



How to Think Like A Winner

Prakash J. Shah



Sultan Chand & Sons

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Educational Publishers

Preface

This book contains 13 essays for mind development. How to have a positive thought? How to have a high thought? How to translate good thought into a good action? In response to your good action how to receive good responses from others? How to create a first class environment? Who can inspire us to do that? These are some core thoughts on which I have built up this book.

I have drawn many worthwhile and noble thoughts from various books. I am indebted to those authors and publishers. Some worthwhile books for your further reading have been mentioned at suitable places in the book. I have made sincere efforts to collect knowledge from East and West both. Moreover, as an humble teacher when I came across good examples from local conditions I am happy and some of them I have presented in my own way to support the main thoughts. I feel, these would make the book more interesting.

This book was slowly and gradually evolved some 16 years back in about 1984 or so. It has been very much liked by our young reader friends. We received many letters in praise of this humble work of ours. It is a team-work where many-many people helped us to lift

up the quality of inputs. We trust you will enjoy this revised edition.

This work has been translated into Hindi and published by M/s. Sultan Chand & Sons, New Delhi. 110002 and is entitled “मन के जीते जीत”

I dedicate this small work to precious memories of PROF. M.R GANDHI SAHEB, who passed away at the ripe age of 97 years on 22.4.1999. He donated big amounts for benevolent causes...

Your suggestions towards its improvement are most welcome. I await your frank ‘Feed-back’ very eagerly.

Wherever you are, whatever good you are doing in life, you have our best wishes with you. May His Grace help you in thousands of ways to attain peace, power and plenty? God bless you.

PRAKASH J. SHAH

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Your Mind is Like a Big Bank

Think of a Bank

Think that you are one of its important customers, maintaining a very good bank balance in your current account. You also have a 'Fixed Deposit Receipt for a big amount with that bank. In unforeseen circumstances, you may seek loan against your Fixed Deposit Receipt. You are rich, happy and prosperous. For your good deeds, returns are coming in a consistent, steady manner. Your income from various sources is going up. God's Grace is flowing in your life in countless ways you are helping for good causes and good people. You are getting good and lucrative offers from which your returns are very fat. Your prosperity is going up and up and up.

Are you satisfied with this picture? This picture can be translated into reality, with sound thoughts by making concentrated efforts. Follow this small book carefully. Act on the suggestions given in it. You will be

a winner a real winner an outstanding winner in any field of human Endeavour.

So fix up this great thought at the very outset in your mind: “Your mind is like a bank. From that bank of yours, you are in a position to draw out lots and \lots of funds as and when you need.”

Every day at all times you are making thought deposits in your ‘mind bank’! These thought deposits grow and become your memory. When you settle down to think, or when you face a problem, in effect, you say to your memory bank, ‘What do I already know about this?’

Your memory bank spontaneously answers and supplies you with bits of information relating to the situation that you deposited on previous occasions. Your **MEMORY** then is the basic supplier of raw material for your new thoughts.

The Teller in your memory bank is soundly reliable. Ask for its help and you will get the answer. Our subconscious mind, our little monitor working in ourselves, will come to our rescue:

Don't do bad things. Do the good things suggested by your mind. God will bless you with higher and higher achievements day after day.

Here are two specific things to do to build confidence through efficient management of your 'memory bank'.

First, deposit only positive thoughts in your memory bank. Don't dwell on unpleasant situations for a long time. When bad things are done to you by some bad people, please apply the **FORGET AND FORGIVE** principle.

To such unpleasant things Winners say, 'Don't give it another thought'. Winners specialize in putting 'positive thoughts' into their memory bank. They firmly put off 'negative thoughts' from their minds.

Look widely at the community life around you. You 'will notice that modern city life is becoming much fast too much fast. A modern psychologist says, "Many times ordinary people feel as if they are living in 'cement concrete jungles.' Many people don't get love friendship understanding. As a consequence, many people feel suffocated, frustrated and bored. They feel that their lives are becoming mechanical. Such feelings must be overcome.

‘The winner never quits and the quitter never wins’ Think of this saying and practice it in your daily life with Strong determination; choose your bright, noble, soul lifting goals.

Negative, unpleasant thoughts deposited in your mind affect your body in a bad way. They produce needless wear and tear on your mental ‘**MOTOR**’. They create worry, frustration and feelings of inferiority. They put you beside the road while others drive ahead in this competitive world.

Do this. In moments when you are alone with your thoughts when you are walking alone on road, sitting alone in your house, eating in a restaurant alone, etc. recall the pleasant, positive experiences that have happened to you. Put good thoughts in your memory bank. This will boost your confidence.

In the second place, just before you go to sleep, deposit good thoughts in your memory bank. Count your blessings. Recall the many good things you have to be thankful for: Your parents, your loving brothers and sisters, your good neighbors, your progressive minded employees, your intimate friends, your good health, etc.

Recall the good things you saw people doing that day. Recall your little victories and accomplishments. Go over the reasons why you are glad to be alive.

