

# *Versatile* **SOCIO-ECONOMIC** **MASTERMINDING**

By

**G**LOBAL  
**S**ENIOR  
**C**ONSULTING

UNYOUNG MASTERMINDS!

*-battered on experienced wisdom / reality...*

as an

**I**NNOVATIVE  
**NDIA**  
**INTERNATIONAL**  
**NITIATIVE**

atmanirbharat

**GIFT TO THE WORLD!**

(For ALL who UNDERSTAND, APPRECIATE and WILL...)

**Dr. George Neelankavil**

**Dr. Lily Neelankavil**

# *Versatile* **SOCIO-ECONOMIC** **MASTERMINDING**

*"...A versatile paradigm that goes way beyond conventional wisdom...And it's MASTERMINDING within the framework of an emerging global perspective for SOCIO-ECONOMIC DEVELOPMENT..."*

*"The universal significance of this approach to our current context and its promise for the future is resplendent..."*

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# Govt's Focuss on 'SILVER ECONOMY' as Number of Seniors Rises...

**This calls for  
CARING/CAPITALIZING  
seniors also as a  
VALUABLE RESOURCE  
for  
SOCIO-ECONOMIC DEVELOPMENT...**



*The most 'crazy / creative' age  
is in order of 60-70, 70-80, 80..., 50-60.*

*Global seniors from  
all walks / skills / specializations\_***CHEERS!!!**

***...It's time for a PROLIFIC PULLBACK....***

*- in star healthcare/living comfort,  
and leisurely professional pursuits;  
with business centre, conference,  
event management ... infrastructure.*

**GROOM ALL POTENTIAL  
as  
MASTER DEVELOPMENT MINDS (MDM)  
in collaboration with the  
GLOBAL SENIOR CONSULTING FRATERNITY**

# Versatile SOCIO-ECONOMIC MASTERMINDING

## CORPORATE GOVERNANCE

REIMAGINING  
ORGANIZATIONS *& beyond*

RE-DEFINING **CEO / LEADER** AGENDA

UNIQUELY PROVEN PRAGMATIC STRATEGY

FOR  
**HUMAN & ORGANISATION** DEVELOPMENT

WITH  
**MORAL PROFESSIONALISM**  
**UNIVERSAL SPIRITUALISM**

**PERSONAL/PROFESSIONAL**  
**PROFILING/STYLING**

## SOCIO-ECONOMIC GROWTH

**GLOBAL SENIOR CONSULTING**

**HOLISTIC**

Preventive / Primary / Emergency

**HEALTHCARE**

CARING / CAPITALIZING SENIORS

(International Chain of '**HealthVarCities**'...

**DiamondDays Inn®** )

**HOLISTIC SELF-GOVERNANCE**  
**AND**  
**TRANSACTIONAL FAMILY LAB**

## EDUCATION/TRAINING/DEVELOPMENT

**SUPER SKILLS SCHOOLS** - Integrating Academics/Works  
- A Futuristic Concept

A Global Initiative  
for

**Inclusive HRD & Innovative CSR**

**COACHING ++**

GEARING/GROOMING THE WHOLE PERSON  
(The Most Essentials...YET, NEGLECTED UNIVERSALLY!)

**THE** **ULTIMATE!**  
*In/Exclusive*  
**Y O K E • MEDITATION**



# REIMAGINING ORGANIZATIONS *& beyond*



## RE-DEFINING **CEO / LEADER** AGENDA

CEOs / LEADERS across the globe, are resonating a common leadership challenge

– **RELEVANCE, VALUE & APPROACH** –

A unique pragmatic strategy for

**HUMAN AND ORGANIZATION DEVELOPMENT**

To drive and derive the desired growth trajectory.

Innovation is the key pivot and cornerstone of growth. We have been moving up the global innovation index, but the real challenge is in making innovation a constant feature of growth through collaboration with all stakeholders.

### INNOVATIVE INDIA INTERNATIONAL INITIATIVE

We need to be mindful of the fact that innovation for socio-economic growth is not overlooked in the innovation ecosystem.

