Editorial

Friday, October 4, 2019

Smart idea, bumbling idealists

Just when the state is all set to propel itself into one of the most well-governed in the country as was unfailingly promised at every election campaigns, the lust for power and pelf played spoilsport, yet again. The dreams of a smart city peddled by the powerful few who decides the destiny of this insignificant state from the cocooned comfort at the country's capital has been keeping the people of Manipur on a dream and a prayer for so long. Hopefully, things are starting to move in the right direction once again, notwithstanding the fact that the pace of progress is anything but inspiring to put it mildly. And amidst the glimmer of hope, the ever present strife and tussle for power within the ruling party is posing a serious threat to the nascent dream of the collective public and the real masters have to step in once again to bring some semblance of normalcy in the ranks of the elected representatives of the state. no one is certain which way the wind will blow but the need to put an end to such self-degrading attitudes and irresponsible conduct has been felt by one and all for a while now. and the sooner the better else every little progress we have witnessed will literally go down the drain.

Promises and assurances are no substitutes for concrete results which is what the impatient public has been longing for. We have seen promising starts and convincing displays of intent but the follow through and the political integrity to deliver as promised has been largely dismal. For a party which sparked the spirit of change in the public, the feeling of needing that wee bit more push and alacrity to the activities has been present, and the present volatile political situation is not helping matters none.

The concept of a smart city is a fantastic one whose time has come, and there is no denying the fact that integration and synchronization of activities and information is the only way in which the government can effectively take the state forward. Yet previous attempts at modernization (read installation of CCTVs) turned out to be a farce designed to profit a few at the expense of the taxpayers. No one has ever been held responsible for the deception. Automated traffic signals at majority of the junctions barring those at the heart of the city remain ineffective and unmanned. Waste disposal remains a smelly issue in more ways than one, and the concept of segregation of waste which is the basic step towards proper disposal of waste is still unknown to most public, and nor has there been any perceivable effort on the part of the government to educate and inform the general public regarding the same. Secure parking facilities around the city for cycles, as well as dedicated and safe cycle tracks which would encourage a lot of the public to turn to cycling as an alternative, healthy and cost-effective means of transport needs to be developed at the earliest to reduce pollution and congestion which is becoming a big issue right now. Motorcades for VIPs and VVIPs should be trimmed down to the bare minimal for obvious reasons, and stricter scrutiny and inspection of workings of every government departments should be undertaken to reduce corruption and increase productivity. Regular and timely updates of information in the respective websites of the various departments will go a long way in achieving this objective.

Smart does not necessarily equate to having quick witted intelligence and advanced political manoeuvres. A diligent and sincere approach towards the task at hand, a systematic and honest appraisal of activities and prioritizing responsibilities over privileges will set things for the right course. Perhaps a tall order for the present crop of confused, conceited and conniving souls with the penchant for begging the public once in a while for the chance to 'serve' them but ends up getting served instead.

Paranoia of Beauty: A Corporate Indoctrination & Brainwash

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"We live in a day and age where people make it impossible for women, men, anyone to embrace themselves exactly how they are. Diversity is sexy! Loving yourself is sexy! You know what is not sexy? Misogyny, objectifying, labelling, comparing and body shaming! Talking about people's body's as if they're on display asking for your approval / opinion. They are not! Celebrate yourself. Celebrate others. The things that make us different from one another make us beautiful."
~ Ariana Grande

During my journey on this planet, i have discovered that the Man-a self-proclaimed king of Earth became his own worst enemy. Which of the species on this planet is ashamed of its own natural existence? I do not see any other example except mankind. We are ashamed of ourselves. We are ashamed of our 'body'- the temple where God is supposed to reside- the beautiful yet complex creation of nature. Modern world of technology and media continuously bombarding us with false teachings of beauty. The "unrealistic" view has again been highlighted in many advertisements, particularly from luxury fashion labels and cosmetic brands around the globe, which have been accused of having breached their social responsibility by using unhealthy looking models to capture a female audience. "The ad sends a message that if your standard of beauty deviates from what the ad suggests, then you are 'the others'. This kind of misleading ad can subtly alter the public's idea of beauty, and it can even be damaging." Jean Kilbourne, author, filmmaker and media critic, who has been studying the feminism and advertising fields for about 40 years, agrees that advertising has gone too far to have "way too much emphasise" on the ideal standard of female beauty, which appears to be "too narrow", especially in developed countries. Fat-shaming, colourism, breast size, pimples & cellulite-related embarrassments are harsh realities that play havoc with the self-esteem of women. Multiple studies have shown the negative impact of the media on body image. Exposure to photoshopped images of unrealistic body ideals has been linked to low self-esteem, depression, and eating disorders. We are living in the world of contradictions, imaginations and false narcissistic ideals. What or whom do we consider beautiful today? Surely there aren't really any beautiful or ugly bodies, but only beautiful or ugly individuals, or perhaps people with beautiful or ugly behaviour. Such would depend not on envisioning curves or physical traits, but rather changing our definition of beauty itself.

