

MANAGEMENT LESSON: THEORY 'ASN'
**The Third Lesson: Chuburiak Nokoriba Hela,
Chuburiai hei toribo bipodor bela**

Devajit Bhuyan, Management & Career Guru
www.devajitbhuyan.com

Long back in the village of Jungal Balohu Garh lived a farmer named Daneshwar. He was a progressive farmer who used to produce best quality paddy in his field. Every year he takes his paddy to the competitions organized by village panchayat among farmers to select the best farmer who produces highest quantity of paddy per bigha of land. For consecutive five years Daneshwar became the winner and was awarded by the panchayat. Knowing about the success story of Daneshwar a group of news paper reporters came to his village to know about the secret of his success. The group of reporters was surprised to know that the secret of his success was that he always shares his best quality of seed with his neighbor farmers. When the reporters asked why he share his best quality seed with neighbor farmers, Daneswar replied ““Why sir, didn't you know? The wind picks up pollen from the ripening corn and swirls it from field to field. If my neighbors grow inferior, sub-standard and poor quality paddy, cross-pollination will steadily degrade the quality of my paddy. If I am to grow good paddy, I must help my neighbors grow good paddy.” The farmer Daneshwar gave a superb insight into the connectedness of life. His paddy cannot improve unless his neighbor's paddy also improves. So it is in other dimensions! Those who choose to be at harmony must help their neighbors and colleagues to be at peace, those who choose to live well must help others to live well, for the value of a life is measured by the lives it touches. And those who choose to be happy must help others to find happiness for the welfare of each is bound up with the welfare of all. If we are to grow good quality paddy, we must help our neighbors grow good quality paddy too....

So the third management lesson is that if we want to grow and prosper, we must also help our neighbors to grow and prosper. That is why we in Theory-ASN say “Chuburiak Nokoriba Hela, Chuburiai hei Torib Bipodor Bela”.