

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. |

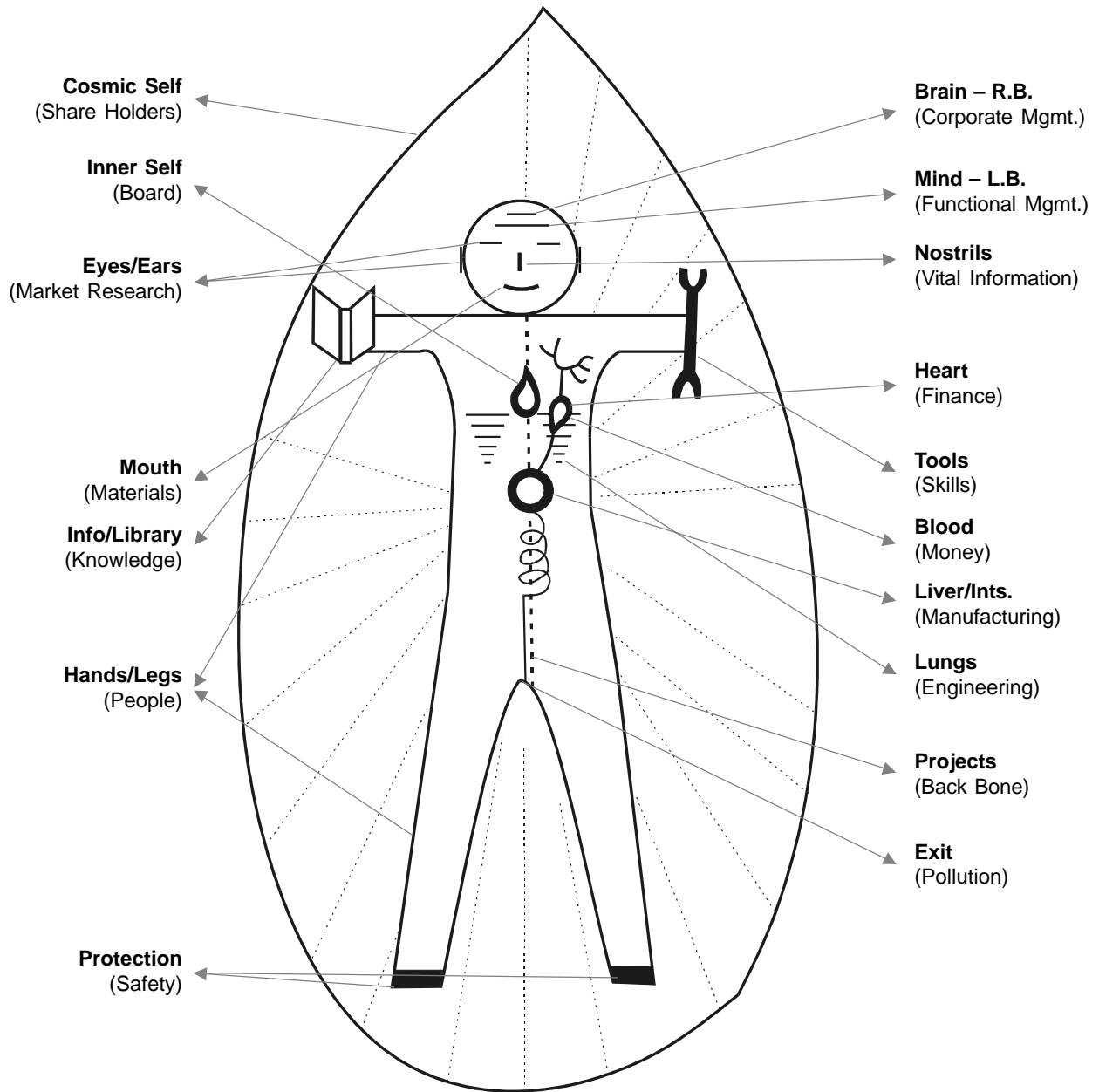
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|---------------------------------|---------------------------------------|
| 1. Board = Inner Self | 2. Share Holder = Cosmic Self |
| 3. Corporate management = Brain | 4. Marketing = Arteries, veins & skin |
| 5. Manufacturing = Heart | 6. Finance = 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”*

- Taittiriopanishad. 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 krutnam 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