



BHAKTI NEWSLETTER (X EDITION) (DEC 2015)

FROM CMD'S DESK.....

LIFE DECODED

Life is a magnificent event. This applies to every life on earth. Sometimes, Life seems to be unfair. But, that unfairness will have a purpose.

Amitabh Bachchan had a worst financial crisis in late 1990s. In his own words, he said in an interview, "During that phase, if someone would have given me money to clean the floor, I would have done that". Yes, life was unfair to him. Many ordinary people would have been critical of life during such a phase and lost confidence and hope. But, Bachchan understood that 'Yes, life is unfair to me but with a purpose'. He bounced back in life within a year or two. He would have never accepted *Kaun Banega Crorepati* if there was no financial crisis. In this process, he would have missed discovering the new 'Amitabh Bachchan'.

Always remember that Life will give you opportunities when it wants you to conquer the world and the same Life will give you challenges, when it wants you to conquer the 'inner you'. Both - opportunities and challenges, have different purposes and both are important for our holistic growth. So, let us respect the challenges and do what we must do. Our great times maybe just round the corner.

I remember a news article where the parents of a seven year old who died of dengue, committed suicide. They were shattered by extreme grief. But, I have also come across of parents who underwent similar unfortunate circumstances, however, they found some solace and meaning to life. Life might be tough at times but not all the times. In every walk and stage of our life, at every step – joy or sorrow, we should be grateful for this very life that we have been blessed and gifted with. One must realize that anything that begins will eventually end. That which is born shall die – sooner or later, "when" is the only question. No one is exempted from it.

To share with a personal experience in life, my own brother met with a tragic end on the first day of Navratri in the year 2014 and his wife passed away on the last day of Navratri in the year 2015. Both died in accidents within a year apart leaving a 19 year old son behind. It was very difficult for all to cope up with the grief. However, this tragic incident made me

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philosophical. I wandered into a cemetery and noticed the tombstones. The tombstones had the year of birth and the year of death separated by a dash. (For e.g.: 1975 – 2015) That dash is your life. How you lived, whose lives you touched, what you created and the legacy you leave behind – they all represent that dash. Our purpose in life is to make that dash as meaningful and as memorable as possible.

We need to ask ourselves a question, “Is my life an example or a warning to the next generation?” When you throw a stone in a lake, you never know how far the ripples may go. Similarly, we are watched by people all the time. Especially, children will follow your examples more than our advices. Bhagwad Gita tells us that whatever a great man does, others will imitate. Whatever standard he sets, the world will follow. The world learns much more by what they see than what they hear. Be an example to the world. The world needs it. So, be a living role model. Be a ripple in the memory stream for atleast one person, apart from our near and dear ones.

There have been times in my life when I was unsure of my destination. Many a times, when I was facing the wall, there was some acquaintance of mine, who pushed and showed me the way. There were times when I was unsure of my abilities; there was some human soul whose encouragement propelled me forward. There were people who believed in me much more than I believed in myself. Now, it is time for me to be to the world, what the world has been to me. My resolve is to take every opportunity to show others that they are better than what they think they are.

So, do not accept anyone’s definition of life. We must define it ourselves. Let the world remark, “We met a human being who was unique and who did not remind of anybody else”.

Lessons for a First time entrepreneur

I am often called for O.D intervention at many Sole Proprietor units. I felt that some lessons which I taught to them must be shared to my readers.

An entrepreneur must always realize that the cost of his time is much more than the excitement he gets from being in direct control of things. A first time entrepreneur is usually afraid to allow his managers to take crucial decisions that will have major impact



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on the business. I have heard of cases where the entrepreneur frequently calls to the senior manager, heaps several tasks on the manager and pressurizes him to complete those tasks within unimaginable deadlines. Initially, the senior manager floored by the attention he is getting and in all his eagerness to impress his boss goes all out to deliver, draining all his energy on a daily basis. This could go on for close to six months. After that, the pressure begins to take its toll on the senior manager and his performance begins to decline.

By this time, the first time entrepreneur who was otherwise lacking in managerial and corporate skills has managed to learn from his senior managers. He, being the proprietor of his business begins to question the need for hiring a manager. His new found skills and position makes him feel overconfident. This leads to a situation whereby he begins to demean his managers.

Afraid to lose their jobs, the managers become “Boss manager” – Yes men, who do what the entrepreneur says, act busy when he is around and work overtime just to impress their boss. In the process, they stop performing the duties they were hired for in the first place.

The company starts losing the people who have helped it grow. This leads to difficulty in finding quality replacements. It also leads to a vicious cycle where the entrepreneur begins to spend more and more time on day to day affairs, instead of focusing on diversification and growth. The first time entrepreneur must realize the importance of delegation. He must have faith in his team.

Based on my experience as a mentor and an entrepreneur, the startup success is a long hard road. Real entrepreneur always takes a failure as a milestone on the road to success. They count on learning from their mistakes, and use the experience to move to the next idea. But why not learn from the mistakes of others, without suffering the cost, time, and pain? It's good to say that you never make the same mistake twice, but success is even sweeter the first time around with no mistakes. Go for it.

News of Bhakti Management Services Pvt Ltd.

With great pleasure and pride, we hereby inform all our readers and well wishers that *Bhakti Management Services Pvt Ltd.* has purchased its own office at 5th floor of MeghMalhar complex, Sector 11 at Gandhinagar. The inauguration was on the auspicious day of Laabh Pancham - 16th November 2015. One of our objectives has been accomplished as we completed 17 years of our existence on Dec 14th. We express our heartfelt gratitude to all our stakeholders for their well wishes and support throughout our journey. Keep us in your prayers and do share our joys in each milestone achieved.

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Celebrations at Bhakti



Bhakti completed a year at Vodafone.



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Our inauguration at Sec 11



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Thank you

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