



// Ohm Sai Ram //



SUCCESS MANTRA
Chandresh Agrawal

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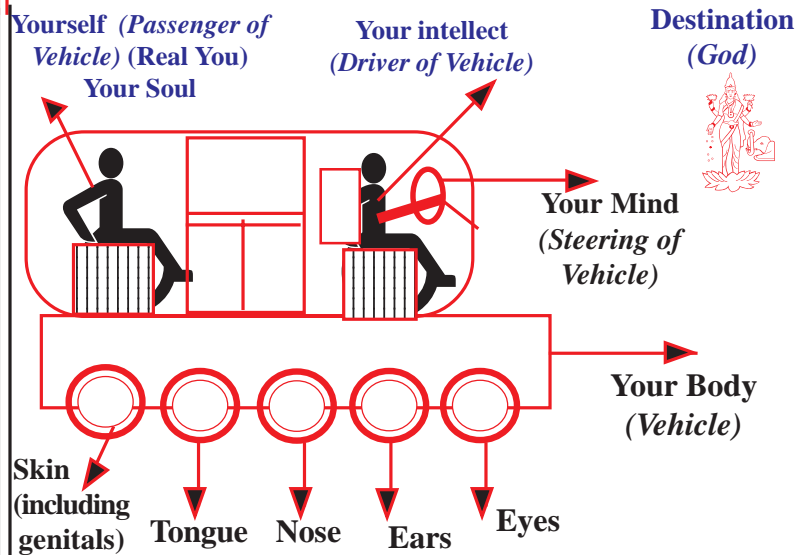
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SPIRITUAL MANTRA



If *Passenger* (i.e. Real you) wants to reach his destination, then driver of the *vehicle* (i.e. your intellect) should have good control over *steering* (i.e. your mind) which in turn should control *wheels* (i.e. various desires).

Intellect Should Control *Mind*
Should Control *Desires (to eat, to hear, to see, to smell, to touch).*

Perform your duties towards Family, Society, Nation & Humanity with honesty.

Then only you will reach to right destination of your life i.e. the REAL SUCCESS. Above analogy is based on conversation of

LORD SHRI KRISHNA & ARJUN
IN BHAGWAT GITA.

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ENTREPRENEURSHIP: Our Country's Economy is going through LPG (Liberalisation, Privatization & Globalization). This combined with Technological revolution offers **EXCELLENT OPPORTUNITIES** for *entrepreneurs*. Instead of looking for 10 to 6 kind of traditional jobs one can find *niche market* for various kinds of products and services. Imagine the kind of freedom you will have in decision making and growth opportunities offered by open market. However those who, can not take risk at all and get discouraged by small things should not become entrepreneurs.

As entrepreneurship, demands hardwork, innovative ideas, intelligence and most importantly determination to *succeed*.

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A person A approached another person B and asked "Which way should I take ?" B asked "Where do you want to reach ?" A replied "It does not matter where do I reach." B remarked "Then it does not matter which way you select. Any how you will reach somewhere." In the above story A was not clear about his destination. Similar things happen with us also. If we are not clear about our goals or objectives of life, we will not be able to select the right path. So one has to be VERY CLEAR about

CAREER GOALS and then WORK HARD
 with HONESTY and CONFIDENCE.
Success will be yours.

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 **BOOKS** : Sometimes people think that reading books has become outdated. They feel that this is an era of Audio-Video mediums like Television, Multimedia learning, Internet etc. But all these modern mediums of learning are supplementary to book reading. None of the above mentioned medium can replace books. The Reason is simple. The impression of book on mind is not superficial. It lasts for a longer period of time.

Books help in development of human personality. So make modern methods of learning as complimentary to book reading. Read a lot. Read autobiographies of great personalities, read about success stories of business tycoons, sports persons etc. Read about various religions, national & international history and so on. Within one year of continuous reading you will find that you are a transformed personality.

A personality which can get success in every field.

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 In every walk of life confidence plays very important role in getting Success. See AMITABH BACCHAN, SHARUKH KHAN how confidently they act. How confidently they behave. Confidence does not mean aggressiveness. Even if circumstances are not favouring one should have faith in SUPREME POWER and *remain Confident.*

Always Remember if your intentions are good and you are working hard confidently success will not be very far from you.