We need to re-invent an **INDIAN WHEEL** of

**GROWTH FACTORS**

**(DEFYING / DENYING DYSFUNCTIONAL CONCEPTS /CONSTRUCTS)**

**AND**

RE-DEFINING **CEO / LEADER** AGENDA

# UNIQUELY PROVEN PRAGMATIC STRATEGY

*FOR*

## **HUMAN & ORGANISATION DEVELOPMENT**

*WITH*

### **MORAL PROFESSIONALISM & UNIVERSAL SPIRITUALISM**

#### **(ISSUES / CONCERNS / VISION/ ACTION IMPERATIVES)**

- HUMAN AND ORGANIZATION DEVELOPMENT suffers from the conventional disadvantage that its practice is focused mainly on methods and techniques, to the neglect of an action perspective for growth.
- The evolution of a global perspective, relevant to our emerging context, is fast taking shape. The time is ripe to revitalize and consolidate the ideas developed and the experiences gained.
- However, there is ample evidence from many sources that practically no organization, even among the very best managed, capitalizes fully on its tremendous investment in Human Resources and Management experiences.
- In the long run, however, we believe this movement is the best hope for achieving a better integration and a meshing of the needs of the organization with the needs of the individual and the wider society, to make for human and organizational growth.

***The time for resolution and action is now!***

# H O L I S T I C

**Preventive / Primary / Emergency**

# H E A L T H C A R E

Provide a 'Cost-effective', well concerted and a networked elaborate management system solution

## Background

The present health seeking behavior of individuals and society as a whole is observed to be reactive in nature.

Medical intervention is sought after the onset of an ill-health condition. At which point intervention becomes costly to the healthcare provider and the consumer. However, there could be factors that promulgate this behavior such as accessibility, affordability and availability of healthcare providers.

Opportunities for improvement in Health Care Delivery

1. Expand coverage.

2. Change the fundamental way that healthcare is structured and perceived.

If we need to bring about the differentiation in the health care delivery and consumption behaviors, so as to enhance the Quality of Life of each and every individual in our communities, we may need to revisit the delivery model.

Conduct primary and secondary research to understand health seeking behaviors and implement delivery models that align within the health seeking context.

Deliver services that encourage consumers to adopt preventive health seeking behaviors.

# CARING / CAPITALISING SENIORS

**INTERNATIONAL CHAIN  
OF  
'HealthVarCities'**

**DiamonDays Inn®**  
for / by  
*Accomplished Seniors*

The percentage of senior citizens is going to phenomenally increase – thanks to the longevity increase, the universal healthcare consciousness and the advanced medical care etc.

These 50s/60s age and beyond are the best time of people in terms of maturity, wisdom and more importantly their inner urge to actualize and contribute to the system and society around, rather than the mundane time structuring and merely living to die! We need to build a highly motivating and facilitating infrastructure and environment around them, so as to unconventionally care and capitalize, making them more happy valuable human resource. We can really do wonders, converting these misunderstood 'liabilities' into fantastic 'assets'.

We are not talking about the conventional senior citizens' homes / assisted living etc. we are contemplating on a novel concept of a chain of Corporate 'HealthVarCities', with a multi-specialty hospital, university, school, various enterprising ventures; built around and managed by senior citizens. They will be accommodated on the campus in various categories of apartments of their choice and style, every detail taken care.

People from all walks / skills / levels of specializations can be absorbed as per their interest, capacity and potential, either on voluntary/compensation basis. Eventually, we hope to have these 'HealthVarCities' in every district of various degrees and dimensions.

This will be a great relief and encouragement, particularly for all the parents/children. The potential, opportunity and possibility are simply mind boggling.

# CORPORATE MANAGEMENT SCHOOL

**SUPER SKILLS SCHOOLS - Integrating Academics/Works**

**- A Futuristic Concept**

*Re-defining Manager, Management & Leadership Development  
Making MBAs work & Uniquely customising working MBAs*

Groom client centered professionals in REAL collaboration  
with user organisations.

Uniquely providing '**Contribution Value**' rather than '**Market Value**'  
Grooming ALL POTENTIAL as MASTER DEVELOPMENT MINDS (MDM)

## EDUCATION / TRAINING / DEVELOPMENT - SOME CONCERNS

- The system is not churning out well groomed products to meet the requirements of end users, resulting in various organizations entering the sector in the guise of training and development.
- The system is not in tune with the times. The number of educated unemployed is swelling phenomenally. There is possibility of their falling towards pervasive and destructive activities.
- We must provide them a better chance of positive employment through more relevant and meaningful educational / developmental facilitation.
- We need to evolve more appropriate strategy for development and a proper environment must be created in which not only the economy grows rapidly but also the overall quality of training and development is also enhanced considerably, in real collaboration with the business corporate and other user organizations - Inclusive HRD and Innovative CSR

This is the gap CORPORATE MANAGEMENT SCHOOL / SUPER SKILLS SCHOOL gearing to fill up totally through an innovative paradigm and process.

