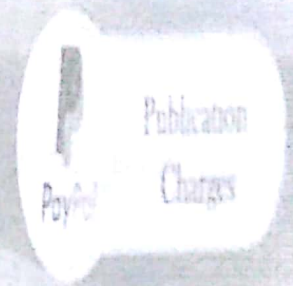
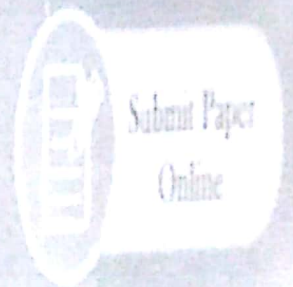




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ISSN-2378-702X



American Research Journal of Humanities & Social Science (ARJHSS)

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American Research Journal of Humanities & Social Science (ARJHSS) is a double blind peer reviewed journal published quarterly (ARJHSS)

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Important Date of  
October 2023

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## Message of Subroto Bagchi to The Young Professionals.

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**ABSTRACT:-** Subroto Bagchi is chairman and co-founder of mind. Tree, one of India's most regarded software companies. He is India's bestselling author of business books including "The High performance Entrepreneur, 'Go kiss the world and 'The professional'. According was Bagchi even an or ordinary man can achieve extraordinary things Life of poverty and depravity changed to its simplicity His views on strongly are quite blunt and forces one to accept that strategy sessions lacks energy as there is no emotional appeal. According to him when you are continuously displace you make friends easily you have low expectations from un familiar, hence you are more pleasantly surprised than frustrated when faced with many ups and downs in life. Subroto has one important message for the current generation about to start their careers, do not over plan. He said "our parents had no money, they gave us idealism"

He told to the new entrepreneurs

(i) Never use Govt. property for personal use (ii) Treat small people with more respect (iii) show consideration for others (iv) Work not only for you but for others. The success is in your ability to rise above your discomfort.

**Key words:-** Entrepreneur, Mind tree, success, consideration, platform, universalism.

**Life of Subroto Bagchi:** - Born in Orissa in 1957, completed his studies despite numerous obstacles. For a long time he was associated with Wipro and DCM as well as IT industry. He is mainly famous as co-founder of Mind Tree which is one of the most regarded IT companies in India. Presently he is the chairman of Mind Tree. He is considered one among fifteen most significant business achievers by the magazine named "Business Today" in 2006. He is famous for his columns in 'Arbor Mentis' for business world, 'Times of Mind' for the Times of India. He is Indian bestselling author of business books. His books have been translated in Hindi, Marathi, Malayalam, Tamil, Kannada, Korean and Chinese. He resigned from the post of the head of Odisha Skill Development Authority.

**Literary Reviews:** - Subroto Bagchi is India's bestselling author of business books including 'The High Performance Entrepreneur', 'Go Kiss the World' and 'The Professionals'. His business book for young adults in MBA at 16 was published in 2012.

1) **The High Performance:** - Few golden rules for success in today's world are discussed in this brilliant book of advice and perspective of constantly successful entrepreneur. It is the comprehensive guide to new entrepreneurs. Finding one's own business is difficult but more difficult is maintaining it. In this book Subroto tells his own story of becoming a great entrepreneur. In this book he explains the secrets of his own business which made an Indian company competitive of the rest of the world. The standard of living is increased by creating more employment through entrepreneurship. It is delightful guide for new businessmen.

2) **The Professional Companion:** - This is one of the biggest selling business book in India. Subroto through this book answers the key questions 'what professional means? He stated through this book how one can be a successful professional in diverse situation. The book fulfills the need of new aspirants becomes tool of game changing. Through simple exercise Bagchi allows us to understood professional approach and develops wider skill among us.

3) *Elephant Catcher*: - The book is addressed for startups but it is very useful for functioning managers also. The concepts in this book are from his own experience. The views of Bagchi on administration and management are taken from his experience. The views of Bagchi on administration and management are taken from his real life and experiences. It is astonishing insight how you are devoted to your business. The views on strategy are quiet blunt and no place to emotional appeal. Importance of well-designed sale team is stated in an interesting way.

4) *Go Kiss the World*: - 'Go Kiss the World' were last words of the mother of Bagchi which are the guiding principles of Bagchi, a clerk in a government office became co-founder of IT Mind Tree. This is inspirational and autobiographical book also. Subroto Bagchi has described the discipline and moral teaching given by his parents when they were in rural Orissa. The person who is adhered to Life principals and human values can achieve anything in life, is taught in this book. The aspiration he got from the teaching by his parents is the core content of this book. The book is the reverie of Subroto Bagchi explaining how he succeed in his life.