MANAGEMENT MANTRA

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 Now these days because of Television Advertising lots of brands / products are becoming popular. Intelligent Marketing & Advertising community create brands.

These brands are psychologically associated with celebrities, successful personalities, lavish life styles, glamour and so on. This in turn creates a society which is eternally running after products & brands which may or may not be necessary for them.

As a customer you should make purchase decisions on the basis of following factors :

(1) Whether do you really need product or just you liked advertisement, so you want to be part of sheep-race.

(2) Whether you are getting value for money ? You should use quality products but it does not mean that for a product worth Rs. 300 you should pay Rs. 600 just because *either some celebrity is advertising for it or you are purchasing the product from a hi-fi retail showroom.*

(3) Whether the product is good for your health and whether it is environment friendly.

An intelligent customer is the first requirement for a good economy.

SUCCESS MANTRA

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When you plan a career for yourself do SWOT analysis (*Strengths, Weaknesses, Opportunities & Threats analysis*).

Let us take case study of Mr. X who is a student who wants to analyze career option after XII and specifically wants to know whether he should opt for a Management Career or Computer Science Career. Father of Mr. X is a service man. *On analysis we find*

STRENGTH : Mr. X is excellent in Mathematics & in Logic

WEAKNESS : Mr. X is shy in nature and afraid of public speaking and he is introvert.

OPPORTUNITY : India is doing well in Computer Software field and many multinational companies are setting up software development centres in India.

THREAT : Thousands of students will graduate in Computer Science. Another threat is other countries like China have also started software development at low cost.

RECOMMENDATION : *In case of Mr. X a career in Computer Science is recommended as this is a career which requires strong logical ability and in this career public interaction is less.*

MONEY MANTRA

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Our Hindu *Shastras* tell that there are three *Gatis* (Destiny) of *Dhan* (Money) .

- Uttam Gati (Best Destiny) : Money spent in *Dan* (For charitable purpose)
- Madhyam Gati (Medium Destiny) : Money spent on *Bhog* (On oneself, on luxuries of life)
- Nash Gati (Worst Destiny) : *Sangrah* (Neither spent on oneself nor spent for charity but money accumulated).

In present era of nuclear families / struggle in professional lives, you should save but only proportion of your income. You should have a right mix of all the three (1) A percentage of income for charity. (2) A percentage of income for household maintenance & luxuries of life. (3) A percentage of income for saving.

Here one should note that amount spent on essentialities of life, for parents, for children is not *Bhog* and before spending any amount for charity one should take care of one's own family & parents.

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In modern science we study **NEWTON'S III LAW OF MOTION** which states "*To every action there is always an equal and opposite reaction.*" This law holds true not only in science but in all aspects of our lives. Whatever we do *Mansa, Vacha, Karmana* (by thought, by speech or by deeds) we are bound to get its result sooner or later. However proportion of reaction may be less, equal or more. So think good, speak good and do good for others.

You will find success waiting at your door-step.

NATURE MANTRA

Chandresh Agrawal


 Most of us have visited zoo in our childhood once. Some of us visit regularly. We as children/adolescents become very glad when we see different *animals /birds* in cages. Have we ever thought of condition of animals/birds, who can not express their feelings in language which we can comprehend. See to their faces ,their actions & their behaviour, you will find every animal is saying same thing that they want to be freed from zoo. Human beings caught them from their natural habitat and put them in cages. In this era of corruption we can not say whether animals get full diet or not. Even if they are provided food/water/medicines on time, no animal/bird will like to loose the freedom.

We as educated and responsible citizens should raise voice against the practice of keeping animals in small cages of zoo. Instead of that sanctuaries should be developed and maintained. The principle of universe is very clear "Live and let Live".

If we disturb nature, environment & ecology balance will not be there and our own existence will be in danger.


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 *If you have lot of enthusiasm, determination and ethics you can solve any problem and convert it into opportunity.*

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 Getting good marks in exam (Board exam / University exam / Entrance exam) is not the only parameter to judge that a person can become successful in life. There are many world renowned personalities who could not even graduate.


Even Bill Gates did not complete graduation. It does not mean that you should not study but the point is that do not get disheartened if you get less percentage or you do not get admission in a particular course or particular college.

