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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. |
| 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:

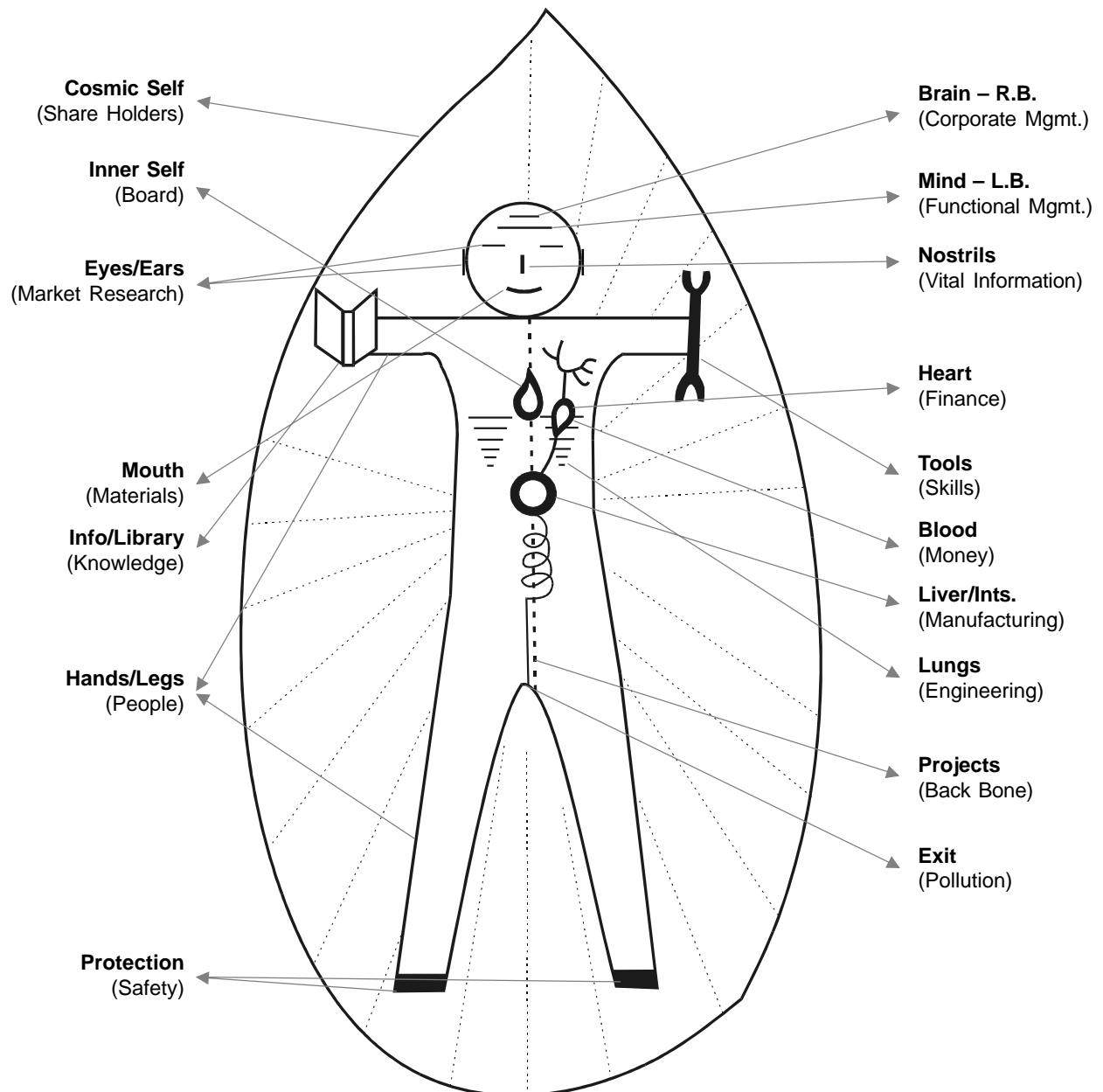
Ayam uttara paksha:

Ayam atma

Idam puchham pratista”

- Taittriyopanishad. 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.

11. **Paralysis**
Align staff and executives, negotiate the situation with experimentation.
Move steadily.

13. **Stomach upset**
Control input. Inspect property. Ensure regularity. Insist “economy”.

15. **Blindness/eye sight**
Strengthen “Specs” Introduce contact.
Intensive methods of quality (Sampling).
Clean the “drainage”. Avoid trash.

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.

10. **Slip disc**
Provide “belt” (support). Give a kick.

12. **Jaundice**
Clear the systems or purge the system. Review relation. Control habits.
Periodic check up. Take preventive “cure” capsules, mix well.

14. **Deafness**
Clear the market listening function. Use external “hearing aids” (market research service).
Use “sign” language for understanding market indications.

16. **Unhygienic**
Flush the system. Restrict the practices.

*“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