

Dealing with competitive world....

“Once there were two people walking through a jungle when suddenly they heard the roar of a lion. One person immediately removed his jungle boots and put on his running shoes. The other person asked him with great astonishment, “What, do you think by wearing the running shoes you are going to run faster than the lion?” The man replied, “I don’t think so, but at least I can run faster than you because the lion need only one victim and by the time he catches you I will be out of sight.”

So this is what is virtually happening in the highly competitive world. Competition is very intense. In today’s competitive world, every individual is having some aspiration and a constant urge to achieve something big. From almost last decades few words which are having huge impact on human life, words like, *globalization, digitalization, start-ups, technology, economy*, and many more. Latest one are Mr. Trump and Demonetization.

**So what everybody wants?
Success? Money? Time? Happiness?**

Lots of literature has been written on above mentioned four issues. I would like to give my perspective about the same.

Lets talk about success first. When I heard this word, it reminds me the Movie “3 idiots” where Amir says, “success is not important Excellence is important, if you excel in what you are doing, success will follow”. Success is not an event, it is a process. Luck is an event like an accident, whereas success is planned and achieved by rigorous application of knowledge, processes, efforts and techniques.

There are lots of examples wherein, people have succeeded. One of my favorite is *Mr. Karsanbhai Patel* who started Nirma and went on to create a whole new segment in the Indian domestic detergent market. Karsanbhai knew that his

Rs. 400 salary in a government lab would not take him far, so in 1969, he used his knowledge of chemicals to make detergent powder in the backyard of the house in Ahmadabad. He then process to sell his product from door to door by himself.

Little wonder then that Nirma soon became a household name. Success story of Nirma is really worth reading and inspiring too. So think big and pursue your dream.

Here in India, a boy who had a dream. It was near impossible dream for a little boy in a small town. Abdul Kalam, who had to sell news paper to help his cousin earn a living, had the audacity to dream of wanting to fly. He wanted to fly so badly that he dictated his choice of career. And now he was awarded some of India’s greatest honors; *Padma Bhushan* and *Bharat Ratna* for his extraordinary contribution in the field of rocket science. That is the power of dreamers who persist.

Invariably they create a better life for the world Invariably they create a better life for the world around them while they pursue their own dreams. So dream Big!

The next topic which I would like to share is Time management. Everybody now a days, don’t find time, everybody is busy in their work. Even at work leaving on time is a marathon task. Here is a simple tool to manage your time.



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The urgent and important matrix is originally credited to US president Dwight D. Eisenhower, a pragmatist who was in control of his reaction. It is an excellent tool for each and every one of us to add to our kit bag of strategies to deal with our world of overload. The above matrix has two components, on X axis urgency and on Y axis importance. There are four quadrants. The work which we have can be divided into four categories:

1. **Urgent and important:** This type of work shall be done immediately.
2. **Urgent but not important:** Delegate this kind of activities to others.
3. **Important but not urgent:** Schedule this work and allocate time.
4. **Not important not urgent:** Don't do it at all.

So in this today fast changing world, few skill sets must be developed for survival. One must develop critical thinking skills. There has to have an ability to adapt to the changes. One must strive towards polishing existing skills and never hesitate in learning from anything or anyone, this help you to go long way. One must be able to lead and manage people by influence and not by authority. It is a need of an hour to develop an Entrepreneurial mind-set to achieve goals.

So the message what I want to give is:

“Think big! And pursue your dream.”

“Keep learning. Knowledge is the key!”

“Change is inevitable! Make yourself ready to adopt it.”

“Manage time and people well!”



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