

A - Z OF SUCCESS

Life consists of two facets.

Two different facets – often appearing to be opposite to each other.

Success lies in managing these facets in your life.

Your life is yours.

You should take command of it though there may be many external factors that are disturbing your life.

There are many uncertainties in life – not just of yours but everything around us.

It is a chancy chancy chancy chancy world.

Yes it is a statistical world

Scientists see a beauty around that statistics because they can model it. Not that they can make it certain and deterministic; but they can see the play of “chance”; they can model it for explaining trends; it is useful. But to tell precisely what will happen for you at a particular time for a particular activity of years, it is very difficult to predict accurately. That is why all of us have to face uncertainty about life and the resultant anxiety.

But if we can learn to experientially feel and accept the two different facets of life and therefore two different outcomes (often it is gray with shades of these two facets) then we will learn to master many aspects of life. Anxiety will be gone.

Then opportunities in life, which are really a series of chances or accidents, could mostly be grasped for bringing out the best in us. Occasional or sometime repetitive negative outcomes will not deter us. In the overall, over a period we would have realised the best of potential in us to the best of our own satisfaction and to the acceptance of persons around us.

You are in command of your life because you are understanding experientially the two facets (often opposite) nature of life and uncertainties.

Am I exaggerating the nature of the reality by stating the above ?

How many examples you want ?

Darkness has meaning only when there is light sometime and vice versa. Same is with male and female (very little biological differences out gene and hormonal levels that make the difference. Collectively they are humans).

Now let us go to light itself.

Modern physics tells us about photons, the particles and the waves which are very well described mathematically. Light is both particle and a wave (totally opposite for ordinary thinking ! But that is reality). Look at the function of light for optical communication or for detection in an optical sensor in a lift you use.

So is energy and matter – the famous Einstein equation !

Actually in reality, the expected result (i.e. expected by you or me or us) and the opposite outcome (which you or I or we do not want !) are embedded as a package. One or the other manifests at a given time.

You will ask me now : “Can I control which will manifest at a given time ? I want to . always get what I desire as expected result. How can I get it so ?”

The frank and truthful answer is that you cannot control what the outcome will be ! You may not even be able to predict accurately what the outcome will be !

But you can know reasonably accurately as to the possible outcomes can be ! And mentally prepare yourselves about the different possibilities even which you can be trying your level best to achieve what you desire the most (That is Action, Karma).

If you get what you desire the most you are lucky one ! most happy one !

If not you are not depressed because you know the other possibilities.

You can try again for what you want ! or change your path.

In a long term, adding all these undesired results and the desired results, if you are persistent bold and determined, the sum of the desired results will be much higher for you.

Is it just a pep talk ?

Or does it have a scientific basis ?

It has an experimental basis.

Keep trying; have faith in your own actions; your own capabilities; keep on trying.... Remember about the complexities of life Never get depressed though occasionally you may feel sad...

How to achieve such an ability ?

I have attempted to explain it through "A to Z of Success : A Companion for Youth".

In an actual sense, it contains well thought out "tit-bits" of pages or paragraphs around words like "Attitude" or "Baby" or "Fear" or "Failure" or "Zeal" – Read it; think about it; over a period of occasional readings (typical of present day youth !) and a deeper thinking about the ideas given therein, you will learn to understand the complexities of life –

And you are likely to succeed in shaping your life.

**Success means
Not having to wear suit**

Chemair A.....
A young man with
s tea –
10/2/06

Monday, March 27, 2006

A to Z of Success: A Companion for Youth

A to Z of Success: A Companion for Youth
Dr. YS Rajan, Ocean Books Pvt. Ltd., Rs 300/-

On the surface, this is one book that has a lot going for it. For one, it's author is Dr. YS Rajan, co-author of the bestselling *India 2020: A Vision for the New Millennium*, along with Indian President, APJ Abdul Kalam. Add to that the fact that Dr. Rajan is one of the rare breed of people who succeed in a variety of fields (he worked in ISRO, is an advisor to the CII, and a professor at BITS, Pilani, among other things), and you would think that a book written by him and targeted at the nation's youth would be eminently readable.

Well, to an extent, it is. Dr. Rajan's efforts are visible on every page of the book. (A reader can open it at just about any place and start reading.) In the book lie more than a few nuggets of intelligence and common sense. (Dr. Rajan explores a vast plethora of subject and emotions that concern the younger generation, evoking a number of interesting anecdotes and references to drive home his points. **More often than not, succeeds in making an impact.**)

Calling this a book for the youth is unfair – (even wizened veterans can benefit from the advice given here,) although some may resent the slightly patronising tone the book takes from time to time. (What separates it from other self-improvement books flooding the marketplace is Rajan's adherence to an Indian context – this is a book with a distinctly Indian flavour.)

The arrangement of the book is in the form of a glossary of terms. While some terms are explained over 2-3 pages, others are dismissed with just a few sentences - at least some of these too could have been given more words.

In the end, one is left with a slight feeling of regret. *A to Z of Success* had the (potential to be on par with the works of Covey, de Bono, and Hansen.) That it fails to do so is entirely the blame of those in charge of editing it. Nevertheless, it is a

handy reference for any person willing to overlook its flaws. [Or perhaps the next edition could iron out some of the shortcomings].

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This book is meant for all persons to think about their lives, to equip themselves to face the challenges and to shape a better future for themselves. It is not necessarily for those in high-tech profession. It is for everybody. It addresses the actual problems of life. It is eminently practical and gives the 'truths' in simple terms.

It is an easy to read book to assist the youth and their guides to face modern life and to make the best of it.

