

SAMPLE CONTENT

How to be Effective in Life

A CHALLENGE FOR THE YOUNG GENERATION

P. S. Ramani

PREFACE

At the behest of Granthali, one of my publishers, I felt obliged to write this book. Granthali has published my autobiography, now running into its 20th edition in Marathi (Taath Kana) and translated into several other languages including English (Standing Tall).

During my 70th year, I wrote Life of Purpose, a book aimed at the adult population. I am honoured that it was found to be insightful and popular. During my 75th year, I wrote another book for senior citizens titled Life and Health and was delighted to see it sell out in a short time and is now currently running into several editions.

Granthali now found it prudent for me to turn my attention to the young generation of today. It is their perception that our youngsters are being sidetracked by commercial attractions that entice them with hefty salary packets. Focussing solely on this, they are compelled by the cut-throat competition in the

market to use shortcut methods for quick success, without any concept of the long-term consequences of such a lifestyle. Nor is there any concept of the goals of life that would include health, family, society and the environment.

With such nearsighted ambition, it is hardly surprising that today's common mental state is depression, disappointment, frustration and everything associated with these emotions. Short-term goals tend to collapse just as surely as they do oftentimes in the world of commerce.

Long-term planning has no place in today's fast-paced life and unless advised properly, our youth may find that their lifeboat has sunk, even before they have realized the very purpose of their life on this earth.

Having considered the above and visualized the problem in my mind, I did feel the need, nay the urgent necessity, to do something well within my capacity as a writer to guide these intelligent young stalwarts along the path of life, instilling in them the concept of wealth on many levels, which includes the green stuff, (lest they discard this book without a glance at the rest of its contents) and I hope that at least some of them may deem it useful to pick a nugget or two, so that they may find their sunset years of life full of energy, a clear mind and a healthy body.

Once committed, there was no stopping me. I put aside enough time for the project, burnt the midnight

oil, awoke in the early hours of dawn and made it my mission to complete this book.

I have a sense of satisfaction when I read through this matter I have penned. My prayer is that the readers will find it interesting, and useful. This would be my greatest reward, if indeed I have been instrumental in leading the young generation into a healthier, wealthier lifestyle.

Dr PS Ramani

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CAREER - AN IMPORTANT PHASE OF THE YOUNG GENERATION'S LIFE

The young generation of today is admirably and deservingly career-oriented. The world is a competitive place, and it would be meaningless without a rewarding career. There was a time when bright students chose to study science, so as to choose a career in medicine, or mathematics and branch into engineering. But today, there is no dearth of choices in study and careers, but due to the competitive environment, it remains challenging. The urgent need of the day is to find a personality adaptable career, so that while pursuing the profession he or she can enjoy, it would certainly help in eliminating the cut-throat competitive environment, and leave the young ones with a life of health, peace and a balanced stable mind. It should appear as if work is love made visible.

Career and passion are two different attributes, but when combined, the joy is unsurpassed, when as

a money-making profession, it gives one the pleasure of indulging in one's passion.

A commercial artist by choice, produces a work of art as desired by the company. But being passionate about his art, he is also enjoying his work. Similarly, a painter can paint a work of art as per his perception based on passion. It is appreciated by others and can earn him a good amount of money. It then becomes his profession. A student of biology in an institution of scientific research, has ample opportunity to experiment on his own and come up with innovative ideas that are helpful to the scientific world. It is through such innovations that newer antibiotics are discovered to control infection or alleviate pain and restore health.

But everyone is not so fortunate as to be able to combine a profession with their passion, and in such a case, one has to find spare time to fulfill their passion apart from their career. More often than not, an individual is not interested in his career beyond the sole purpose of earning a salary and remains unproductive as far as their career is concerned.

Ideally, a career should be a medium where one can express the ideas in his heart through the medium of his profession. Thus his God-given creativity has a chance to flourish. In other words medium and message, when combined in harmony can produce great balance in life.

It is customary in modern times that most IT and Engineering students are offered jobs within the campus of their institution itself, by companies in search of such young budding scientists. It is indeed a proud moment for a student to be offered a job on a platter, without the need to search for one, along with a lucrative pay packet. Importantly, his career begins the day he steps out of college.

But in a few months reality checks in. The job may bring in more than enough money, but that is not all he had aspired towards while he was a student. His interests and passions are unrealized and unfulfilled. How long can he pretend to love a career, if unsuited to his personality? And so it is common practice to begin the search for a fulfilling career, and thus starts the process of job-hopping.

For most people, their career serves as their source of income. It is also true that doing what you love will not be very sustainable if it does not pay the bills. It is extremely challenging to select a medium which will convey one's message right from the very start.

There is no tried and tested method for one to discover one's perfect career medium at the first go. In fact, practically speaking, a career journey is never a linear one. It is an ongoing process of refinement and realization.

Importantly, as one works, one simultaneously grows in personality, acquiring power, authority, and courage. Gradually, one learns to recognize their

potential and that's when one may possibly have an epiphany that could change the course of their lives for the better by way of more appropriate and fulfilling choices.