# **Lifestyle Management**

**Physical, Psychological, Social and Spiritual** dimensions are the pivotal areas of interest; facilitating individuals focus on their ontogenetic ennoblement - incredibly simple and practically relevant.

**AN INVESTMENT IN LIFE FOR A LIFETIME!**

for

**ALL who (want to) WILL something beyond themselves**

With

**MORAL PROFESSIONALISM and UNIVERSAL SPIRITUALISM**



# Proactive PARENTING

UNCOMMON THE COMMON

“...we could and should enjoy parenting our children, just as or even more than we enjoyed being a part in creating them. ‘Proactive Parenting - the happiest hardest journey’, perhaps becomes the hardest, only when we unnecessarily cross the boundary beyond being the happiest - happily interested in their growth and well-being, enjoy being responsible for providing all the needed support - system and environment and ultimately feel happy to see them grow.

On the contrary, major problems crop up, only when;

- Parents assume unnecessary responsibility/authority to unduly discipline/control and in that process make a ‘bonsai’ of their child rather than help in tending and blossoming it to be a full grown tree out in the world.

- Parents expect their children to dream and realise their parent’s dreams rather than their own REAL - and let Him work in and through them to accomplish His great purposes, as per His unique personalized divine designs and plans.

- Ultimately, when their children grow even beyond their parents’ imagination, parents do not have the courage of conviction and magnanimity with a special sense of humor to admit and tell them and the whole world, that their children are what they are, ‘not because of us, but in spite of us!...”



Those with interest, potential and commitment to become professional CONSULTANTS / TRAINERS / COUNSELORS, will be identified for...

Groom all potential MASTER DEVELOPMENT MINDS (MDM) in collaboration with GLOBAL SENIOR CONSULTING fraternity.



# COACHING +

GEARING/GROOMING THE WHOLE PERSON  
(The Most Essentials...YET, NEGLECTED UNIVERSALLY!)

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## COMMUNICATION SKILLS LAB

It is an experiential process lab that provides theatrical improvisational techniques designed to sharpen / develop communication / life skills and attributes to be an impactful Manager / Leader. In a relaxed atmosphere, participants will go through a series of 'on stage' exercises and games designed to improve self-awareness, listening skills, responsiveness, presentation, non-verbal / verbal communications, responding to impromptu situations, etc.

# The ULTIMATE, 'In/Exclusive' YOKE-MEDITATION

Covering ALL physical, mental / emotional and  
spiritual domain.

A first of its kind,  
**COMPREHENSIVE!**

A 55 minutes intensely internalized 'work-in',  
conserving energy/calorie; in contrast to the  
conventional 'work-out', expending energy/calorie.

## THE ULTIMATE! *'In/Exclusive'* Y O K E • MEDITATION

(Asana▪Auratic▪Ayur▪Bhakti▪Calisthenics▪Cardio▪Dermato▪Dhyana(TM)▪Endocrino  
▪Gastroentero▪Hattha▪Immuno▪Image▪Karma▪Mantra▪Nephro▪Neuro▪Ophthalmo  
▪Otolaryngo▪Ortho▪Pranayama▪Pranic▪Pulmano▪Rajyog▪Resistance  
▪Rheumato▪Stretch▪Tibetanrites▪Uro...)

(<http://www.growthfactors.in/growth>)

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## GOVERNMENT

## Dr. George Neelankavil

**Visionary / Mentor**

**Founder/ Chair :** Consortium of international Consultants and Administrators (USA /India)

Doctoral Specializations: Management / Organizational Leadership /HRD.



### **Some Significant Leadership Roles :**

For over five decades, Human and Organization Development with Business/Healthcare/ Educational sectors as **Director / CEO / Management Advisor**.

Proven forte; facilitating organizations ascend leadership positions... over 30 organizations in India / USA viz., EICHER, MRF, APOLLO HOSPITALS GROUP, MADRAS MEDICAL MISSION, REGENT UNIVERSITY, just to mention a few.