The author has used a unique technique of writing 26 Chapters A to Z to suit today's fast lifestyle. The chapters have words like Aim, Aspiration, Anger, Compassion, Jealousy, Kindness, Pride, Professionalism to zero-sum, Zeal etc as sub paras around which a few profound experiences and insights are woven. You will feel as if the author is sitting with you and talking to you exclusively.

Readers can choose to read them in a continuous manner or as individual pieces, the way they choose. They can go to A, to K, to X, to Y, to P, choose words, and close the book. It gives them a total freedom for reading, throwing away and picking up. It suits the pressures of the modern day youth.

The book is also well suited for those in higher age group including those above sixty. Though Indian context is emphasized, basic principles given apply to all.

**Member of Parliament Dr Jai Panda releasing the book
while Chief Mentor CII, Mr Tarun Das looks on**

The book imparts worldly wisdom to youngsters for handling the challenges in life and carve out a better future for themselves and society.

- The Hindu

This book successfully bridges to different genres. One genre is a self-help type of book and the other is that it also straddles philosophy very successfully.

- Dr Jai Panda, MP

A to Z of Success. It's like Dale Carnegie telling you how to make friends or win friends and influence people. I've got a check-list from Dr Rajan on 'How to be Successful'.

- Tarun Das

We talk about power. The one before that, which Dr Rajan has dealt with very nicely, is instead of igniting your passion, your energy against somebody or against something, ignite it for something positive including success defined in a positive manner.

- Arun Maira

Clearly, it is a book that I wish I had got when I was much younger. Having turned 35 now, I think I can relate to a lot of things the book talks about. And actually, I could appreciate the title of the book could even be 'A to Z of Successful Life'.

- Sumit Anand

A reader can open it at just about any place and start reading. Dr Rajan explores a vast plethora of subject and emotions that concern the younger generation, evoking a number of interesting anecdotes and references to drive home his points. More often than not, succeeds in making an impact ... even wizened veterans can benefit from the advice given here.. What separates it from other self-improvement books flooding the marketplace is Rajan's adherence to an Indian context - this is a book with a distinctly Indian flavour ... potential to be on par with the works of Convey, de Bono, and Hansen.

- www.TCP.in

I must thank you for writing such a wonderful book which shows us and guides us in the right direction to live and build our lives. It truly is the best gift you have given to India's youth today and a lot of other youngsters across the world who would read and learn from your experiences and thoughts.

- Varun Ajay Khurana,
a young reader

Yagnaswami Sundara Rajan, a scientist by training, is a multi-faceted personality, having accomplishments worthy of accolade in more fields than one. He holds currently various positions : Principal Advisor to the Confederation of Indian Industry (CII), Adjunct Professor BITS Pilani, Vice President of the DAV College Managing Committee, member of the Executive Council of the Banaras Hindu University.

He has been a part of India's space programme for the initial twenty four years and has later served the government on promoting applications of science and technology.

He has a rich multicultural experience having been to about 40 countries in all continents.

He has co-authored a best selling book on the vision of the new millennium that he shares with the President Dr APJ Abdul Kalam. The book **India 2020 : A Vision for the New Millennium** is a bestseller, which has been translated into many Indian languages. Besides this, he is author of many other books.

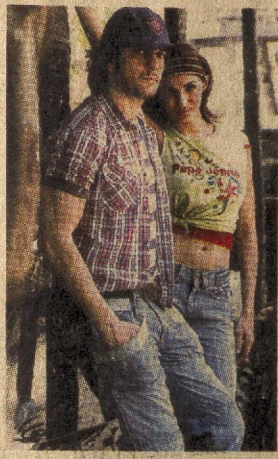
Not content with contributing to the development of his country's scientific and literary fields, the author is a committed believer in the cause of humanity.

He can be contacted at y.s.rajan@ciionline.org and also in the website www.ysrajan.com

BUYLINE

JEANS COLLECTION

Pepe Jeans has unveiled its "Engineered Originals", a trendy and sumptuous casual wear. The word Engineered comes from the fact that each piece has some detail engineered into the final construction. The look of the collection is casual and fresh with unusual twists to shapes and fabrications. Mexican embroideries are combined with passport stamp prints, floppy styles are printed with tattoos. The fabrics are said to feel like second skin, with high comfort levels.



RANIPAL RANGE

Pidilite Industries has unveiled a full range of its popular Ranipal brand with Ranipal powder, stain off, yellow off, colour fun off and Ranipal long lasting starch to take care of all garment handling requirements. The entire range is claimed to be gentle on fabrics and hands engaged in washing them, works well with detergents and washing powders in washing machines, and acts as fabric enhancers. Tough on stains, the range of products is available in pouches, containers and bottles starting at Rs.5.

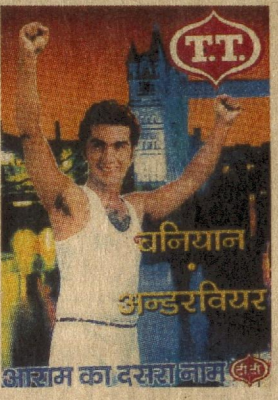


FOOD PRESERVER

S.R. Foils, pioneers in the manufacturing of aluminium foil products, has launched Homefoil food wrapping aluminium foil with rust proof metal cutter. Homefoil, India's largest selling aluminium foils are said to be hygienic for wrapping, storing, covering, sealing, baking and also grilling of food products. Useful for packing and carrying food, it is ideal for keeping food warm and fresh. The product is available in various pack sizes across the nation.

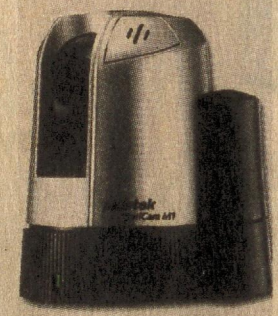
NEW RANGE

The name synonymous with hosiery undergarments and garments, T.T., has introduced a new range of men's undergarments, which have bacteria resistant finish. The premium range of vests from T.T. is made of ribbed and 100 per cent super combed cotton and has been crafted using seamless lycra waist band that ensures that no rashes appear on the skin. Available across the country through wide marketing network, the price of the range starts Rs.45.

