

Vichaara

An International Journal of Management

Volume: 4	October 2017 Number:1	
Business Research	AN ANALYSIS OF THE CUSTOMER SATISFACTION OF BIMP-EAGA TOURISTS ON PUERTO PRINCESA CITY AS A DESTINATION: A BASIS FOR STRATEGIC NICHE MARKETING Amabel A. Siose-Liao, Doctor of Philosophy in Management, Akamai University Dr.R.Arivalan, Professor and Research Guide, Akamai University ANALYSIS OF CONSUMER BEHAVIOR TOWARDS SELECTED WHITE GOODS WITH SPECIAL REFERENCE TO MODAKKURICHI BLOCK, ERODE DISTRICT Dr. B.G. Ramaraj, Assistant Professor K. Vidhya, Assistant Professor, Bharathiar University Arts And Science College, Erode EMPOWERMENT OF WOMEN THROUGH SELF HELP GROUPS IN THIRUVARUR DISTRICT Dr. R. Azhagu Raja, Assistant Professor, Vivekanandha College for Women, Tiruchengode Dr. T. Kannan, Assistant Professor, Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore. A STUDY ON SOCIO ECONOMIC EMPOWERMENT OF WOMEN THROUGH KUDUMBASHREE WITH SPECIAL REFERENCE TO KOZHIKODE DISTRICT Ashraf, E., Research Scholar, Bharathiar University / Asst Prof. of Commerce Nam College, Kallikkandy. (Kannur University) THE EFFECT OF BENEVOLENT LEADERSHIP TOWARDS ORGANIZATIONAL COMMITMENT C. Raja, Doctoral Research Scholar, Bharathiar University, Coimbatore, India D. Vinitha Sree, Doctoral Research Scholar, BSMED, Coimbatore, India	
Success Story and Case Research	AMMARUN VISVANATHAN: AN ENTREPRENEUR WITH CREATIVE CONTENTMENT A Success Story of Mr N. Visvanathan, Managing Partner, Ammarun Foundries	
Book Review	NUDGE: IMPROVING DECISIONS ABOUT HEALTH, WEALTH AND HAPPINESS. Authors: R. Richard H. Thaler And Cass R. Sunstein, Penguin Books, London, 2009 Reviewed By: Frank Ratnakumar	
Revisiting Native Wisdom	TEN INDISPENSABLE ACTS (தண்டாப் பத்து) Dr. V. Kulandaiswamy, Secretary, Vivekananda Institute of Management Studies, Coimbatore	

Editorial Board

- 1. Dr. Geetha Suresh, Faculty, University of Louisville, Kentucky, USA
- 2. Mr. Jay Kandampully, Professor, Services Management & Hospitality, OHIO State University, Columbus, OH, USA
- 3. Prof. (Mrs.)V. Maya Chakravarthi, Director, Symbiosis Institute of Media & Communication, Bangalore
- 4. Prof. Shree Krishna Shrestha, Head, CDPA, Tribhuvan University, Nepal
- 5. Dr. D.V. Ramana, Professor, Xavier Institute of Management, Orissa
- 6. Prof. Silendra Dasari, Professor, IBS, Bangalore
- 7. Dr. C. Manohar, Director Strategy and Dean, ISBR (International School of Business and Research), Bangalore
- 8. Dr. R. Panchanatham, Head of the Department of Business Administration, Annamalai University, Annamalai Nagar, Tamilnadu
- 9. Dr. S. Prabakaran, Principal, Alliance Business Academy, Bangalore
- 10. Dr. Bradley Barnes, Professor in Marketing, Leeds University Business School, United Kingdom
- 11. Dr. A. Srinivasa Rao, Associate Professor (Management), BITS Pilani, Dubai Campus, Dubai Academic City, Dubai (U.A.E.)
- 12. Dr. Rupa Gunaseelan, Associate Professor, BSMED, Bharathiar University, Coimbatore, Tamilnadu

Editor – in - Chief

Dr. V. Kulandaiswamy, Secretary and Correspondent, VIMS

Editorial Advisors

Dr. R. Chandrasekar, Consultant/ Professor

Prof. R. Padmanabhan, Dean Academic Affairs, STC, Pollachi

Managing Editor

Dr. A. Valarmathi, Director, VIMS

Executive Editor

Mr. Sundarapandiyan Natarajan, Associate Professor, VIMS

Joint Executive Editors

Dr. Uma Maheshwari, Associate Professor, VIMS

Mr. Lakshmikanth, Assistant Professor, VIMS

Processing Fee

The journal does not charge any publication fee but a nominal fee for processing the papers would be charged.