Now thesedays there are many options after XII / after graduation / after Post graduation. May be Destiny has written better opportunity for you. Remember the maxim

"Work hard with consistency and work intelligently with honesty. Success will not be very far from you."

FOOD MANTRA

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 Be VEGETARIAN for your own *health's sake*. One can get more protein through *pulses, soyabean, milk products, groundnut* etc.

Sometime back in Britain *madcow* disease spread among non-vegetarians only. Even in India there was fear of bird flu disease among non-vegetarians.

God has made human anatomy for vegetarian food.

In this way you will be saving many animals / birds from being butchered.

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 *Good Personality is key to success.*

Most of the students think that good personality means good physique and good dressing sense only. But personality is a very broad term and includes


- PHYSICAL PERSONALITY
- MENTAL PERSONALITY
- SPIRITUAL PERSONALITY

Physical Personality includes your appearance, your dressing sense, your etiquettes etc. *Mental Personality* includes your knowledge, your reasoning capacity, your communication skills etc.

Spiritual Personality includes your inner strength which gives you calmness and capability to sustain and grow in this competitive world.

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 “Decide your career objective after analyzing your own personality & scope of the career.

Then work very hard (intelligently & consistently) with honesty & integrity.
Success will be yours.”

SUCCESS MANTRA

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 APTITUDE FOR TECHNOLOGY :

Now thesedays for getting success in almost every field / profession knowledge and use of technology is essential whether we talk about *Engineers, Doctors, Chartered Accountants, Geologists, Professors, Industrialists*. Every one should understand and use technology for running and expanding their professions / businesses.

This is true that you can appoint technical operator or computer operator but if you yourself understands technology and then you appoint somebody then this will give better results.

Moreover now these days mere computer literacy (word editors / spread-sheets etc.) is not sufficient. Industry / profession use specialized softwares. e.g. CAD / CAM for engineers, *MAYA* for animation artists, *Tally* for accountants, *COREL DRAW* for designers and so on. Many a times softwares are custom made as per needs of customer. Big organizations use integrated softwares like SAP in which all departments are interlinked and even suppliers can be linked to the organization.

A student should be willing to learn and experiment with the softwares specific to the industry/profession. Being techno savvy does not mean only use of computers but it is state of mind and wherever for optimal use of resources technology can be utilized, it should be used. However one should be sensitive enough to understand the impact of technology on employees and society. Any technology which is insensitive to human beings will not give you profits in longterm.

It is the combination of human resources and technology which always wins.

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MAKE BOOKS YOUR FRIENDS.

Develop reading habit and read bestsellers regularly.

Reading SUCCESS STORIES of persons like *Narayan Murthy, Aziz Premji, L.N. Mittal, Sunil Mittal, Bill Gates, Dhiru Bhai Ambani* always motivate us to perform better and dream high.

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PRICE HAGGLING / BARGAINING

It is often seen that many of us negotiate/ bargain for lesser prices with small shopkeepers, vegetable sellers, fruit sellers, auto-rikshaw drivers but at the same time we pay double / triple rates at big showrooms/ big malls.

While purchasing from small shopkeepers or while paying to vegetable venders, do negotiate but not to the extent that it becomes difficult for them to survive. If you have not started earning then it's all right you are trying to negotiate to rock bottom prices but if you have started earning then think about others also.

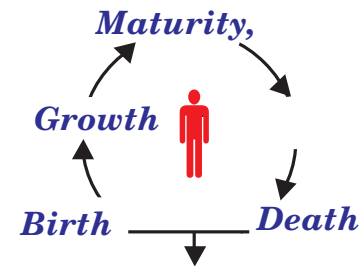
If you spend then only they survive.

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Human being (Homo sapiens) and animals have three common desires : desire to eat, desire to sleep and desire to have sex.

What differentiates us (*i.e.* human) from animals is humanity. As we know every living organism goes through following cycle.



Average Age of Human Being (65-70 years)

No one knows from where we have come and where we will finally go.

This is going to happen with each one of us. **SO LET US NOT WASTE TIME AND TRY TO IDENTIFY REAL OBJECTIVE OF OUR LIFE.** The objective of our life is not just fulfillment of desires (common with animals as mentioned above) which every animal on this planet has.

We as human beings have responsibilities towards family, society, nation and environment.

If we perform these responsibilities properly this will be our success in true sense.