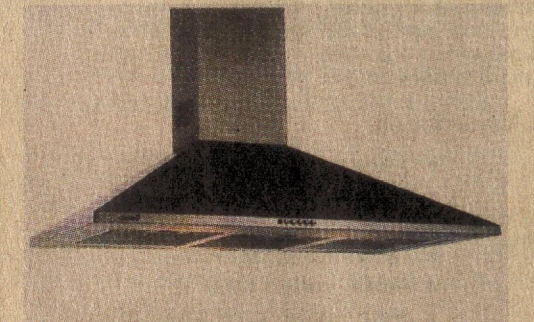


MOTORISED WEBCAM

Plustek Inc, a leading manufacturer of consumer imaging devices, has announced the availability of its OptiCam M1-motorised web camera (Webcam) in India, offering the market's first three-axis



camea with micro focus capabilities as close as 15 mm. The device is a web camera that pans left to right, up and down, has an onboard microphone and works seamlessly with popular instant messaging applications with as MSN Messenger as well as with NetMeeting, a popular video conferencing application. The product is priced Rs.5390 onwards.



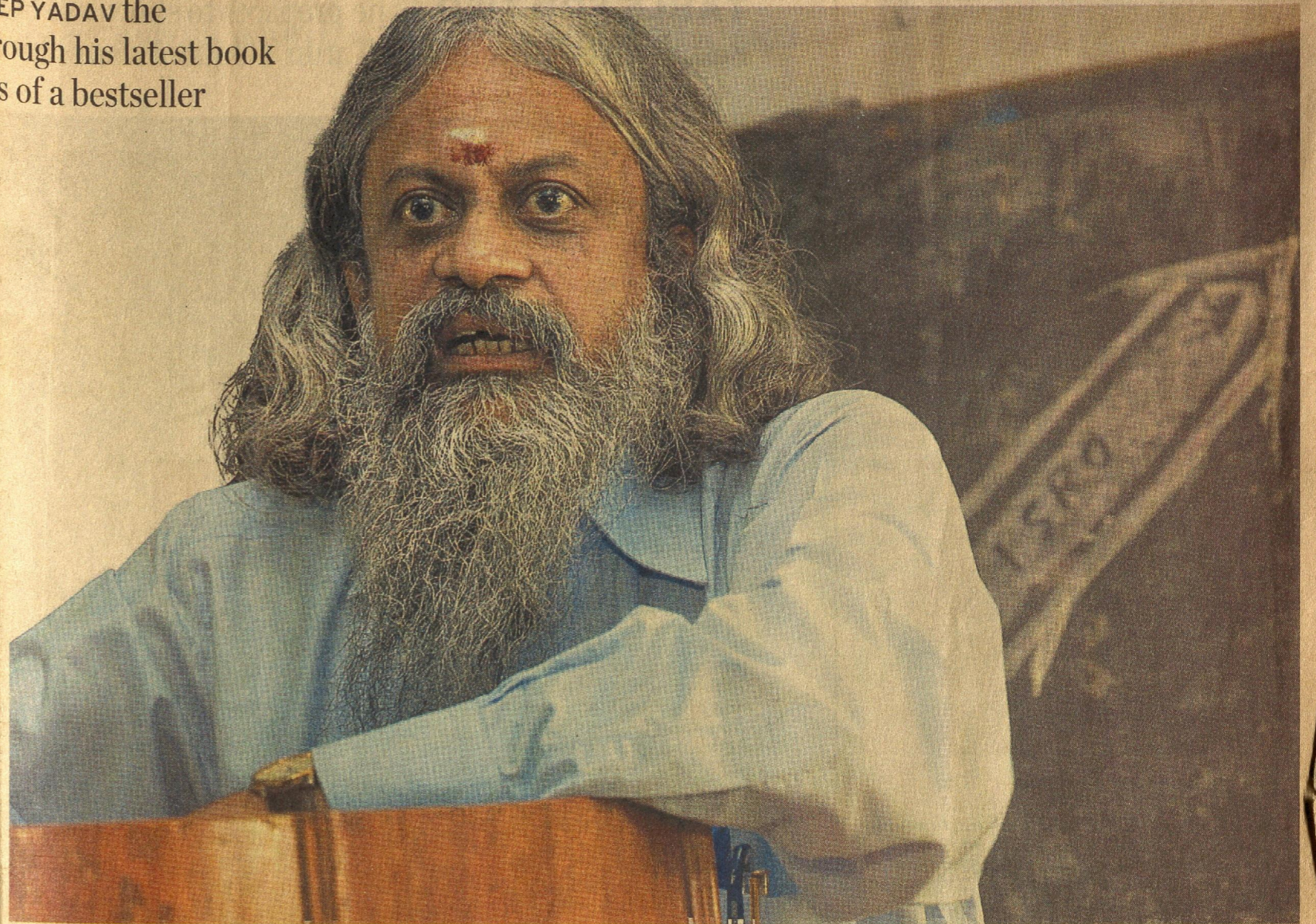
DECORATIVE CHIMNEYS

CATA, the renowned brand from Spain, has introduced a whole range of products for Indian homes. Which include straight and decorative chimneys, built-in ovens and hobs, Vitroceramic and Induction hobs, cooking ranges, kitchen and bathroom exhaust fans, heating appliances, etc. The electric chimneys range from Rs.5000 to 2 lakhs. Each and every product of the brand exemplifies the latest technology that adds a remarkable functionality in the kitchen. The range is available at over 700 retail outlets across the country.

