

MANAGEMENT LESSON: THEORY 'ASN' **The First Lesson: Asoma Susoma Nirupoma**

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In common man's parlance management is a discipline like engineering, medicine or law etc. That is why whenever we talk or think about Management, the abbreviation MBA, BBA, CAT, MAT etc came to our mind. Most of the people think that management is a thing of concern for big business houses and taught in management schools like IIM, XLRI, and Universities etc for working in business world (don't forget about management schools in every by lane of the city who claims you to give best management education).

Management is one of the words used by most of us in every walk of life. The word management is now not limited only to big industries, management institutions and corporate world. Management has entered our day to life in a big way, in the kitchen, in the play ground, in the shopping complex and also in arranging the birthday party of our children. Now a day's management is not only a thing that is taught in management schools and used by business houses, it is a way of life, it is a part of culture, it is a part of society, part of governance and nation to do every activity of life in better way. That is why we speak about 'Time Management', 'Relationship Management', 'Event Management', 'Election Management', 'Kitchen Management', 'Hospitality Management' and so on.

There are two schools of thought whether management is a science or an art. The difference of opinion among management gurus whether management is a science or it is an art is difficult to resolve. During the initial days of development of management education it was part of political science like sociology and economics etc. Slowly management also developed as an independent branch of study. The argument put forward by both the thought of school are equally strong. I have consulted many working managers, management students and successful business man. However the opinions are equally divided without any firm conclusion. So without devoting time for justifying whether management is science or art, I am leaving it to the readers to decide whether management is science or art and culture.

According to *advance learners dictionary*, **management is all those who control a business, enterprise etc.** The persons who practice the discipline of management are called managers. There are hundreds of definitions of management given by different authors and management experts. As it is not possible to quote all those definitions put forward by management guru and experts, I shall restrict it only to definitions developed by me.

“Management is the collective effort of the people (share holder/stake holder/employee/society etc) to achieve the mission, goal and objective of an institution/organization in the most economical and efficient way. Like the definition of democracy, management is also for the people (customers/buyers/employees etc), by the people (share holders/stake holders etc) of the people (share holders/stake holders/society/employees etc)”.

“Management is the art & science of optimizing resources (man, machine, money, materials, and market) for maximizing desired end result (profit, service, good will etc)”.

As the new and modern concept of management is people and culture centric while thinking names for this series of article many names like “Kharkhuwa Management”, “Lahe Lahe Management” etc came to my mind. While thinking the names suddenly on the radio I heard the song “Asoma Susoma Nirupoma” and immediately I had decided that this series will be Management Lesson: “Theory-ASN” as the whole series shall be based on people centric culture of Assam. Self respect, self confidence and self esteem are the first requirement of management and certainly **Theory-ASN** will reflect the positive side of culture centric Assamese Management. Reading dozens of books on management, attending dozens of training program on management and completing two diplomas in management, I came to the conclusion that what we were taught by our grand mother, grand father, parents, teachers through “Fokora Jujona”, “Dakor Bachon” and proverbs since our child hood is better management lesson than any thing else. So the **first management lesson of Theory-ASN** can be easily summarized with the popular song of Dr. Bhupen Hazarika: **“Dhone Dhone Buli Dhapoli Melilu, Yate Poromo Dhone Hein, Guru Sankar.....”**