Don't build mental monsters. Refuse to withdraw the pleasant thoughts from your memory bank. When you remember situations of any kind that happened to you, concentrate on good parts of the experience. Forget the bad. Bury it. If you find yourself thinking about the negative side, turn your mind off completely.

And here is something very significant and very encouraging. Your mind wants you to forget the unpleasant. If you will just cooperate, unpleasant memories will gradually become weak very weak and the teller in your memory bank will cancel them out.

It is quite likely that during the initial period of your efforts, you may feel that you are not getting ahead as per expectations. You may feel that results are not very encouraging. Do not get disturbed with those types of temporary setbacks.

With patient and persistent efforts you will be able to build up the right type of 'Thought Patterns'. Rome was not built in a day. In the same way, you will not be able

to get the right type of thoughts overnight. You will have to build and rebuild your thoughts on sound lines.

Your thoughts have a direct bearing on your words. When you have good thoughts, even without making any deliberate efforts, your words will be good words. Such good words will come out naturally. I wish to give a specific example in this connection.

If you ever have had an opportunity to listen to Holy Mother Teresa, you might have noticed that when she spoke a magnetic divine circle was formed around her. Beautiful words came to her naturally. She did not use any notes while talking. People listened to her with rapt attention. People felt lifted from ordinary level of life to extraordinary levels in her divine presence.

She thought beautifully so her words were beautiful. People longed to listen to her words in an unending manner.

Try to seek out such outstanding experiences in your life. Such noble experiences will make their significant contributions to build up your thoughts in a remarkable manner.

When your thoughts and words are good, your actions will also be good. When your actions are good other people will respond to you likewise. All these things are interconnected. One good thing generates another good thing. It goes on and on. So strive hard to keep your thoughts in the right direction.

At this point of writing, I am reminded of a story. Perhaps you have heard of it before. Still it is worth repeating.

There was a rat. He was staying with a magician. One day the magician saw that the rat was trembling with fear. The magician asked him the reason and learnt from the rat that he was very much afraid of a cat. He was living under great tension of being eaten away at any moment by the cat. The magician took pity on him and with his magical powers convert him into a 'CAT. Now this cat was afraid of a dog. The magician, moved with pity, converted him into a fine, powerful dog. The magician thought that now the dog will be happy for ever and he will have no fear.

But it did not happen that way. After some time he saw that the dog was afraid of a lion. So once again to

help him, the magician converted him into a 'Lion' and thought that now the lion would not have any fear.

After some days, once again he saw that the lion (original rat) was still full of fear. He had some nameless fears, because of which he was not able to sleep soundly.

The magician was angry and scolded the lion saying that no one could help him, because his heart and mind were only of a small rat. They had not become big with each transformation. The moral of the story is that outside help cannot be of any help.

A person must first help himself or herself with strong, healthy, positive thoughts. If this ground work is first prepared, then and then only others can help you.

Learn one important lesson in your life right from your young age. When you go up in life, you will have to become bold, you will have to become Fearless.

Then only you will be able to do miracles in the world. That Fearlessness must start in your mind. It must start in your thoughts first.

Swami Vivekananda very rightly said: ‘You are not a sheep. You are not a goat. You are a lion. So don't be afraid. Be fearless.’ His contribution is very remarkable to mould the thoughts of our young people in the right direction.

Swami Vivekananda thoughts are masterpiece. They are like precious pearls. In this booklet, I propose to take up some of them for detailed discussion in a separate chapter. Read books written by him and they will help you a lot for your mental make-up on sound lines.

Someone has rightly said, “Youth shall reshape the world.” In coming years, you are going to shoulder larger and larger responsibilities. You are going to chase ‘mighty’ goals in your individual life and also in your collective life in your home and outside your home, in your college and outside your college, in your office and outside your office.

Your biggest achievements will start in your mind like a small ‘seed’ of thought. Develop that thought with the noble qualities of head and heart and make unending efforts to convert it into a mighty tree