On the highway to triumph

Y.S. Rajan gives SANDEEP YADAV the roadmap to success through his latest book that has all the makings of a bestseller

After the much-acclaimed 'India 2020: A Vision for the New Millennium', co-authored with President A.P.J. Kalam, Y.S. Rajan is back in the mould of a writer with the release of "A to Z of Success - A Companion for Youth". Oddly enough, this is a subject one would least associate with the former ISRO scientist and author of works like 'Empowering Indians: Policies Processes with Economic, Business and Technology', 'Strength in the 21st Century' and 'Global Business Technology and Knowledge Sharing'. In his earlier books, Prof. Rajan has talked about scientific and economic framework that the country needs to develop to metamorphose into a superpower. Here it is the individual who is the centre of attention. The book imparts worldly wisdom to youngsters for handling the challenges in life and carve out a better future for themselves and society. The book is in the form of a glossary with 26 chapters for each letter for the alphabet. Profound insights are woven around words like Achievement, Betterment, Imagination, Knowledge and Opportunity, etc. The book is replete with anecdotes from the Mahabharata, the Ramayana, the Jatakas, the Panchatantra and the author's own personal experiences. Although it is targeted at the youth, even veterans can find words of wisdom in A to Z.



FROM SCIENCE TO SUCCESS Y.S. Rajan's book is replete with anecdotes from the epics

I WAS NOT VERY CONTENT WITH MY ACHIEVEMENTS AT ISRO ALONE

for the betterment of the country," counsels Rajan. However, there is a warning. "In the coming years, the market economy is going to be ruthless. It will crush millions of people who are not empowered. Educated urban Indians would survive the onslaught but the rest would become a burden on society". A linguist with fluency in Tamil,

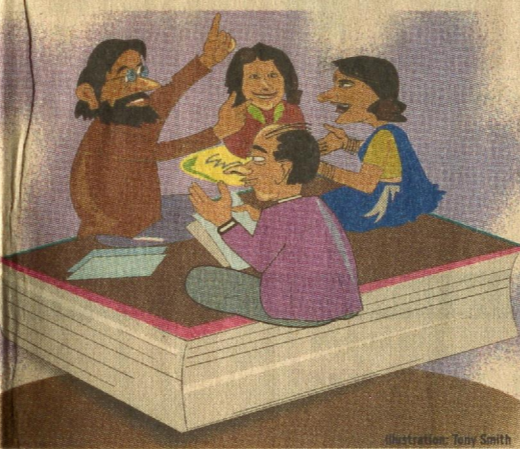
Hindi, English, Marathi and Gujarati, Rajan is principal advisor to the Confederation of Indian Industry, Adjunct professor BITS Pilani and member of the executive council of the Banaras Hindu University. "I was not very content with my achievements at ISRO alone. What we achieved was an aerial landmark. What about the grassroots? India has

problems in all fields. Pollution, water resources, garbage and fly ash disposal, etc. Mere launching of satellites will not solve the problem. I want to contribute to the progress of society by writing books or in the advisory positions I hold," adds Rajan. The youth is the future of a nation. A new scientific approach in the "modern chaotic and materialistically

selfish world" is the need of the time. "We all have to go through lots of battles in life. Yet one should not give up. Become the master of your destiny. Never delegate your future to anybody." Rajan's book is an effort to achieve this aim. There are enough instances of profound advice, but on the flip side, some of the entries are a little naive.

Celebrating the silver years of history

SEMINAR Sage Publications celebrates its silver jubilee with a series on Modern Indian History



Without undermining other streams of human research, it can be said, rather safely, that history represents the most remarkable theme of human intellect and identity, by virtue of man's sublime desire to record for posterity what transpires in a particular era, cutting across subjects. To chart the course of events unravelled in the recent past, Sage pub-

lications, under the aegis of The Centre for Historical Studies, School of Social Sciences, Jawaharlal Nehru University, had undertaken the task of compiling a series of Modern Indian History. To commemorate the completion

of ten volumes of the series, coinciding with 25 years of Sage, a panel discussion was held this past week at the India International Centre, where distinguished academicians, besides authors of the series, shared their

views. As professor Bipin Chandra, who, along with Prof. Aditya Mukherjee and Mridula Mukherjee of JNU formed part of the editorial team, said on the occasion, "While genres from different schools of history prevailing around the globe were considered while compiling the series, it was our endeavour to align them with essentially Indian considerations". As Prof. Tan Tai Yong, Dean, National University of Singapore and author of the volume on social, government and military in colonial Punjab, said on behalf of authors, "As the publishing scenario across the world shrinks, it was indeed a very gratifying experience to write on themes which are very specific and which provide opportunity for in-depth, pioneering research." He added that the support of Tejeshwar Singh, the

Managing Director of Sage, was "indeed an act of courage, when considered against market driven publishing regime prevailing today, which, along with the independence provided by the editorial team to the authors, made it all possible". **Establishing a link** The series, which includes topics ranging from colonial days and traverses through partition, cover issues that are vital even in the current milieu like communalism, democracy, secularism and agriculture. Noted social scientist and Professor Emeritus at JNU, Yogendra Singh, lauded the effort to establish a link between sociology and history as most movements tend to move from idealist dynamism to rotten lethargy. He appreciated the authors for relying on facts to diminish the influ-

ence of mythology, which otherwise tends to cloud issues. However, it was Prof. B.B. Bhattacharya, the noted economist and Vice Chancellor of JNU, the guest of honour for the evening, who infused an element of ingenuity into the discussion by exhorting historians to go beyond the analysis of the past and see consequences of events and to be bold in presenting them. At the same time, he had a word of caution for historians, especially while dealing with a subject that is as "dynamic as modern history, still evolving," while attempting to answer questions that stare at us. Also present on the occasion was Magsaysay award winner, Professor Shanta Sinha, who shared her experiences in doing ground level work with the downtrodden in Andhra Pradesh, particularly in the field of basic education. APS MALHOTRA