In practical terms difficulty arises when choosing the right path, while contending with elements like security, money, fame and prestige. Truth then will help to choose the right path.

Education is the base of any career. And passion is an attribute which adds beauty and glamour to it. When both are combined, the career becomes creative, to be remembered with reverence by all.

I was fortunate enough to possess these qualities right from the very start.

I was born intelligent and I had a passion for reading. Thus educating myself was not a problem. Acquiring power, authority, courage and establishing integrity had to follow. These attributes helps one to acquire firmness, temperance, love, warmth, leadership and justice.

But I did not possess Character Ethics. My family was not well off financially. No one was educated enough to guide me and there was no mentionable background to fall back on or follow. My only saving grace and comfort was my uneducated, loving mother, who showered me with unconditional love and kindness. From an early age, I learned to make my own decisions. Going to school entailed a daily walk of about 10 kms, not an easy proposition for the

young mind, whose feet were bare many times and whose stomach was almost always half empty. But nothing deterred me passion for reading became my greatest weapon. I was determined to educate myself and gain wisdom.

In this I succeeded, developing courage, inner strength and resourcefulness along the way, reaching the pinnacle of my life with dignity, honesty, integrity, respect, love and warmth. My personality ethics has helped me to be obedient, humble, compassionate and disciplined. My career was complete.

One requires all the faculties of mind, body, heart and spirit to be able to solidify a career they have chosen and establish it on a firm footing. An authentic career which fulfills all four of these faculties, will result in satisfaction and gratification. Motivation however, is the strongest force in any career and unless all these four qualities are in harmony, motivation begins to weaken and will slowly die.

Parents pressuring their children into a career of medicine, engineering or law to satisfy their well-meaning but misguided ideas, can result in far-reaching, negative consequences and do more damage than good. The world does not need a disgruntled, unhappy generation who have been unable to fulfill their aspirations.

In the long run there is no substitute for true personal happiness in life, which no amount of money can buy.

Pursuing one's innate potential with perseverance will never leave anyone unhappy, monetarily and passion-wise.

Practical realities

We believe that there is immense talent in India. But it is difficult to find. It is indeed a joyous future that envisages the working age population in India rapidly increasing, which in turn promises an increase in productivity, growth and prosperity. The

2011 United Nations report on world urbanization has predicted that in India 497 million will add to the work force between 2010 and 2050. Despite these facts, corporate India today faces a significant challenge in finding the talent to take companies and the country forward. Majority of company CEO's have agreed that non-availability of talented people is the main concern for India's future growth. It is fair to say that most of our intelligent youth prefer a career outside of India, leaving the country brain-drained.

Corporate companies are now planning a change in their strategy of employment to find, attract and retain our talented young population.

One of the important aspects being considered is in identifying the talent adaptability of an individual to a job and putting forward incentives, thereby making it enjoyable to remain and grow in their line of work that utilizes their full potential. This is a very practical solution in amalgamating job and

talent through the medium of adaptability and thus increasing growth, which is currently on a downward trend. The latest research in this direction, aptly called “Adapt and survive” will help retain talent and increase productivity.

A research study developed a talent adaptability score and applied it to developed and developing countries.

They applied five factors as follows :

1. Promotion rate (reward given by employer for talent and not seniority),
2. Market vacancy rate,
3. Average profile position, as judged from mediums like Facebook and LinkedIn,
4. Average number of employers in a company and
5. Talent switching rate in the industry.

While the Netherlands, UK and Canada scored very high in this study, India fared poorly. India fared poorly due to the following factors:

1. Low acceptance rates offered to talented persons by the industry. These people feel they deserve better compensation for their talents.
2. High attrition, which is abundant in developing countries making the job environment unpleasant and
3. Low human relation capital.

However, there is a significant upside potential in India, which will lead to more effective personal

placement for professionals. This is indeed good news. Now companies must provide infrastructure and encouragement to build more adaptable skills and find newer ways to reward employees commensurate with their output and skills.

The onus of responsibility now lies heavily on individuals. They will need to take a long-term view of their careers and build skills that improve their adaptability. Talent adaptability can play a key role in increasing creativity and innovations.

Technology today is instrumental in driving young professionals to improve in their career.





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This book is written with the Indian youth in mind. They are smart and intelligent. They want to achieve excellence in life and earn more money. They do not depend on the family name, wealth or property. Quick benefits and huge pay packets lure them into a different world. They neglect their health and are always restless. They do not have peace of mind.

The book explains how to build an effective character, maintain good relationships and emphasizes that we all are interdependent on each other. The book also explains how to develop courage and leadership.

The importance of truth, honesty, compassion, and love is reiterated. With these qualities he can pursue his career with a much better frame of mind and better health. There is nothing like mental peace in this world and he is then introduced to the Indian tradition of Pranayam and meditation to achieve bliss.

It is never too late in life to start anything new.



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