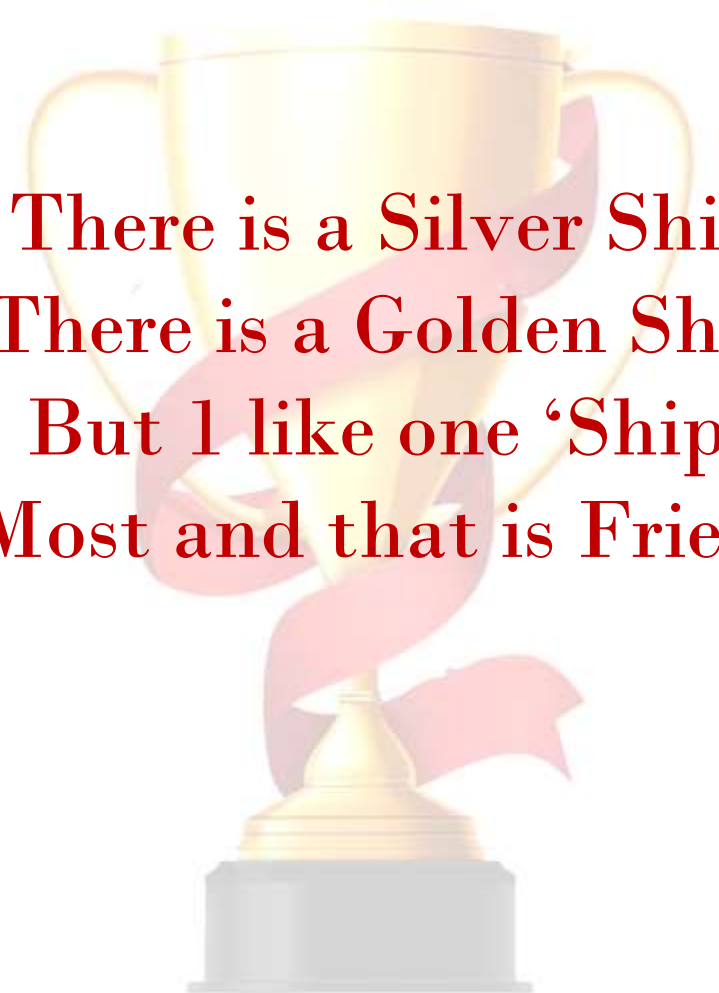
Many times while reading good books your thoughts will become more clear. When such books give you examples selected with definite purpose from the lives of remarkable people, who have been ‘winners’ inspire of many odds and when you read them repeatedly, your self confidence will go up.

At this point I wish to suggest you one book whole heartedly. Study it repeatedly. This book is ‘How to develop your Personality and Potentialities’ by Dr (Miss) Shubha Mitter and S.C. Aggarwal. The book contains 234 pages and is divided into nine chapters.

The three chapters of this book which are sure to help you very much are: What your family expects of you? How you can serve your country? How to attain success? Its publishers are **M/S SULTAN CHAND & SONS, 23 Daryaganj, New Delhi-110002.**

For your mental development for development of your thoughts on sound lines besides your parents, family members and your teachers, your good friends can make significant contribution.

Be selective in picking up individuals with whom you are going to build up strong, affectionate and closer bonds of friendship on friendship I like one verse very much. I wish to end this chapter with the same.



**There is a Silver Ship
There is a Golden Ship
But I like one 'Ship'
The Most and that is Friendship**

How to Think Big-Big-Big

Where Success is concerned, people are: not.

Measured in inches, or **KILOS** or **College** Degrees or family background. They are measured by the size of their thinking. To become a winner you will have to train your mind in thinking **BIG**.

How big do we think determines the size of our accomplishments.

Big thinkers are specialists in creating positive, forward looking, and optimistic pictures in their own minds and in the minds of others. To think big, we must use words and phrases which produce big, positive mental images.

Use big, positive, cheerful words and phrases to describe how you feel. Every time someone asks you, 'How are you'? Don't start talking about your morning headache. People who are greeting you are not interested in your personal troubles.

It is better for us all to hide our 'private sorrows under a coat of SMILE.' Smile big and say 'Just wonderful. Thanks; and you'? Even the other person who may be having some, big personal troubles will be touched with your cheerful words. He will feel comfortable, happy and cheerful in your company. He will tell some good things and in a 'light and optimistic atmosphere' you both will proceed to attend your work.

Once there was a priest who concluded his meeting with these words, "Please keep on smiling till you meet me again" It has wonderful effects on other people.

Say you feel wonderful at every possible opportunity and you will begin to feel wonderful and bigger too. Become known as a person who always feels great. **IT WINS FRIENDS.**

Use bright, cheerful, favorable words and phrases to describe other people. Make it a rule to have a big, positive word for all your friends and associates.

When someone is absent and you are talking about him, use words like 'He is really a fine fellow'. Be extremely careful to avoid the petty, cut-him-down language. Sooner or later, third parties will hear what

has been said by you, and you will be turning them into enemies.

Use Positive Language to Encourage Others. Compliment people personally at every opportunity.

Have a special good word for a good cup of tea or coffee made by your mother, your bhabhi or elder sister.

Notice and compliment the people who work with you. **PRAISE**, sincerely administered, is **SUCCESS TOOL**. Use it again and again. Compliment people on their appearance, their work, their achievements, their families.

Big Thinkers efficient and effective Trainers Mass leaders and others train themselves to see not just what it is, but what it can be.

Visualisation adds value to everything. A big thinker always visualises what can be done in future. He is not struck with the present.

Read a very nice book by Dr. Wyne Dyer entitled The Sky is the Limit. This book will be of much use to you in your formative years.

Try to pass competitive examinations in your early years of your career. By building up your personality from multiple sides you can go ahead of competition.