The Corporate World, where intercourse of factors of production happens on a regular basis to produce money..more money; has become a major factor responsible for teaching human civilization to hate their bodies. It is very surprising to see that the Corporate indoctrination now has taken a form of cultural assertion. Let us take an example of 'Shaving Razors' for women which are now widely available in the market. For some people it may sound ultra-gross to talk about hairy female underarms. The history of shaving teaches us that the idea of shaving was largely unknown to women till the dawn of 20th century which was also characterized by the occurrence of First World War and simultaneously the growth of consumerism as a by-product of ultra-capitalism. It was during the beginning of 20th century first Shaving Blade for ladies was introduced. The shaving razor was widely sold throughout Europe propagating hair-less armpits and smooth legs as a sign of classic beauty. The beauty of women in our society is defined by two elements- one is the MEN and the second is- the institutions built by MEN. Therefore, it would not be wrong to say that the beauty defined by the 'SYSTEM' would be nothing less than a conspiracy that the mighty male dominated Corporate World hatched against the Women. Similarly, other products like Fairness Cream, Vaginal Tightening Cream, Perfumes, Body Sprays teaches nothing else but body shaming which now has become an inalienable part of modern civic sense and culture. The money minted by injecting 'guilt' in the minds of people is a smartest and easiest way the money ever earned in the history of mankind.

We reject nature when we reject the natural gifts of the creator. Hygiene and Beauty are nowadays dictatorially defined by the Television Ads at the insistence of their corporate masters that criminalize sweating, natural body smell, stretch marks, lose vagina, bald heads, small boobs, large boobs, sagging boobs, man-boobs and hairy armpits-also the legs. In the quest of minting pure profits Patriarchy and Corporate manipulators have cunningly conspired together to manipulate the minds of women by injecting thoughts of shaming their own natural body, moreover, this criminal conspiracy also victimized menfolks by tapping their sexuality making them shaming/hating their own body smell, body structure as well as appearance. No doubt, for the same purpose companies need to use more and more women in their Ads to sale out their 'only-for-men'-OFM products.

In 1960's Hippi Movement started spreading all over the world. The major tagline of movement was 'Acceptance'. Hippies were known for their long hairs and un-shaved bodies. The appearance of Hippies symbolized 'Acceptance' and 'Respect' to the creation. Hippi movement was one of the largest social movements that revolted against the 'stereotypes' and 'cultural, political, social and corporate slavery'. The reason behind referring to Hippi Movement is to understand that there are far better things in world than being content in the slavery of corporate indoctrination.

Today's modern generation of 21st Century is the biggest victim of this multizillion Dollar corporate beauty scam. The true meaning of beauty that Hippi Movement tried to revive is now lost in the Tsunami of Corporate influence. Artificial Skin colour and texture, unnatural alcohol sparked body fragrance, false sense of virginity, pumped-in muscles, smooth buttery body, Boob Jobs, Nose Jobs, Hairs Jobs, artificial eye-lashes, artificially colored lips and cheeks etc; has been made as essential requirements to fit in the modern definition of 'beauty' as decided and dictated by Corporate World.

Today's generation cannot withstand the strong odour of natural sweat of body because the culture of consumerism taught them to hate that. Women are worried about their small boobs because they are constantly exposed to the definition of ideal size of boobs decided by the corporate world. Overweight men and women are taught to hate their bodies. Thin people are taught to hate their bodies. Even the stretch marks- once a sign of beauty and pride, nowadays hated by women. Men are shaving their chests. Women are tightening their Vaginas and lightening their armpits. People hate natural smell, but expect that the artificial fragrance of Chemicals will attract woman- i sometimes wonder; are our women that cheap?…what insanity is this? Where are we leading to? There are better issues in world that needs to be given attention than giving unnecessary attention to something that separate us from our true existence.

Nowadays people are talking about 'intolerance'. It seems intolerance has increased in society as the quotient of patience seems to have gone down to its lowest ever level. People are made to fight with each other in the name of caste, creed, cow and religion. People are taught to judge the others on the basis of their social, political, sexual orientations. Corporates are teaching us to hate nature and love chemicals. Pharmaceutical industries are creating diseases and the cures in their laboratories. Weapon industry put its blood, sweat and soul to keep the world as insecure as possible to run their business. Undoubtedly, we are living in an era of contradictions where man is separated from a man. However, let us keep aside socio-religious-cultural-political intolerance for a while;and understand that; at least if Man tolerate, accept and respect the natural existence and choices of the other everything will be streamlined.