#### His message to young professionals:-

After completion of near about twenty years in corporate life he came across the reactions of domination and near about slavery in between senior management and operating team. The relations mostly are based on remuneration formula. Nothing is achieved in review meetings between two except quarreling and fighting. The innovations coming from inside are essential for emerging technology area, open innovations are essential for organizational growth. In this letter to the employees in poignantly recounted the inception of the company and asked them to stay focused and continue delivering their best customers. When he was offered huge bags of money to leave Mind Tree away he said "our polite refusal has been interested as foolish idealism of a bunch of lower middle class folks that we are" he added, 'our dominant profile is like our DNA, it cannot be fundamentally changed. Formal assessments might play a great role in leading us to the right path. Sometimes we think we are leopards though we might be actually a Jackal. <sup>[1]</sup>

He speaks about four key pillars of success which are

- i) Humility- Need to be receptive.
- ii) Learning from unusual sources- Learn from one context and apply to the others.
- iii) Practice mental agility- practice for avoiding displacement.
- iv) Sense of purpose- Purpose determines your power. <sup>[2]</sup>

#### His views on purpose of life:-

According to Bagchi the combination of our education, experience network, worth family and body makes us who we are? Our platform is made up of taking all together such things from where we can launch ourselves. It is like a railway platform from where you can reach your destination thus platform is your purpose of life. Low platform or low purpose is the matter of choice. Low category people with low purpose done compare themselves with others

Low platform having high purpose are path makers 'People in NGO's can be counted in this category. High platform low purpose people are competent people but purpose is Limited to them. High platform high purpose people have a sense of legacy. He his sited examples of Narayan Murthy, Azim Premji and Manmohan Singh. They are responsible for the future in which they will not exist. Dalai Lama has not been able to make Tibet a reality but that doesn't differ him from has purpose and his efforts which are for a future, Tibet which he may not even live to see. <sup>[3]</sup>

According to him his own peers in the industry and academicians are responsible for the biggest enigma regarding the media coverage of company results and they gadget they launches media usually blame the industry for not proving actuality of the company and working conditions in IT establishments.

The notion of competence in journalism says Bagchi' is based on placing greeted value of chasing Reuters Feed rather than taking six weeks to complete a well-researched piece, "If this is what we value more why should we waste time an research" The media does not really understand issues related to the inception, growing up pains and challenges of anybody who is not big B <sup>[4]</sup>

According to him our lack of affection for research is a national problem look at the quality of research produced by Indian academic. It is our single biggest drawback as a nation Industry suffers from same mentality. He has given the example of stepping down of N.R. Narayan Murthy, founder of Infosys, marked as "going down of mid-day sun for the industry. There was not a day when an industry issue was not front page news. The media spoke to Narayan Murthy on reservation issue, Bangalore Airport, new education policy. He

added that IT industry like Bollywood or Indian political system needs 'poster child, a company CEO cannot become a poster child or social icon but every industry needs 'a visible pipeline of stars' (5) He further argued that the industry had to complete with construction, infrastructure development, retails healthcare and several other sectors. Indian companies says Bagchi, do not realize that content has a role and power to build legacy. Karl Marx is dead, but 'Das Capital' remains you can create content only when you have a sense of legacy. But content cannot be written by a PR agency, it has to come from industry.

**His concept of success:** - In the words of Bagchi

Success is not about the unfolding of thought process, of dialogues and continuum success to me is about vision I is the ability to rise above the immediacy of pain. It is about imagination. It is about sensitivity to small people. It is about building inclusion. It is about connectedness to a larger world existence. It is about sensitivity to small people. It is about building inclusion. It is about connectedness to a larger world existence. It is about personas tenacity. It is about giving back more to life than you take out of it of is about creating extra-ordinary success with ordinary lives <sup>[6]</sup>

The success is your ability to rise above your discomfort, what every may be your current state. You can rise your consciousness if you want, above your immediate surroundings. Never measure personal success and sense of wellbeing through material possessions.

### Teaching of his parents

Bagchi's parents set the foundation of his life and the value system which made him what he is today. Followings are ten morals which his father inculcate in him.

- i) Never use govt. property for personal use, as his father was government officer, he never used the office jeep for his personal and family use. He used it only to tours the interiors, he would walk to his office on normal days that was early childhood lesson in governance.
- ii) Treat small people with more respect than how you treat be people. It is more important to respect your subordinates than your superiors.
- iii) His father used to say. You should leave your newspaper and your toilet, the way you expect to find it. The lesson for Bagchi about showing consideration to others Business begins and ends with that simple percept
- iv) His mother always prepared a garden wherever often, the garden prepared by her was of no use to her and when she was asked," why she takes such toil for others? She answered "I have to create a blood in desert and wiener I am given a new place. I must leave it more beautiful than what I had inherited" Till death he measured his success in terms of larger connectedness.

According to Bagchi imagination is everything, if we can imagine a future, we can create it, if we can create that future. Others will live in it. That is the essence of success. When his mother was totally blind and when she was eighty years of age, she did her morning yoga every day, swept her own room, and washed her own clothes. For him success is about the sense of independence it is about not seeing the world but seeing the light.

- v) On the deathbed of Sufderjung hospital in Delhi, his father was concerned about the overworked nurse than his own state. There Bagchi learnt that there was no limit to how concerned you can be for another human being and what the limit of inclusion is you can create. The success of his father was defined by his principles his frugality, his universalism and his sense of inclusion. There was diversity in political outlook of his father and mother, on moor issues concerning the world, the two had differing opinions. The succe3ss is in the power of disagreement, of dialogues and the essence of living with diversity in thinking. Success is not about the ability to create a definitive dogmatic end state it is about the unfolding of thought process of dialogue and continuum.

### CONCLUSION:

In a world engrossed in materialism, the advice of Subroto Bagchi to entrepreneurs is stimulating. He underlines the importance He underlines the importance of values in order to achieve that real success in life. In his opinion, the world would be a much better place if we look beyond our self-serving interest and work for the greater good of humanity.

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