Putting a big value on customers is what converts them into big, regular patrons. Attaching little value to customers sends them elsewhere. Be very careful in your relations with your customers.

In America there are Unit Banks. They do not have many, many branches like our banks. So they have to become very careful in attracting the customers. A small slip in customer service creates havoc.

It was a hot afternoon. One important customer came to withdraw money from his account. Modern counters in American banks are low. He took out his hat and kept on the Cashier's counter. Cashier said, 'Remove your hat' His tone was slightly harsh. Customer's respect was hurt. He answered 'Yes please. I will remove my hat and also remove my account.' He closed his account there and then only. At that point of time Senior.

Manager of the branch tried to persuade him politely to change his decision, but it was fruitless and they lost a very nice account and precious deposits. We can learn a lot from such examples that have taken place with others.

It is rightly said, a wise man is a person who profits himself from the experiences of others, but a fool is a person who does not learn even out of his own experiences.

Don't be blind to vast opportunities. Beginnings can be humble very humble but they can grow very big beyond your wildest dreams. In this context, I am reminded of a very nice book by Elmer Wheeler entitled **HOW TO MAKE YOUR DAYDREAMS COME TRUE.**

Read 10 pages daily from worthwhile books on different subjects. At the end of just one year, you would have read 3650 pages and collected many new thoughts. If you read regularly at fixed hours, your power to concentrate will greatly enhance.

Practice adding value to things. Ask yourself, 'What can I do to add value to this room or this garden or this business? It will pay you rich dividends in cultivating this type of questioning technique.

Practice adding value to people. As you move higher in the World of Success, more and more of your job becomes 'People Development'. Remember, to bring out the best in a person, you must first visualize his best talents which can be profitably used in different areas.

Practice adding value to yourself. Conduct a daily interview with yourself. Ask question to yourself, **'WHAT CAN I DO TO MAKE MYSELE MORE VALUABLE TODAY?'** Visualise yourself not as you are, but as what you can be in future.

Once you start asking questions, specific ways and means for attaining your potential value will come to your mind automatically. **JUST TRY AND CONVINCCE YOURSELF.**

Don't give undue importance to petty matters. Most quarrels start over petty, unimportant matters. Little things, petty thinking, cause arguments. So to eliminate quarrels, eliminate petty thinking.

Here is a technique which works. Before complaining or accusing or rebuking someone or launching a counterattack in self-defence, ask your-self, ‘Is it really important?’ In most cases, it is not and you can avoid conflict.

When you fell like taking negative action, ask yourself the same question. ‘Is it really important?’ That question works magic in building a fine home situation. It works at the office too. It works in any situation in life that is apt to produce quarrels.

Small thinking about unimportant things can hurt you. **THINK BIG.** And none of the little things can hold you back.

Keep your eyes focussed on the big objective. In selling, the big objective is to win sales and not the arguments. In working with employees, the big objective is developing their full potential not making issues out of their minor errors. In living with neighbours the big objective is mutual respect and friendship and not picking up quarrels on small matters.

Grow Big By Thinking Big.

Power of Our Thoughts

Man sows a thought and reaps an action. He sows an action and reaps a habit. He sows a habit and reaps a character. He sows a character and reaps a destiny.

MAN has made his own destiny by his own thinking and acting. He can change his destiny. He is the master of his own destiny. By right thinking and strong exertion, he can become the master of his destiny.

A bad man is not an eternally bad man, for all times. Put him in the company of a saint. He will change in no time. He will think and act in a different way and change his destiny. He will become saintly in character.

Use the power of thought. Think rightly. Think nobly.

While light travels at the rate of 1, 86,000 miles per second, thoughts travel faster. A saint with poise and harmony sends out into the world thoughts of harmony and peace. They travel with lightening speed in all

directions and enter the minds of persons and produce in them also similar thoughts of harmony and peace.

Whereas a worldly man whose mind is full of jealousy, revenge and hatred, sends out discordant notes which enter the minds of thousands and stir in them similar thoughts of hatred and discord.

A Pure Thought is Sharper than the Edge of a Razor. Always entertain pure, sublime thoughts. Thought culture is an exact science.

Thought has got tremendous power. Thought can heal diseases. **FAITH HEALING** is assuming a more and more important place in our modern lives.

Sometime back newspapers gave a very nice story about Yule Bruner's recovery from cancer. The world famous actor was suffering from deadly lung cancer and doctors gave him twelve more weeks to live. He was smoking five packets of cigarettes daily. He made a firm resolve to stop smoking immediately. He broke this smoking habit in a day. His wife Katy Lee helped him very much. He cultivated positive FAITH in greater power of God. He started living a natural life simple food, worriless mind and daily prayers. He took noble

and charitable approach to the poor and needy. Then he completely recovered.

Thoughts can transform the mentality of persons. They can work wonders.

The Face is the Index of the Mind. The face is the mould of the mind. Every thought cuts a groove in the face. A divine thought brightens the face. An evil thought darkens the face. Continued Divine Thoughts increase the aura of a person's face.