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 *Continuous LEARNING is key to success.*

Latest updation in knowledge and skills is very important to survive in this competitive world.

Read Newspapers, Magazines and Journals to update yourself.

Learn new skills e.g. new language, new softwares etc.

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 *“Average age of human being is between 65-70 years. ⇒ Life = Time.*

We are not going to be on this planet forever.

So donot waste time in fun, enjoyment and gossip. Live life with a purpose.

Life in which you do something for your family, for environment, for society, for nation and for humanity.

This will be your real success”.



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 *Learning different skills always helps.*

Suppose you become *Doctor* but you do not know about *computers*, about *finance*, about *human resource management* etc., then you are not a complete personality.

Specialisation in one field is most important at the same time (Basic) *fundamental knowledge of other related fields is also important in Life for becoming Successful.*

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 After Carefully analyzing one’s own personality and scope of the career in the future, one should set one’s career goals.

The thought process and brain storming should continue till goals are set.


Once career goal is explicitly set career options should not be revisited again and again as every career has its pluses and minuses.

Then you should have determination, courage, sincerity and ethics to reach that goal



SPIRITUAL MANTRA

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 Mahavir Swami saw an *old man, an ill person and a dead person* being taken for last rites. He realised that this would happen to every person who has taken birth on this planet. He renounced everything & started his journey for seeking truth. It is not expected from every human being that he should take “Sanyas” and stop working.


What we should realize that we are mortals and we are here for a certain period of time.

How do we utilize this period this is up to us. Whether we want to spend time in only enjoyment or we want to live life with a purpose. The performance of duties towards family, society, nation & humanity with honesty is the responsibility of every person who takes birth.

Otherwise our life time is wasted.

Success Mantra


from Valmiki Ramyana

 *A person is bound to get success if he / she has*

- (1) Patience (2) Knowledge
(3) Intelligence (4) Skill

SUCCESS MANTRA

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 One comes across many persons in life. Some of them will encourage you. Some of them will discourage you in your endeavours.

The one who thinks that he can not win, will never win. Your thought process is affected by your company (Family, Friends, Colleagues, Classmates etc.).

So try to be with persons who encourage you, guide you and motivate you, not with them who always find fault and discourage everyone.

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 The Great Saint “Swami Ramsukhdasji” wrote Human being is not human because of special anatomy or a creature with some specifications. Human being is human because of humanity. A person is human if he can *differentiate between what are his duties and what are not*, between what is *right* and what is *wrong* as per *ethics*. Today’s education system is making students more knowledgeable but without foundation of moral values.

It becomes duty of every parent, every teacher that future generation is not only more knowledgeable, but also has strong moral values because any success achieved without ethics is Short-lived.

SPIRITUAL MANTRA

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Our scriptures say *Atam Bodh* (Self Realisation) comes after *Mritu Bodh* (Realisation that we will die one day).

Taking average age of human being as 70 years we are expected to live 25,550 days. So every passing day is lessening the number of days which on an average a human being is expected to live.

The objective is not to frighten you but make you realise that we are mortals. Time is precious & utilise this time for performance of duties. Do not quarrel over petty things in life. Think good, Speak good and do good things for others. Do not see what others have done for you but see what you have done for them. In whatever profession you go do not leave ethics.

Ultimately it is our karmas (deeds) which will accompany us.

SUCCESS MANTRA

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“Work hard intelligently, honestly & consistently and concentrate on your own progress.

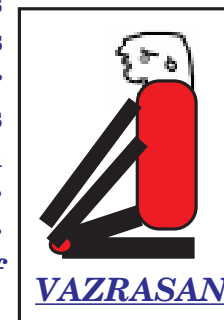
Do not be Jealous of progress of others. Success will be yours”.

HEALTH MANTRA

Saint Amrit Ramji,
Ramdwara, Gorakund, Indore

As everybody says good health is the first requirement for getting success, one should be very conscious about One's **Ahar, Achar, Vichar & Vihar** (*Food, Behaviour, thought & Recreation*).

