

# [ LET US DO IT FOR INDIA ]

THURSDAY JUNE 26, 2004

**If you are one of those cynical youngsters who does not believe in patriotism and national pride, then you are out of sync with what's happening globally**

WORK WISE - A fortnightly column by Rahul Kapoor

Researchers say that a nation develops fastest when the percentage of its youth is maximum when compared to any other age groups among the total population. USA and Japan are living examples of this theory. I recently, read that at this point in time the percentage of the youth in our country is 54% (15years to 30years) of total population. So obviously, going by what researchers say, India is poised in a point in time which is ideal for amazing development.

A lot has been written and said about the youth and its power and ability to turn fortunes of the country.

Let's do something different this time. Let' try to chalk out a basic action plan for the youth and see whether this can be implemented by us as we work towards a greater India.

## **Patriotism**

Sadly, lot of people think that patriotism means going and fighting at the border or raising funds when a Kargil war takes place. The real meaning of this word means a fundamental love and pride for your country. If you believe that it's the best place in the world, and do your bit-however small-to contribute towards this, believe me, it will be the best.

Let me quote an example of the CEO from Samsung. This Korean was educated in America. He lived there for over 5 years and was fascinated by the standard of living, the concept of 5 days a week of work and so on. He realized one day that he could use what he had learned in the US to work wonders back home. Back he went to Korea and joined Samsung, which is today one of the fastest growing brands in the world. It is not only because of this one gentleman but hundreds like him who dream for a better Korea that this country has shown so much growth. The idea is to think beyond oneself and personal growth and think of the larger picture

I must further illustrate, 3 success formulas used at Samsung:  
O=M=O Work overtime, till midnight, for overnights.

W=MTWTFFS Week is equal to Monday, Tuesday, Wednesday, Thursday, Friday, Friday and Saturday.

P=S=K Personal development is equal to Samsung's development which is finally equal to Korea's development.

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Look at the above again, all of this means hard work, commitment, love for the company, love for the country. It talks about a passion to grow as a company and as a nation. It talks about thinking beyond individual growth and achievement. That's what it really takes to grow as a nation. Apparently, often when someone in Samsung goes back home early on a working day the spouse asks doesn't your company need you today, why are you home so early? That's patriotism personified.

## **Professionalism**

India has been bagging hundreds of off shore assignments in the last few years. It means lots of job opportunities, lots of opportunities for growth and of course lots of job-hopping. The other side of the story is that countries like China, Brazil, Russia and Korea are quickly catching up and fighting hard to win international contracts. They all have the same strengths like ours in terms of cheap labor, lots of youth and growing levels of education. This means that every mistake of ours can put us into deep trouble.

I come across hundreds of people every year in software and contact center industries that change companies for better prospects and more money. My suggestion to all these youngsters is that you should plan your move well, so that it does not hurt our country. Let me elaborate When you jump companies without enough notice or proper communication, you leave your team and your project in deep trouble. Finding a suitable replacement is not a real problem for you company but to find that replacement in time is indeed a problem. Under such circumstances your team has a good chance of failing to deliver the product in time or the quality standards may suffer. This in turn means that the client suffers and finally he gets a feeling that Indians are not very reliable people. Now look at how one simple act of yours can affect the reputation of our country. Can we afford this, given the competition level in the international area? So when I say professionalism I mean, be committed to your job like you are working for your country. If you want to leave the company due to any reason, make sure that you do it under circumstances, which will not affect your project.

## **Vision and Goal**

Tell me, will you ever get into a train without knowing where it is going to take you? We all know that to grow we need a goal which should be a part of a larger vision. Someone once said that 'every thing in this world is created twice, once in our dreams and then in real life'. Thus without having a blue print of where we want to go we cannot succeed. I would want every youth of this country to know this to make India a developed nation we must be a part of this country's vision. We have been fortunate that in the last couple of decades we have had fantastic leaders like Narasimha Rao,

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Atal Bihari Vajpayee and of course our president Dr. Abdul Kalam and PM, Manmohan Singh. Each of these leaders has dreamt of taking India ahead and put it on the map of successful countries. A must read for all of us is the book INDIA 2020 A vision for the new millennium written by Dr. Abdul Kalam and Y.S. Rajan. Trust me you will feel proud to be an Indian and will definitely find a reason to do something for our country.

The world belongs to those who believe. Even small acts of yours can make you a part of this vision for the country - keeping our roads clean, spending time at orphanages, old age homes, not violating traffic rules, avoiding accidents, educating the poor and needy, planting trees and so on. So, stop being a cynic. Believe in yourself and your country.

Kennedy said: "Ask not what your country has done for you, ask what you have done for your country." So folks, don't waste time questioning- just do it for India!