The face is like an Advertisement Board. On that board it is advertised what is going on inside the mind.

Your thoughts, sentiments, moods and emotions produce strong impressions on the face.

Thoughts cannot be hidden. You may wrongly think that you have locked up your thoughts in a secret vault. The thoughts of lust, greed, Jealousy, anger, revenge, hatred, etc. at once produce their deep impressions on your face.

The face is a faithful recorder and a sensitive registering apparatus to register and record all the thoughts that come to your mind.

The face is a polished mirror to indicate the nature of the mind and its contents at a particular time.

If you have the faculty to read the **EYES** of others, you can read the mind at once. You can read the uppermost thoughts or dominant thoughts of a man, if you are careful to mark the signs in his face, conversation and behavior.

Practice this art of studying the eyes of others in your relations with them. Slowly you will be able to get better results for such efforts of yours. When a person is guilty when a person is hiding something from you when a person is 'Plotting' against you in such and other similar situations of life, he will avoid eye contact with you.

Thoughts exert their influence over the body. Grief in the mind weakens the body. Body in turn influences the mind. A healthy body makes the mind healthy. If the body is sick, the mind also becomes sick. If the body is strong and healthy, the mind also becomes healthy and strong.

When you are angry, the mind becomes disturbed. Similarly when the mind is disturbed, the body also becomes disturbed. The whole nervous system is agitated.

Control Anger by Love. When you tend to become angry, try to keep quiet. When you are very angry over some major issue, take a cold water bath. It will cool you down. In an angry mood, please do not take any major decision for which results may be very disastrous for you.

Some mean people will try to provoke you. Such bad characters will derive mean pleasure by abusing you. Keep quiet. Keep yourself away from such people.

When you are a winner in your field, when you have made some remarkable progress, when you have done fine batting like our young superstar Sachin Tendulkar there will be people who will be very much jealous of you. They will try to disturb you they will try to provoke you by foul means. Don't walk into their deadly traps.

Dale Carnegie wrote very nicely, **‘NO ONE EVER KICKS A DEAD DOG.’** When you are coming up, when you are outshining others in any area of human Endeavour, there will be some people who will talk bad things about you. On your face they will try to flatter you, but at your back they will try to pull you down ruthlessly. They will impute bad motives even about your best works. Keep calm. ‘What a gentleman should not say, a gentleman need not reply.’

Remember, you can't please the entire world, by even the most noble act of yours. Live a noble life and be faithful to your true convictions to your well-set goals and to people who need your love, support and guidance. **‘DARKEST HOUR IS JUST BEFORE THE DAWN.’** In your dark hours of life, in major crisis of your life God's helping hand will be there to protect you. His Grace will take you to a ‘golden tomorrow.’

In the thought-world too, the great law, **‘LIKE ATTRACTS LIKE’** operates. People of similar thoughts are attracted towards each other.

A doctor is drawn towards a doctor. A poet has attraction for another poet. A philosopher likes another philosopher. A good person likes a good person. A bad

person does not like a good person and vice versa. The mind has got a **‘DRAWING POWER.’**

You are continually attracting towards yourself forces, thoughts, influences and conditions most akin to those of yours.

Mental actions are real actions. Thought is a real action. It is a dynamic force. It may be remembered that thought is very contagious.

A cheerful thought in you produces cheerful thoughts in others. You are filled with joy and intense delight when you see a group of hilarious children playing mirthfully and dancing in joy.

Become an embodiment of good nature. Think good of all. Do always good actions. **SERVE, LOVE, GIVE.** Make others happy. Live to serve others. Then you will reap happiness. You will get favorable circumstances and environment.

Self-denial is a means to purification and refinement of mind. Purify and still the thoughts. The layers of ignorance will not be removed without a calm mind.

Be careful of your thoughts. Whatever you send out of your mind comes back to you. Every thought you think is a **BOOMERANG**. If you hate others, hate will come back to you. If you love others, love will come back to you.

An evil thought is thrice cursed. First, it harms the thinker by doing injury to his mind. Secondly, it harms the person who is its object. Lastly, it harms all the mankind by vitiating the whole mental atmosphere.

Thoughts are like the waves of an ocean. They are countless. You may show signs of desperation in the beginning while conquering them.

Some thoughts will subside, while some others will gush out like a stream. The thoughts that were suppressed may again show their faces after some time. Never become despondent at any stage of practice to control your thoughts on proper lines. Gradually, you will get more inner spiritual strength. You should not give up the practice of destroying bad thoughts in the middle when you come across some difficulties or stumbling blocks.

Your first attempt should be to reduce your wants and desires. Then worldly thoughts will automatically decrease. When bad thoughts are destroyed, your mind will have more good and noble thoughts.

You can influence another man without any spoken words. What is wanted is concentration of the thought that is directed by Will. This is **TELEPATHY**.