If anything out of these is not in balance, one will feel its impact on one's health sooner or later. Now these day there is fashion of eating outside which many a times is junk food. *Here we are suggesting you one simple yogasun for getting relief from gastic trouble.*



SUCCESS MANTRA


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Good health (*Physical as well as Mental*) is very vital in achieving success. ● Do regular physical exercises. ● Do Yogasans after taking brief training from yoga teacher. Yogasans keep us physically as well as mentally healthy. Even west has accepted this. ● Always be away from all kinds of addictions (Smoking, Alcoholism, Drugs). ● Pray / meditate regularly for 15-20 minutes .

This will help you in remaining cool & calm.

SUCCESS MANTRA

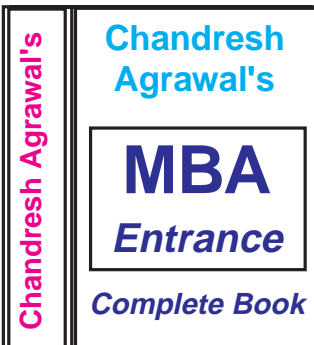
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 For getting success in life a combination of YOUNG and OLD is required. On one hand *enthusiasm, energy & explorative approach* of youth is important on the other hand *experience* of old persons is very important. So that one is saved from making mistakes which their elders made & learnt hard lessons of life.

In this way older generation passes their experiences to younger generation. So new generation does not start afresh, it starts from the point where their elders had left them.

So whether it is case of family, office, society one should listen & respect elders then only you will be able to learn lessons which you will never find in text books.

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INVESTMENT MANTRA

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 On line trading in Shares/Stocks and in commodities/bullion market is becoming very popular not only in metros but also in other A and B grade cities.

Indian Stock Market is very speculative in nature and controlled by cartel of Bull and Bears.

Simply NSE/BSE sensex is increasing so we cannot assume country's economy is growing. The fundamentals of country's economy are determined by GDP of the country, Govt. expenditure, Contribution of exports in the GDP, Country's foreign exchange reserve condition, FDI (Foreign Direct Investment) in the country, Inflation rate, Percentage of savings compared to total income, Wholesale price index, Consumer price index, etc.

NSE/BSE index is largely dependent on foreign institutional investors. These investors invest globally. One day they decide to put money in the Indian Market. NSE/BSE index rises. Next day they decide to put money in US market. NSE/BSE index will go down. In the process they always make money but thousands of small investors loose money. *So do not think of investing your hard earned money or loans in Stock Market for Short term investment purpose.*

Concentrate on your core profession and for the purpose of long term investment you can invest a proportion of total assets in stock market especially in companies having strong fundamentals and Working in the Industries having long term future.

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 *Use quality products & pay for quality not for Brand image of the product.*


There are certain products like medicines, food products, building materials like iron, steel, electricity wires etc. where utmost care should be taken and one should buy best quality product even if it is very costly. Big companies have big budgets for Advertisements. These companies have higher overhead expenses which are finally to be borne by us only by paying more for almost similar quality product.

There are many product categories like bedsheets, furnishing items like Curtains, Doormats, Crockery items, Steel utensils, Handicrafts, Plasticware, Note-books, Children Toys (Safe), where it is not necessary that a product has to be from very big company. These can be produced by small enterprises from unorganised sector also. In this way millions of jobs are created in the country and economy gets a boom.

This can be further strengthened and if all of us decide to buy such products (as mentioned above) manufactured by small and medium enterprises.

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 Where does a child take birth this is not decided by that child but by master of universe. This uncontrollable variable itself affects the kind of education, the kind of nutrition, the kind of family environment that child will get.

Some children are born with silver spoon in mouth while many have to struggle for even basic needs of life.


This implies there must have been some backlog of 'KARMAS' (deeds) Good/Bad in Previous births. So one should be very conscious about his/her deeds (Karmas) in present life. Remember one is bound to get result of one's Karmas sooner or later.

Entry in this world and exit from this world both are not governed by the individual concerned which implies existence of individual is not in his hand similarly individual has limited freedom in this world.

Final outcome of his / her efforts depends on Supreme Power of this world.

SUCCESS MANTRA


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 *"Be ambitious but do not adopt wrong means to achieve your objectives.*

Remember in long term wrong means will always land you at wrong places".

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 Now these days we find that everyone is running after money and MONEY FOR WHAT ?

Money for *Fun & Enjoyment*, Money for *Spending on never ending* list of consumer items. Means for earning money have become least important.

One must stop for a while and think whether success can be measured by only one criteria that how much money a person earned in life.