For the last more than 20 years, gifting talents and time, substantially consulting 'not-for-profit' educational/ healthcare sectors. Having spent considerable years in the USA (Studying/ Working/Teaching), even Ph.D programs in Organizational Leadership, he is fairly well aware of India/ US scenario of Business/ Healthcare/ Education

## Dr. Lily Neelankavil

**Doctoral specializations: HRD / TA**

**Founder & President:**

***Center for Individual & Corporate Action***

A behavioral analyst with an exemplary track record as consultant to many leading business houses, management institutes, professional bodies, educational, social and religious organizations.

Among her various research projects are a popular TV serial dealing with the growth dilemma of children/youth; and a trailblazing book: PROACTIVE PARENTING The Happiest Hardest journey of all.

TWO DAUGHTERS: Professionally qualified in Management/ Psychology from India/ USA, are married and settled in America, husbands being specialist Doctors .

Blessed with five grandchildren.



## **Some Significant Leadership Roles: Business Corporations**

Chief of Personnel & Administration: **EICHER**  
Director-HR & Management Services: **MRF**  
Group Management Advisor: **KCP**  
Group Management Advisor: **SITA World Travel**  
Group Management Advisor: **Aruna Group**  
Group Management Advisor: **CPC**  
CEO: **Techno-Management Research & Development**  
Group Management Advisor: **Dyna Lamps & Glass Works**

## **Healthcare / Service Organizations**

Group Management Advisor: **Apollo Hospitals Group**  
Management Advisor: **Sankara Netralaya**  
Group Management Advisor : **Madras Medical Mission &**  
& Chairman Projects & Consulting **Pondicherry Institute of Medical Sciences**  
Executive Chairman / Director: **Clara Swain Hospital**  
India Representative: **Methodist International of the**  
**Methodist Hospital (USA)**  
Management & development Advisor: **FMM Hospital / EHA**

## **Consulting Firms**

Chairman & CEO: **CICA (USA)**  
Chairman : **Center for Individual & Corporate Action**  
Director-International Board: **Regent Consulting WorldNet (USA)**

## **HRD / Academic / Institutions / Universities**

Visiting Faculty / Advisor: **Regent University (USA)**  
Visiting Faculty: **Maharishi University of Management (USA)**  
Director on Board : **Xavier Institute of Management**  
National award and FELLOW in HRD: **Indian Society of Training & Development (ISTD)**  
Founder Member : **Swamy Chinmayanandji's 'VEDIC MANAGEMENT SCHOOL'**

## **Spiritual Societies**

Advisor: **Vedic India Society**  
Chairman Special Projects: **HBI & C**  
Advisor: **CBN**  
Chairman Advisory Panel: **Emmanuel Ministries International**  
Chairman: **ABC WorldNet (USA)**



## Observations:

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# DVDs / Books

## DVDs

**The Uncommon People Sense** : The street smart psychology of winning lifestyles

*[60 minutes management film enacted by professional artistes - sparks off some thoughts on personal/ professional lifestyles. Conceptualized and coordinated by Dr. George Neelankavil]*

**Human Resources Management: A Corporate Action Perspective**

*[Brilliant presentations by some best HRM minds*

*in the country - including prominent IIM / XLRI*

*/IIT Directors, conceptually coordinated by Dr. George Neelankavil]*

**The Possible Manager:** Help mobilize one's latent resources.

*[Four films, coordinated by Dr. George Neelankavil]*

**"Riston ke ehsas"**: A popular TV serial in Hindi (with English sub-titles)[Based on real life cases of the growth dilemma of children/youth, treated to perfection by Dr. Lily Neelankavil]

**"YOKE-MEDITATION"** by Dr. George Neelankavil

## Books

- Happy Year Ever... A universal life management strategy that would unlock the springs of happiness.
- Human Resources management: A corporate Action Perspective.
- Proactive Parenting: The happiest hardest Journey of all.
- Towards Excellence: An action program for empowerment.
- Social Stimulus Scheme (Upcoming)
- Inclusive HRD & Innovative CSR (Upcoming)
- Management & Leadership Development - A Global Perspective (Upcoming)
- EMERGING GLOBAL IMPERATIVES (Post-pandemic perspective)
- SURVIVING/THRIVING towards EXCELLENCE!
- *Versatile Socio-Economic Masterminding.*
- *Star of Bethlehem and Beyond...*



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