Once a man went to see Rabindra Nath Tagore at Shanti Niketan. On the following day he was scheduled to see Mahatma Gandhi. So when the meeting was coming to an end, he asked Rabi Babu, 'Tomorrow I am going to see Bapu. May I convey any message of yours to him?'

Tagore's eyes sparkled very significantly. He said '**WHEN ONE HEART IS TALKING TO THE OTHER HEART, WHERE IS THE NEED OF WORDS?**' It had a reference to Mental Telepathy.

You Are What You Think

It is an obvious fact of our life. You must have observed this fact countless times. Human behavior is too much puzzling. Let us see some real life situations.

A salesman is working in a big departmental store. When he sees a customer coming to his counter he feels happy, cheerful and greets the customer. He asks cheerful questions about his/her requirements and gives best services. The customer goes away happy and satisfied. After sometime, another customer approaches his counter. 'The salesman in question is now quite cheerless. His face looks dull as if he has drunk lots and lots of castor oil! He renders very cold service and the customer goes away dissatisfied with bitterness in his heart.

Take another situation. There is a posh restaurant. A young couple enters to eat there. The doorman pleasantly opens the door with a smile on his face.

After sometime when another person comes in, the doorman is not in a happy mood to extend him/her a warm welcome. Why so?

Take a third situation of an office. A lady-typist is working there. She works very cheerfully for one officer. She goes one 'extra mile' to give best services to the officer concerned. But with another officer she turns 'cold, very cold'.

You might have come across many situations like that. Have you ever tried to find out the reason for the same?

Those persons who command the most respect are most successful people. Our own thinking about our own selves makes the difference.

To be important we must think we are important. We must really think so. Then others will think so too. Here is the logic

How you think determines how you ACT. How you act in turn determines how others react to you.

To gain respect of others, you must first think that you deserve respect. And the more respect you have for yourself, the more respect others will have for you.

Self-respect shows through in everything we do.

Look important. Remember your appearance ‘talks’. Be sure it says positive things for you. Never leave home without feeling certain that you look the kind of person you want to be.

Use your clothes as a tool to lift up your spirit and build up confidence. Dress up well. Have your clothes ironed. Polish your shoes. Look sharp because it will help you to think sharp. Shave daily. It is rightly said, **“SHAVE, SHINE AND SMILE, START YOUR DAY FINE.”** It can do wonderful things to you.

Your physical exterior affects your mental interior. How you look affects how you think and feel. Your appearance is the first basis for evaluation other people have. So keep it nice.

Your appearance talks to you as it talks to others. Make certain it says “Here is a person who has self-respect. He is important. Treat him that way.”

You owe it to others but more important you owe it to your own self to look your best. You are what you think you are.

If your appearance makes you think you are inferior, you are inferior. If it makes you small, you are small. Look your best and you will think and act best.

Your attitude towards your work is also important for your personality development. I want to illustrate this with a story.

A beautiful Church was under construction. Three stone-cutters were working on that project at a wage rate of Rs. 25 per day. Once a philosopher came there. He saw the three stone-cutters. All were doing a similar job but they seemed to have different behavioral signs. The philosopher called the first worker aside and asked him a question, ‘Brother, what are you doing here?’

The worker said: ‘I am married. I live with my two children and wife. I have to provide them with food and other necessary things. I don’t like this work. But it gives me Rs. 25 per day, so I continue to work here.’

He called the second worker who looked more cheerful than the first worker. The philosopher repeated his question to him. The second worker answered: “I am a B.A. I am looking for a suitable opening. Till that time I am forced to make a compromise. Whenever I get a better job. I will leave this one.” The second worker’s attitude was more healthy as compared to the attitude of the first worker. His mind was more developed. He derived more happiness from the same work.

The philosopher then called the third worker. He looked very happy. The philosopher repeated the same question to him. His answer was classic, “I am engaged in doing a mighty work here. People are turning away from religion. When this magnificent church would be ready, a big number of people will come here and offer their prayers. There will be a spiritual transformation in the lives of people. So I like this work to the core of my heart. Moreover, it provides me means for my livelihood. I am happy beyond words.”

The lessons learnt from this example are obvious. Do think deeply of this example.

Job-Thinking tells us a lot about a person and his potential for larger responsibility. A person, who thinks

his job is important, receives mental signals on how to do his Job better. And a better job means more promotions, more money, more prestige and more happiness.

Give yourself a ‘Pep talk’ several times daily; sometimes such talks are also termed as **‘MOTIVATIONAL MONOLOGUES.’** In such talks practice uplifting self-praise. Think more of yourself and there is more of you.

Draft talks that cover your good points. Enumerate your assets in them. Thank God for the blessings which you have already received in your life. Motivate yourself to do many good things. Make suitable changes in your ‘pep-talk’ at necessary time intervals.

Divide your big goals into small daily goals and incorporate them in your ‘pep-talks. Remind yourself at every opportunity that you are a first-class person. Really you are so. Think so and **ACT** so in a first-class manner.