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A to Z of Success

A Companion for Youth

On reflection I find most of my communication with my self and therefore my family is an attempt to demystify the world using some well known adages, some nuggets of wisdom handed down over the ages, some experience motivated by a strong desire to help the spirit rise above the tremendous trifles of everyday life. While many people suggest meditation as a tool to achieve the above, the rational mind feeding on irrationality does not, often times, allow itself to meditate when most needed. At those times or as a prelude to meditation the above exercise in introspection and unconscious wisdom, if I may call it so, helps. Therefore you find yourself telling your child when a difficult experience is being gone through that everything happens for the best. Or when you talk against self-doubt you quote Kathleen Raine and say, "If the sun and moon were to doubt, they would go out." Most often such conversations, however common, take place between family members or very close friends. Dr Y.S. Rajan's book is a pleasurable exercise of a similar nature where he has extended this conversation outwards, with ease and felicity addressing all youngsters of our times.

Titled A to Z of Success; a companion for youth, the endearing quality of the book comes from Rajan's total lack of self-consciousness. He writes with the same care and compassion, as one would summon, when addressing one's own children.

Without saying that success lies in the relentless pursuit of a value-oriented life, Rajan weaves this message indulgently through the book. For example when it comes to revenge he has only one sentence, "do not even think of it." When it comes to consumption of alcohol, he does not say alcohol consumption is sinful and should be stopped immediately. Instead he suggests, giving data, that the quantity of alcohol the body will keep demanding will rise and therefore it is best to exercise caution and observe some 'dry days', particularly when young.

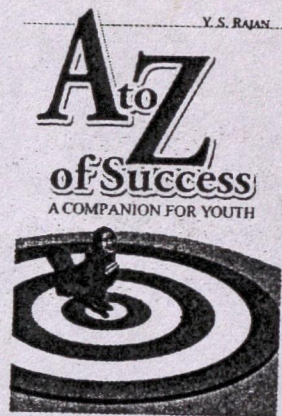
One review of the book commented, rather apologetically, that it was naïve in places. Indeed it is and this idea may be encountered several times through the book. That is the amazing aspect of the book. Firstly because when parents advise their children, the children often retort saying, "Oh! You do not know anything." It could be partly true but it is this seeming ignorance of the parent that roots the child in a culture of love and values. Secondly and more importantly, even after more than sixty summers, Rajan, a scientist by training, holding currently various positions of influence as principal advisor to the Confederation of Indian Industry, Adjunct professor BITS Pilani, Vice president of the DAV college managing committee, member of the

governing college of Guru Gobind Singh Indraprastha University as well as being a member of the executive council of the Banaras Hindu University, retains his spirit of idealism to be able to suggest ideas that could appear naïve. Add to it the fact he has co authored a best selling book on the vision of the new millennium that he shares with the President of our country Dr. APJ Abdul Kalam. The book India 2020: A Vision for the New Millennium is one where he has encountered the state of the country as it is now. That shows how well he has safeguarded his spirit. Dr. Rajan has not fallen prey to cynicism. If this secret is shared with youngsters, then for most part, the future will be secure.

Excerpts

Emotions

Emotions are the essence of human beings. They make us distinctly what we are. It is human to be emotional. But that does not mean that you forget the rational part of humans - the analytical, logical part which has made wonders through modern science, technology, medicine, economics and business. But even in these areas the emotional part (coming out as creative jumps - you have read about creativity in chapter 3) play an important role. Most visions of big business groups or scientific/technological teams are not the results of cold



Title: A to Z of Success

A Companion for Youth

Author: Y. S. Rajan

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ISO 9001:2000 Publishers

ISBN: 81-88322-86-5

Pages: 297

Price: Rs.300 (Hard Bound)



Y. S. Rajan

Born in 1943, Yagnaswami Sundara Rajan a scientist by training, is a multi-faceted personality, having accomplishments worthy of accolade

in more fields than one. He holds currently various positions as principal advisor to the Confederation of Indian Industry, Adjunct professor BITS Pilani, Vice-President of the DAV College managing Committee, member of the governing college of Guru Gobind Singh Indraprastha University as well as being a member of the executive council of the Banaras Hindu University.

He has been a part of India's space programme for the twenty six years and has later advised the government on related subjects in various capacities.

He has co-authored a best selling book on the vision of the new millenium that he shared with the President Dr. A.P.J. Abdul Kalam. The book India 2020: A Vision for the New Millenium is a bestseller, which has been translated into many Indian languages. Beside this he is author of many other books.

Not content with contributing to the development of his country's scientific and literary fields, the author is a committed believer in the cause of humanity.

analytical calculations alone. There is an emotional stamp.

Therefore develop positive emotions. Creative emotions. Also sometimes allow tender emotions to play with you; you will be sensitive (positive sense) human being - artistic, poetic, loving nature, loving others etc.

Not that you can order your emotion to a schedule - to come in a planned way, to monitor through excel sheet in a computer. Much of it is beyond one's control. But slowly you can learn to deflect them. Give positive orientation. Slowly they bend as you will. But do not struggle with them. They may become violent and turn against you!

Positive ambience; purposeful actions; a sense of detachment; a reasonable dose of knowledge (capable of analysing, differentiating ...)

A good degree of openness of mind; Relaxed body...

Relaxed mind...

All these will help your emotions to become a positive partner in our life's activities; even day-to-day activities.

Attempt not to go to extremes of emotion...

