

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

**Devajit Bhuyan, Management & Career Guru**

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.....”**

## **MANAGEMENT LESSON: THEORY 'ASN'** **The Second Lesson: Ghor Khonei Asol Sikhar Thai**

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During our school days, we had a lesson where we were taught a simple thing “Ghor Khonei Sisur Asol Sikhar Thai”. The same is applicable to management education also. The basic foundation of management education can only be laid in the home. Further reading and acquiring higher degrees only help to fine tune the basic concept and attitude that develop in childhood. This does not mean that one should not go to management institution to study management, this only means that unless one have the sound foundation of basic concepts and attitude he can never become a good manager. Fortunately JRD Tata, Dhirubhai Ambani and Bill Gates are not management degree holders to support my argument. When Laloo Prasad Yadav turned around Indian Railways and invited to speak in IIM he told that what he had applied to turn around Indian Railways are nothing but age old management lesson learnt from grandmother and popular ‘Kahawat’ of Bihar.

There are many small but important lessons that can be taught only by a mother when a child is young. One of the basic thing any modern day corporate houses always emphasis is core values of a human being. The core human values like honesty, integrity, commitment, truthfulness, discipline, hard work etc can be inculcated in the young minds by mother through real life examples and stories of religious and other text. There is a popular saying in Assamese “Gayonor Ghororo Kukureu Raowchi Dieya”. This Assamese concept of management is having far reaching consequences than any big theory of management school. The son of Dhirubhai Ambani can certainly carry forward the flag of Reliance Industries to become the richest man in the world, or Indira Gandhi can carry forward the legacy of Jawaharlal Nehru. There can always be exceptions but the general rule is that one has lead his children to become leaders through his own example and not by giving good advices to their children what is to be done and what is not to be done. In every Assamese household we always speak “Upadeshot koi arhi bhal” but how many of us actually follow this. If we adopt the **second lesson of Theory-ASN** namely “Ghorkhonei Sisur Asol Sikhar Thai” and “Upadeshot koi arhi bhal” we can produce many good managers and leaders than by sending to management schools.

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

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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 Nokriba Hela, Chuburiai hei Torib Bipodor Bela”.

**MANAGEMENT LESSON: THEORY 'ASN'**  
**The Fourth Lesson: Tirie Purushe Hoiba Ekamoti,  
Tebese Sijibo Horit Bhokoti**

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The success in life, career, and society depends upon the cordial relationship between husband and wife. The relation of love, understanding and affection between husband and wife can make a home haven and at the same time if there is difference of opinion and quarrel in every matter, the home can become hell. That is why the Assamese society and culture always gives importance of cordial relation between husband and wife for progress and prosperity of the family.

Long time ago in the village of Dighaldari there lived a farmer Named Pitambor. He was a well to do farmer having three sons and three daughters. Pitambor had a successful married life and so he decided to celebrate his 50<sup>th</sup> marriage anniversary in a big way. During the celebration of a man asked Pitambor, "Many people praised you for a successful marriage. Could you please share with me your secret?" The father-in-law answered in a smile, "Never criticize your wife for her shortcomings or when she does something wrong. Always bear in mind that because of her shortcomings and weaknesses, she could not find a better husband than you."

We all look forward to being loved and respected. Many people are afraid of losing face. Generally, when a person makes a mistake, he would look around to find a scapegoat to point the finger at. This is the start of a war. We should always remember that when we point one finger at a person, the other four fingers are pointing at ourselves. If we forgive the others, others will ignore our mistake too.

In our Assamese society and family wife always enjoys equal status and authority along with husband. That is why our Assamese Society was free from social evils like dowry. Narayan Murthy, the founder of Infosys always mention that the success of Infosys would not have been possible had the wives of three founder did not cooperated fully taking care of their personal life and family. So the fourth management lesson in our Theory-ASM is "Tirie Purushe Hoiba Ekamoti, Tebese Sijibo Horit Bhokoti