Think and Dream Creatively

A Great majority of people have hazy ideas about the subject: ‘What is creative thinking?’ You ask ten different people and probably you will get ten different answers.

About Economics it is said, “when five economists meet, they will give you six definitions on ‘What Economics is?’” It appears to be the same about the subject of creative thinking.

In simple words we can say, **‘CREATIVE THINKING IS SIMPLY TO FIND OUT INNOVATIVE WAYS TO DO THINGS.’**

It springs out from our right type of belief. Believe it, it can be done. It is a basic truth of our human existence. To do anything worthwhile, we must first believe that it can be done. Believing something can be done sets the mind in motion to find a way to do it.

At times we don’t like a man or woman. But if we start on a positive note, the person in question will in all probability have some good qualities of head and heart. In the same way, you can discover solutions to personal problems, if you

believe you can. For example, you can find a way to purchase the new larger house if you believe you can.

Belief releases creative powers, disbelief puts the brakes on. Believe, and you will start thinking constructively.

Many times young people working on full-time assignments argue, “We want to learn more but how can we do that? We do not have the time to go to the regular colleges.” But it is not so. You can attend the night classes. You can take up correspondence courses. In our country, at present there are many institutions which are conducting such courses. You can collect information about them and take advantage of such courses.

Where there is a **WILL** there is a way. Eliminate the word ‘**IMPOSSIBLE**’ from your thinking and vocal vocabulary.

Average people have always resented progress. When the motor car was introduced for the first time, many voiced a protest on the ground that nature meant for us to walk or use horses but we can’t use this ‘horseless machine’.

When the aero plane was invented, it seemed drastic. To many. They argued that man had no ‘right’ to enter the province which was reserved for birds. A lot of ‘Status quires’ still insist that man has no business in space.

Some 50 years back, a Sales Executive discovered a scientific principle of sales. It received a lot of publicity and even found its way into textbooks. The principle was this

“There is one best way to sell a product. Find the best way. Then never deviate from it.”

This holds true in all the fields of human Endeavour's. Do your best to find the best way in your own work area.

Try to come out of traditional thinking as early as you can. Traditional thinking freezes your mind, blocks your progress and prevents you from developing your creative power. Here are three ways to fight it:

1. **Become receptive to new ideas.** Welcome new ideas. In Rig' Veda our ancestors prayed to God to enable them to receive good and original ideas from all the ten directions.

Destroy those thought repellents like, ‘It can't be done’ or ‘It is useless’ or ‘It is stupid’.

Be like a sponge. Make it a point to soak up all the good ideas that are presented to you.

2. **Be an experimental person.** Break up fixed routines. Expose yourself to new books, new theatres, new friends. Take a different route to work some day. Take

vacation to a different place this year. Do something new and different this **‘WEEKEND’**.

If your work is in distribution, develop an interest in production, accounting, finance and other departments of your organisation. This will give you breadth and will prepare you for larger responsibilities. “There is an endless room for self development in your long' career.”

3. **Be progressive, not regressive.** Have a weekly improvement programme. Divide your personal and organizational life into various segments and every Sunday afternoon; try to think how you can improve yourself in those areas.

Throughout the week, whatever new ideas come to your mind jot them down and think about them deeply in your **‘Review Programmes’**.

Absolute perfection in all human undertakings is unattainable. So keep on looking out for incremental improvements that can be brought about.

General Electric Company in America uses a slogan **‘progress is our most important product.’**

Each day before you begin your work, devote 20 minutes to thinking. ‘How can I do a better Job today?’

Ask, ‘What can I do to encourage my co-workers?’

Ask, ‘What special favour can I do to my customers?’

Ask again, ‘How can I increase my personal efficiency?’

This exercise is simple. But it works. Try it and you will find unlimited creative ways to attain greater success.

Your capacity to do great things is in ‘state of your mind’. How much we can do, depends on how much we think we can do. When you really believe you can do more, your mind thinks creatively and shows you the way.

It never pays to turn down what looks like an opportunity. Eagerly accept the opportunity to do more. It is a compliment to be asked to take over a new responsibility. Accepting greater responsibility on the work makes you stand out and shows that you are more valuable.

Next, concentrate on ‘How can I do more?’ Creative answer will come. Some of these answers may be about better planning and organization of your present work, or taking more intelligent shortcuts in your routine activities, or possibly dropping non-essential activities all together.

The bigger the person, the more apt he is to encourage you to talk. The smaller the person, the more apt he is to preach you. Big people monopolise the listening. Small people monopolise talking.

A leader is a decision-making human machine. He asks questions. He listens. He thinks deeply about the data given to him; Many times he is unable to get ready-made solutions, but he knows from his wide experience that 'Ideas of others can be of considerable help to spark your own ideas'. So creative aspects of your mind get more and more developed.

Listen more and talk less. To understand preferences, likes and dislikes of the prospective consumers, successful business houses invest large sums of money, time and energy for conducting consumer research works.