Middle path... Not a geometric centre determined by measurement! Just a gentle stroll away from any extreme you sense to an opposite side...keep moving.... you will find out your mind.... even after a few strolls away from a few extremes.....

All the best.

A good emotional health and strength, prepare you for excellence in life.

Listen

Listening is very crucial for success; for winning over people; for creating harmony in life.

You may be a good listener. Most people are not. They are very inefficient. Therefore, most people look for a large amount of time to be given to them for talking. (I had this problem. I listen to every word spoken by others including seeing of their body language. So I start responding. But the other person would not be satisfied with it because he/she may himself/herself not be a good listener. And, therefore, think that I would not have heard it. Experience in life has shown me that you not only listen but make other person feel that you have listened).

Dr. A.P.J. Abdul Kalam, our dear President, told a small CII team which briefed him on 'Change Agent Leadership' Conclave' at Bangalore recently. The crucial spirit of the conclave was 'listen and learn'. Our President told about Dr. Brahm Prakash, our common guru. Dr. Kalam said, "Dr. Brahm Prakash will keep the cigarette in his mouth and keep on listening listening to everybody till they are tired.... Then he will speak a few words. Everybody accepted his decisions!"

I was reminded the ISRO saying about Dr. Brahm Prakash. He was a great 'SPONGE'.

Yes, listening is crucial, especially in the modern world, for the new century, where the old models of leadership are going to crumble. ■

A Successful Manager's Recepte for Success - Management has a New Look

By : Dr. T.V. Krishnan

When ever I had read books on management earlier, I had a feeling that something was lacking in the earlier western system.

The whole exercise of management had one purpose - getting to the bottom line of profits. It was a game of chess where employees are the chess-men. From the point of view of many MNC's and Indian firms based on that pattern, one has to admit that they are very successful in business. The unwritten code of 'Hire and Fire' is working on the same principle as 'use and throw' - don't repair. This has resulted in a huge erosion of mutual confidence and loyalty. This is also the biggest weakness of the American models when compared to Japanese, established Indian business houses and the pre-MNC era establishments including the press, where mutual loyalty was at a premium. The art and science of managing the people is quite ancient. The most famous book of the Maurya period is the Arthashastra of Kautilya or Chanakya. If the earlier book, the code of Manu is maligned by the apologists of caste politics, Chanakya is maligned as a person for whom the end justifies the means, thanks to the drama Mudra Rakshasa of Vishakadatta. Chanakya of 4th century is treated as an Indian Michiavelli of the 15th century.

One gets a surprise on reading the Chanakya Sutras. It deals with morals, ethics, science, military science, human relations and business. His approach is pragmatic but Dharma (ethics) is the foundation of his approach. I get a feeling that the critics have neither read Chanakya's own writings or that of Manu. A comparative study of the world history of those periods will show the advanced state of liberal thinking of those days.

However, our vibrant society lost its sheen during the long period of foreign occupation. We became more otherworldly. Making money was considered a sin. Humbleness and docility became virtues. Ambition was equated with greed. This resulted in a bifurcated thinking in our youngsters and this lasted till the foreign occupation disappeared. A stage of introspection and reinterpretation started.

Just as a reinterpretation of the ideals of Gandhiji, suitable to a free nation was needed, new era leaders - leaders in science arose with the vision of the political leaders and the skill of the scientists. Indian industries, scientific research establishments and every technologically advanced facility

was built up. Many of them were from the scratch.

However, not many of our successful managers have found time to write books on general management for all.

One of the notable exceptions is Mr. Y.S. Rajan who was the project director of our missile facility, and now is an adviser to CII and in addition associated with many universities.

The style of his writing will grip one's attention and whatever he says in his book 'A to Z of Success' - a companion for youth (Ocean Books, N. Delhi, 2006) is coming straight from the heart of the author and does not miss the target (Earlier Missile practice?).

Some of the new era managers like Rajan have combined in themselves both the pragmatism of the west and idealism of the east, and they have also the courage to tell the modern generation where they have gone wrong, and are capable of resonating with them to help them to develop themselves.

Some of the important deviations from the western thought - the life has to be based firmly in faith in God, family, ethics and morals - of course put in his imitable style of persuasion.

The change in the old style of Indian thinking - to have ambition is not a sin. Not to have any ambition to excel themselves, to reach higher positions is not a positive point but negative attitude. Contentment where you cannot change and effort to change for the better where you can is the need of hour.

Work to earn money and more money so that not only your immediate needs but your own social obligations can be taken care of. Money is for earning. Not to work and not to earn is not goodness but foolishness.

In fact every single thing on which the youngsters need advice is there. It is actually from A to Z as the title says.

I enjoyed reading this book but I have purposely not put the ideas of Mr. Rajan in his own language in this article. I do not want deprive any one, the pleasure of reading the book directly and enjoy not only the ideas but also the style. Every parent will find the echos in his heart. I am sure the students will enjoy reading directly from the book.

This is a book for every youngster from 16 years to 74 years who wants success.

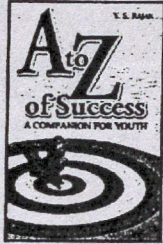
Read the book - you know what was the driving force behind our successful scientists. Share the joy of their success; you can also taste it one day.

MYSTIC INDIA
July-Aug. '06

Book Review

A companion for youth

—Prof. P. K. Arya



A to Z of Success

Author : Y.S. Rajan

Pages : 304

Rs. : 300/-

**Publication : Ocean
Books Pvt. Ltd.
4/19, Asaf Ali Road,
New Delhi-02**

This book is essentially for youth upto 35 years of age to think about their lives, to face the problems and challenges and to shape a better future for themselves. It is not necessarily aimed at those who pursue science and technology or such high-tech professions.