You will find that money is only one of the parameter forgetting success and satisfaction.

There are other equally and some of them are more important parameters which contribute to real satisfaction. These are health, time spent with family, your contribution to humanity, nation, society etc.

It is duty of every parent and teacher that they help their children & students in understanding the real objectives of life.

SUCCESS MANTRA

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 *Today in every profession we find that monetary status has become sole parameter for measuring a person's professional success.*

Money should be the byproduct of committment towards people and environment.

A doctor should be called successful if he is committed towards his patients & has done research for advancing the profession. Money will automatically follow him.

But we find not only in medicine but in all professions earning money by hook or crook has become primary objective and other things have became secondary.

Right from beginning, students should be trained properly that money is important but it should not be the first thing in their minds.

Desire to excel and committment to quality should be the first things in any profession.

SUCCESS MANTRA

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SELECTING A CAREER / PROFESSION :

Nowthesedays every student wants to make career in Sunrise Industries like IT, BPO, Retailing, Biotechnology etc.

Before making a decision on career you should see three things

(I) WHAT IS THE PROBABILITY THAT INDUSTRY / FIELD REMAINS BRIGHT FOR NEXT 40 YEARS ?

This is most difficult part of your career analysis. As a career which seems very bright today, may become very dull after 5 years.

e.g. Paging industry was very bright 10 years back, now some of you may not be knowing what is a pager ? (For those who really do not know : Pager is a communication device through which one sends / receives messages in text form).

There are some careers related with basic amenities of life which are evergreen. Like food industry, Textile industry, Housing industry, Education Sector, Health Sector etc.

(II) DO YOU HAVE APTITUDE / PASSION FOR THE CHOSEN PROFESSION ?

This is very important as every field is very competitive.

The success will depend not only on University degrees but on your passion for the selected profession.


(III) YOUR CHANCES OF GETTING INSIDE THE PROFESION :

Even if a career has a probability of long term survival and also you have the passion but if your probability of getting in the profession is very low then also you have to think of alternate career e.g.

May be a career in civil services has very long term survival, you have the aptitude and possion, but probability of your selection is very low as lakhs of students compete for few hundred seats.

SUCCESS MANTRA

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 These days there is boom of talent search competitions on almost every TV channel.

On one hand because of multiplicity of channels people from small places have got chance to show their talent. On the other hand instant fame and money which these successful talents get , thoudands of persons try their luck. Not everyone can be a singer. Not everyone can be a laughter artist. So instead of getting lured simply because of instant money one should get into a career for which one has a natural inclination. *May be a person, who is not a good singer, can be a good animation artist or a biotechnologist and so on.*

So choose a career for which you have aptitude and passion and you will get success.

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START WORKING EARLY IN THE LIFE :

It is often seen in middle and high class of society that parents do not like that their children should work along with the studies.

Till schooling this concept is good that a child should focus on studies, on hobbies and on personality development.

After schooling a child is no longer a child. Now child has become youth.

If a youth has to become a responsible citizen and a successful professional / entrepreneur then it is very important to start work early in the life. If one gets part time employment in related field of one's chosen career then it helps tremendously in life.

The person is able to correlate theory (Studies) with Practical life.

Another plus aspect is that the person can sharpen the skills by the time he/she is into full time employment.

As competition is increasing everywhere there is little time for training. So if this training goes on alongwith studies then you will not find yourself like Alice in Wonderland after studies.

SUCCESS MANTRA

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IMPORTANCE OF SIMPLICITY AND STRAIGHT FORWARDNESS IN ONE'S CAREER

In our most revered scripture "Ramayana" Tulsidasji writes for Lord Shriram "Nirmal Man Jan so Mohi Pawa, Mohi Chhal Kapat, Chidra Na Bhawa" i.e. one with serene and simple behaviour gets me and I do not like persons who are cheats and the persons whose real intentions are just opposite to what they say.

This you will find is true in all spheres of life.

You will find Most Successful doctor, being a very simple person.

Similarly Successful industrialists / entrepreneurs whom everyone like also being very simple persons likes Narayan Murthy.

By simplicity I do not mean that you should not be smart and alert. You should be intelligent, knowledgable, hardworking but a simple, smart, alert & straightforward person.

This you will find is helpful not only in profession but also in personal relationships.