliminated at an early stage. | 18. Nervous Failure
Loss of control due to lack of information. |

PRESCRIPTIONS FOR COMPANY DISEASES

A doctor has to choose Appropriate treatments like medicine, Hospitalisation or surgery depending on patient’s condition and intensity of disease.

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| 1. Loss of faith (shareholders)
Formulation of company “philosophy” and company “policies”. | 2. Loss of self respect
Strengthen the board. Self search (analysis). |
| 3. Brain damage
Scanning of corporate policies and objectives and removal of “tumours”. | 4. Heart attack
Removal of “clots” (bottlenecks) providing by-pass, diet plan, exercises (test runs) |
| 5. Anemia
Strengthen distribution channels.
Introduce incentives (Vitamins). | 6. Shortage of Blood
Stop leakages. Transfuse finance. Inject quick collection (Glucose) |
| 7. Kidney failure
Transplant new “audit” or Strengthen audit procedures. | 8. Mental Illness
Give shock. Restructure R&D. introduce “thinkers”. |

9. **T.B.**
Carryout major overhauling.
Inject Engineering skills.
10. **Slip disc**
Provide “belt” (support). Give a kick.
11. **Paralysis**
Align staff and executives, negotiate the situation with experimentation.
Move steadily.
12. **Jaundice**
Clear the systems or purge the system. Review relation. Control habits.
Periodic check up. Take preventive “cure” capsules, mix well.
13. **Stomach upset**
Control input. Inspect property. Ensure regularity. Insist “economy”.
14. **Deafness**
Clear the market listening function. Use external “hearing aids” (market research service).
Use “sign” language for understanding market indications.
15. **Blindness/eye sight**
Strengthen “Specs” Introduce contact.
Intensive methods of quality (Sampling).
Clean the “drainage”. Avoid trash.
16. **Unhygienic**
Flush the system. Restrict the practices.
17. **Cancer**
Introduce periodic check up of all organs.
Notice “hardened” lumps or portions.
Notice any change in “Rhythm” or “Harmony”. Notice any changes in “waste” generation. Avoid friction.

*“Tatra ekastaam jagat krutsnam pravibhaktam anekadha
Apashya devadevashya, sharire pandavastada”*

***There in the body of divine of divines, Pandava,
Then saw the whole universe, with its many
divisions drawn together into one.***

B.G. XI-13