It is for everybody. It addresses the simple truths and the actual problems in life.

This book is an attempt to provide the youth with a simple and easy to read in order to fulfill the above mentioned needs as perceived by the author and a few others. It is neither a magic wand nor an encyclopedia to cover all possible issues, problems and situations.

The author had tried to adapt a unique technique of writing 26 Chapters A to Z. The chapters have words like Aim, Aspiration, Anger, Compassion, Jealousy, Kindness, Pride, Professionalism to Zero-sum,

Zeal etc. as sub paragraphs around which a few profound experiences and insights are woven. They are not arranged with much logical pattern.

Readers can choose to read them in a continuous manner or as individual pieces, the way they choose. They can go to A, to K, to X, to Y, to P, choose words, and close the book. It gives them a total freedom for reading, throwing it away or picking it up. It suits the pressures of the modern day youth. There are a few exercises given at the end of each chapter. They are meant to open your minds, to make you think for yourselves.

Y S Rajan

From: Varun.Khurana@ril.com
Sent: Monday, February 05, 2007 3:12 PM
To: Y S Rajan
Subject: Review-A to Z of Success

Respected Sir,

Please accept my apologies for the delay in replying to your mail. It was my privilege to get a chance to meet you at Rashtrapati Bhavan at the 'At Home' reception.

I must also thank you for writing such a wonderful book which shows us and guides us in the right direction to live and build our lives. It truly is the best gift you have given to India's youth today and a lot of other youngsters across the world who would read and learn from your experiences and thoughts.

I have shared copies of your book with all my cousins in the family, friends and some colleagues at workplace and they have all appreciated it. They have thanked me for sharing this treasure with them, and I have told them all that our thanks are due to you Sir, for creating/ writing the book for us.

You have asked me for a brief review of the book, which truly speaking is a very difficult job to do. In my opinion it's a must read for every youth in today's world and it will be difficult for me to say that any particular portion is good. I really like the way it's been divided into parts from A to Z and when it comes to content it is just perfect.

The other observations which I wanted to share were:

- If we can write to schools and colleges and if a copy of the book can be shared with students studying there or if it can be made a part of curriculum there. Or if we can have each of these Institutions have atleast one copy in their library.
- The book would have even more impact if we have some pictures included in addition to the text.
- The font of the text and presentation could be further improved in the next edition/reprint.

With Sincere Regards,

Varun Ajay Khurana
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4/4/2007

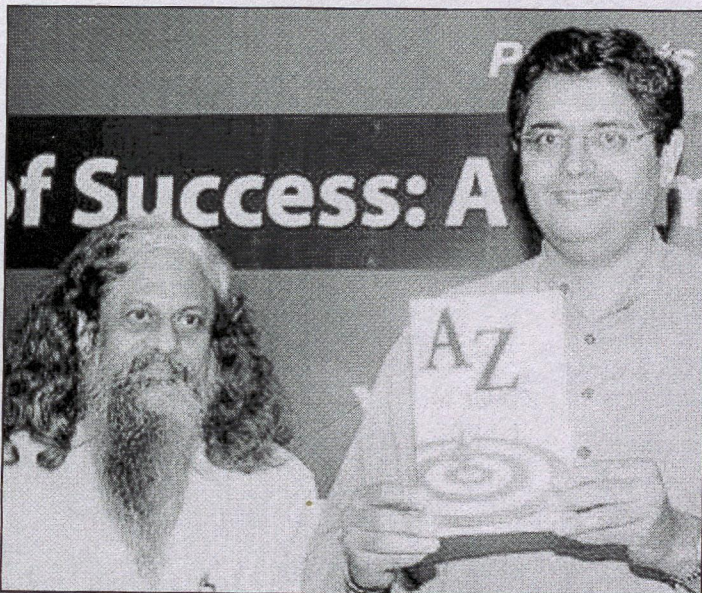
Madhu Arya

From: Aman Jha
Sent: Thursday, April 05, 2007 11:38 AM
To: Madhu Arya
Cc: Y S Rajan
Subject: A to Z of success

A to Z of success is here

Staff Reporter

— PHOTO: SANDEEP SAXENA



FEELING GOOD: MP Baijayant "Jay" Panda releasing a book "A to Z of Success: A Companion for Youth" by Principal Adviser to CII Y. S. Rajan.

NEW DELHI: Y. S. Rajan, co-author of President A. P. J. Abdul Kalam's "India 2020 -- A Vision for the New Millennium", has come out with another book, "A to Z of Success: A Companion for Youth", that attempts to provide the youth with a basis on which they can formulate their own definition of success and achieve it in a realistic manner.

Releasing the book at a function organised by the Confederation of Indian Industry (CII) at India Habitat Centre here on Wednesday, Member of Parliament from Orissa Baijayant "Jay" Panda said it successfully bridges the gap between a self-help book and a book on philosophy. "It is not about careers but about life," he said.

Dr. Rajan, Principal Adviser CII, who had earlier written "Mission India: A Vision for Indian Youth", said that apart from self-help and pragmatism, one requires elements of philosophy in the modern context to understand the complex process of life. The book, comprising 26 chapters, each pertaining to

4/5/2007

one letter of the English alphabet, has been structured keeping the youth in the mind, said Dr. Rajan, who has also been associated with the satellite communication programme as well as the remote sensing satellite programme. The author has also used concepts of physics to explain the complexities of life.

However, Dr. Rajan said the book did not attempt to oversimplify anything.