For Indian authors:	For foreign authors:	
Single author: Rs.1500 Two or more authors: Rs. 1000 per author	Single author: USD 75 Two or more authors: USD 50 per author	
~ 1		

Subscription Fees

Indian Members	INR 1000/ year	INR 500/ issue
Educational Institutions/ Corporate	INR 1500/ year	INR 750/ issue
International Members from any Domain	USD 100/year Plus Postal - Charges Extra	USD 50/ issue Plus Postal - Charges Extra

TEN INDISPENSABLE ACTS

(தண்டாப் பத்து)

Dr.V.Kulandaiswamy, Secretary, Vivekananda Institute of Management Studies, Coimbatore

REVISITING
NATIVE WISDOM

Achievements and success are the foremost among yardsticks for assessing the quality of life of an individual. The respect one gets in society or his social status depends on his success. Success never comes effortlessly. It is proportionate to ones striving and untiring effort. Besides various other coordinates which make a successful person should also be taken into account. Therefore there should be a good understanding of means and ends congruence. If success is the end there are imperatives to follow, which in turn will lead towards the goal. These imperatives vary according to the nature of goal to be achieved. "THANDAA PATHTHU" (the Ten Indispensable Acts) is the tenth part of the "MUTHUMOLZHIK KAANCHI ". a compendium of aphorisms in Tamil on behavioral codes. A battery of ten indispensable acts to be followed in ten different situations or action goals have been codified in the above tenth part. The essence of practical wisdom have been enshrined in the ten encapsuled statements, each reflecting a means - end matching pattern and a formula type dispensation in the behavioral perspective. It gives a lot of insight, guidance and action clues for those who want to achieve some definite goal.

In precise it is an eminent summary of goal oriented behavior which has immense use for anyone one who wants to achieve the desired destination. The original Tamil text and the English translation are given below:

1.ஆர்கலி உலகத்து மக்கட்கெல்லாம் ஓங்கல் வேண்டுவோன் உயர்மொழி தண்டான்

Aarhali ulahatthu makkadkellaam oangal Vaenduvon uyarmolzhi thandaan.

For the people living on earth surrounded by ocean, a person who aspires his own growth will not fail to speak high of others. The first desirable quality of a successful person is building human relation and positive approach.

2.வீங்கல் வேண்டுவோன் பல்புகழ் தண்டான்

Veengal vaenduvon palpuhalzh thandan

A person who seeks economic prosperity will not fail to do acts of goodwill in more than one ways. Image building is the sure way of achieving growth.

3.கந்றல் வேண்டுவோன் வழிபாடு தண்டான் Katrral vaenduvon valzhipaadu thandaan

A person who seeks knowledge will never fail to show devotion and dedication to the teacher. By implication it also means devotion and dedication to the learning process.

4.நிற்றல் வேண்டுவோன் தவம்செய்தல் தண்டான் Nitrral vaenduvon thavam seithal thandaan

One who wants to achieve mental equilibrium or even mindedness will never fail to do penance. In a material world the peace of mind can be achieved only through meditation.

5.வாழ்க்கை வேண்டுவோன் சூழ்ச்சி தண்டான் Vaalzhkai vaenduvon soolchi thandaan

One who wants to succeed in life, will not fail to adopt suitable strategies. In other words a well conceived and executed plan will lead to success.

6.மிகுதி வேண்டுவோன் வருத்தம் தண்டான் Mikuthi vaenduvon varuttham thandaan

One who wants to earn excessive wealth will never avoid painful efforts. No great achievement can be realized without hard work.

7.இன்பம் வேண்டுவோன் துன்பம் தண்டான் *Inbam Vaenduvon thanbam thandaan*

Pain and pleasure are the two sides of the same coin. One who seeks pleasure cannot exclude pain. Pleasure and pain are inseparable twins, and they are not mutually exclusive.

8.துன்பம் வேண்டுவோன் இன்பம் தண்டான் Thunbam vaenduvon inbam thandaan

One who is prepared to undergo pain will never fail to gain pleasure.

These dualities of life is always intertwined; never there exist unmixed joy or sorrow.

9.ஏமம் வேண்டுவோன் முறை செயல் தண்டான் Aemam venduvon murai seyal thandaan

One (the king) who seeks safety and welfare of the citizens, will not neglect the path of justice and righteousness.

10.காமம் வேண்டுவோன் குறிப்புச் செயல் தண்டான் Kaamam vaenduvon kurippuch cheyal thandaan

One who seeks sexual pleasure will not fail to observe the body language. Non verbal communication is more effective means than the verbal communication in delectate affairs.