We have become a society of unreal expectation and images. Retouched images falsely portray young and older women with a sense of perfection that is beyond reach.Slim is beautiful. Fair is lovely. Sadly, these clichés still dictate the Indian mindset. In an age where media and social media are easily accessible, there is a strong emphasis on idealised beauty on platforms such as Facebook, Instagram, magazines and television. When seeing celebrities and models who are thought to have 'perfect bodies', individuals start to become critical of their own bodies and succumb to the pressure of living up to somewhat unrealistic standards. Studies show that more than 90% of the women are not happy with the way they look. Psychological pressure exerted by 'Corporate Beauty Industry' has landed women and men in lunatic asylums.Experts say 'psychological invalidation is one of the most lethal forms of emotional abuse and body shaming is something more than worse you can do to a person. It kills creativity and confidence of the individual'.

Challenging all the notions and illusions of the beauty that the corporate world has created I personally declare that the human being does not have to be aesthetically pleasing; he/she does not have to be either muscular or feminine he/she deserves not to be photoshopped. He/she is human, and has blemishes. Here a human being stands, visible. This body is acceptable - pubescent, awkward, marred, scarred, burned. You don't have to be invisible to be beautiful or handsome. We are all good enough. There is nothing wrong with our bodies. At the end, A pinch of tolerance and unconditional acceptance of mankind 'at least' to the smell of Armpits can definitely save the world from apocalypse.

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How to Develop a Winning Human Capital Strategy

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Digital disruption, changing workforce demographics, and an increasingly competitive business environment have compelled organisations to take a long hard look at their talent practises. Today, more than ever, the effectiveness of organisations depends on their abilities to address key talent challenges such as capability development, change management, and business alignment. Organisations need a solid human capital strategy to be able to achieve their business goals and sustain growth.

What is a Human Capital Strategy?
A human capital strategy is a blueprint for aligning HR processes to people and technology within organisations to achieve business goals. A sound human capital strategy is rooted in workforce planning and is supported by human capital management systems. It's a combination of technology and processes aligned to broader organisational objectives.
So, how can organisationsbegin creating a human capital strategy? Here'sa glimpse into building a winning human capital strategy for the digital age.
Build a Winning Human Capital Strategy in 2019
Step #1: Identify and Define the Value of Human Capital
The first step towards building an effective human capital strategy is to identify how business value is created and defining that value. This requires a deep understanding of an organisation's core business focus as well as its larger business strategy. HR leaders must understand current market trends and how they're affecting their HR and business strategy. For instance, organisations in the automobile industry must understand how a slump in demand will affect their headcount and sales figures for the next two quarters.
HR teams can start by building a roadmap for leveraging existing human capital investments to drive competitive business advantage. They must:
Translate business strategy into an effective and actionable HR strategy with clear priorities and a business plan
Break-down the HR strategy into individual HR initiatives and programs
Outline the best ways to attract, upskill, and retain new and existing talent
Additionally, organisations will also need to flesh out their policies on hiring and retaining talent while considering: what skills and competencies they might need in the future, their talent sourcing strategy, and creating a culture of high-performance.
Step #2: Align Processes to Strategy
Once the strategic direction has been established, the organisation must review its policies to determine if they are aligned to the defined HR strategy. Then, HR departments must segment the workforce on the basis of value creation and assess each segment's needs to create tailored programs and services.
Next, HR must undertake a cost-to-benefit analysis to understand activities and processes that are generating maximum ROI and increase investments in optimizing those process. This also gives HR visibility into processes and initiatives that need to be scaled back or eliminated. These initiatives could include learning and development initiatives, change management, HR service delivery, performance management or any other HR process intended to increase productivity and performance.
Finally, create and implement HR solutions that will help execute the HR strategy at every step of the talent lifecycle.

Step #3Create and Deliver Value
Translating HR strategies and initiatives into real business value requires the right HR service delivery model, capabilities, and technology. Choosing the right delivery model: HR service delivery is key to overcoming people challenges in the business. Analyse the current service delivery model and assess its ability to effectively meet the organisation's needs and objectives. Organisations must then define specific roles, governance mechanisms, and delivery channels. It has become critical for organisations to reimagine the way HR supports them. Which means HR must assess its future and current capabilities to support key business outcomes through a service delivery model.
Building the right capabilities: Organisations must identify and develop advanced skills, competencies, and capabilities required for HR to achieve its strategic goals. Capabilities of the HR function and its people is vital to executing the business strategy.
Implementing the right technology:

HR has come a long way over the past decade. Today HR is as much about people as it is about using the right technological solutions to achieve strategic business outcomes. Identifying the best-fit technology for an organisation and implementing company-wide transformation will become a defining competitive advantage for organisations going forward. Digital technologies also make it easier for organisations to assess the impact of key HR services, initiatives, and strategies.
Bringing it Together: Process, People, and Technology
It is an interesting time for HR as the world of business undergoes significant transformation. In order to support the business, HR needs to transition from being just a transaction function to a strategic business function. And a human capital strategy can help HR create a roadmap to align its processes, people, and technologies with the organisation's business strategy. It's the only viable way forward for HR in today's competitive business landscape.