"The youth should not aim for long-term targets but only have a long term imagery of what they want to be," he explained. "They can also learn from some of the successful methods adopted by people around them but should not look towards completely modelling themselves around certain personalities," he added.

www.hindu.com/2006/09/08/stories/2006090812150300.htm

On the highway to triumph

Y.S. Rajan gives SANDEEP YADAV the roadmap to success through his latest book that has all the makings of a bestseller

I was not very content with my achievements at ISRO alone



FROM SCIENCE TO SUCCESS Y.S. Rajan's book is replete with anecdotes from the epics

After the much-acclaimed 'India 2020: A Vision for the New Millennium', co-authored with President A.P.J. Kalam, Y.S. Rajan is back in the mould of a writer with the release of "A to Z of Success - A Companion for Youth". Oddly enough, this is a subject one would least associate with the former ISRO scientist and author of works like 'Empowering Indians: Policies Processes with Economic, Business and Technology', 'Strength in the 21st Century' and 'Global Business Technology and Knowledge

Sharing'

In his earlier books, Prof. Rajan has talked about scientific and economic framework that the country needs to develop to metamorphose into a superpower. Here it is the individual who is the centre of attention. The book imparts worldly wisdom to youngsters for handling the challenges in life and carve out a better future for themselves and society. The book is in the form of a glossary with 26 chapters for each letter for the alphabet. Profound insights are woven around words like Achievement, Betterment, Imagination, Knowledge and Opportunity, etc. The book is replete with anecdotes from the Mahabharata, the Ramayana, the Jatakas, the Panchatantra and the author's own personal experiences. Although it is targeted at the youth, even veterans can find words of wisdom in A to Z.

What is success

All societies and individuals have their own benchmark of success. According to Rajan, "Someone who brings out the best potential in oneself to one's own satisfaction as well as of others is a successful man for me. I would call a primary school teacher in a remote village a successful man if he brings about some constructive changes in the village by educating his children". The author's advice is practical enough. He is not critical of accumulation of wealth or hunger for power and fame. "Spirituality is suffused with material life. By all means, one should strive for the good things in life but should not forget that all this is a waste of time unless it is used for the betterment of the country," counsels Rajan. However, there is a warning. "In the coming years, the market economy is going to be ruthless. It will crush millions of people who are not empowered. Educated urban Indians would survive the onslaught but the rest would become a burden on society".

A linguist with fluency in Tamil, Hindi, English, Marathi and Gujarati, Rajan is principal advisor to the Confederation of Indian Industry, Adjunct professor BITS Pilani and member of the executive council of the Banaras Hindu University. "I was not very content with my achievements at ISRO alone. What we achieved was an aerial landmark. What about the grassroots? India has problems in all fields. Pollution, water resources, garbage and fly ash disposal, etc. Mere launching of satellites will not solve the problem. I want to contribute to the progress of society by writing books or in the advisory positions I hold," adds Rajan.

The youth is the future of a nation. A new scientific approach in the "modern chaotic and materialistically selfish world" is the need of the time. "We all have to go through lots of battles in life. Yet one should not give up. Become the master of your destiny. Never delegate your future to anybody." Rajan's book is an effort to achieve this aim. There are enough instances of profound advice, but on the flip side, some of the entries are a little naïve.

www.hindu.com/mp/2006/04/06/stories/2006040600530300.htm

A to Z of Success: A Companion for Youth (2006) / by Y. S. Rajan. New Delhi: Ocean Books, 300 p. ISBN. 88322865; Rs. 300/-

The book 'A to Z of Success: A Companion for Youth' has been written for the youth of the world and particularly India.

An attempt has been made by the author to provide a simple and easy way to know various aspects of practical life. Author has adopted a very unique style of writing.

He has tried to explain his concepts with experiences of his life and others. Wherever views have become too much idealistic, he has ended the topic with practical life experiences and gave a kind of breather to the reader to think for themselves and choose right course of action taking into account all pros and cons.

While writing most of the topics he has tried to convey a message that by continuous efforts one can achieve realistic goals over a period of time.

Eventhough chapters have been arranged alphabetically they are mutually exclusive, thus reader can choose to pick and read from any chapter.

Old value system has been integrated very nicely with modern life style. Writer has adopted a style where he encourages reader to question himself and explore further the concepts that have

been presented. For this at the end of every chapter, exercises have been given and in these exercises the author has suggested ways to think differently.

This book provides the reader with a unique way of learning, first the author gives a word to kick start the thinking process and than eggs on the reader to create new ideas to improve life. The book tries to inculcate in reader the habit of thinking differently to achieve maximum results. This is important because many times in life due to our blind thinking we do not get the desired results.

The author discusses ills of our bureaucratic system and encourages youth to think about changing the system by evolving a more sensitive way of administration which is responsive to changing needs of society and which can fulfill the aspirations of under-privileged section of our society in which he sees a great role for the youth by creating new ideas which are workable.

This book makes an interesting reading and will help in guiding youth to perform better in their life. The author has comprehensively dealt with various issues that the youth are concerned with. It can act as guidelines for simple as well as complex situations of life faced by today's youth in fast changing world.

Lalit Sharma, Director, Life Cradle, New Delhi

Source : Indian Journal of Youth Affairs
Volume 11, Number 2, July-Dec. 2007

Book Reading Session
of Dr. Y.S. Rajan's latest book
A to Z of Success
on Wednesday, 9th April, 08 at 5.00 pm

- 5.00 pm Welcome note by Ms. Divya Chopra of Oxford Bookstore
- 5.02 pm Lighting of lamp by Guests
- 5.03 pm Presentation of bouquet to Dr. Y.S. Rajan and Mr. Varun Khurana by Mr. Prabhat Kumar of Ocean Books
- 5.10 pm Introduction of book by Mr. Varun Khurana
- 5.20 pm Book Reading by Dr. Y.S. Rajan
- 5.45 pm Question and Answer session
- 5.55 pm Vote of thanks by Ms. Divya Chopra
- 6.00 pm All Guests proceed for refereshments