Your ears are like intake valves. They feed your mind with raw materials which can be converted into creative powers. We learn nothing from telling. But there is no limit to what we can learn by asking and listening.

Encourage others to talk. Test your own views by Encouraging others to ask questions. Let other people help you polish your ideas.

Do a little informal research on your ideas, before you announce them to others. See how your associates react to the new ideas. If you do that, chances are you will end up with

better idea. Concentrate on what the other person says. Listening is more than just keeping your mouth shut. Listening means letting what is said penetrate your mind.

So often people pretend to listen when they are actually not listening. They are just waiting for the other person to pause, so that they can take over the talking. Concentrate on what other person says. Evaluate it. That is how you collect your mental food.

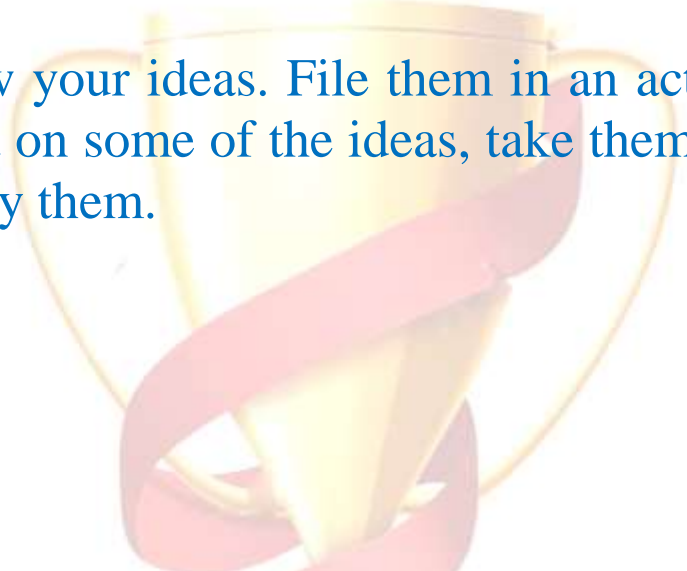
There are many ways to get your mind stimulated. Here I will suggest two ways which you can profitably incorporate in your pattern of life.

First, join and meet regularly with at least one professional group that provides stimulation in your own work area. If you are working with a Bank, join the local Bankers' Club. Rub shoulders and minds with other success oriented people. Secondly, join and participate in at least one group outside your occupational interests. This will broaden your thinking and help you see the big picture. It will bring many good results to you.

Ideas are the fruits of your thinking. But they have got to be harnessed and put to work to have value. If you don't take action on your good, noble, beautiful ideas they will not be of any use to you. Such ideas will be like paper flowers only. They will not have any fragrance in them.

Don't let your ideas escape. Write them down. Every day lots of good ideas are born only to die down quickly because they are not nailed down to paper. Always carry a note book or some small card with you. When you get a good idea, write it down. One winner in the field of Advertising attributed his outstanding success to his **'IDEAS BANK.'**

Next, review your ideas. File them in an active file. When you have acted on some of the ideas, take them out from your file, and destroy them.



*You cannot believe in God until
You believe in yourself.*

Have A First Class Environment

YOUR MIND IS AN AMAZING MECHANISM

When your mind works on right, positive lines it can carry you forward to outstanding success. But the same mind operating in a negative manner can produce a total failure.

Our mind is the most delicate and the most sensitive instrument. Use your mind in a first class manner.

The body is what the body is fed. By the same token the mind is what the mind is fed. The food for mind is your environment all the countless things which influence your conscious and subconscious thoughts. The kind of food our mind consumes, determines our habits, attitudes and our total personality. The mind reflects what its environment feeds. Environment shapes us. It makes us think the way we do.

Prolonged association with negative people make us think negatively. Close contact with petty individuals develops petty habits in us. On the bright side, companionship with people with big ideas raises the level of our thinking. Close contact with ambitious people gives us ambition.

Experts agree that the person you are **'TODAY'**, your personality, ambitions, present status in life are largely the result of your psychological environment. And experts agree also that the person you will be five, ten or twenty years from now, almost entirely depends on your present and future environment.

Recondition yourself for success. The one obstacle on the road to success is the feeling that the major accomplishments are beyond our reach. This attitude comes from many suppressive forces that direct our thinking towards mediocre levels. Try to come out of the clutches of such suppressive forces.

Be extra cautious about negative thinking people. Negatrons are everywhere and they seem to delight in sabotaging the positive progress of others.

Make no mistake about it. You are judged by the company you keep. Birds of the same feather flock together. All your fellow workers are not alike. Some are negative. Others are positive. Some work because they 'have to, others are ambitious and work for advancement.

Some associates of your belittle everything the boss says or does. Others are much more objective and realise that they must be good followers before they can be good leaders. Be sure that you are in the right flock that thinks right.

Don't let negative thinkers pull you down to their level. Let them slide by, like the water from the proverbial duck's back. Cling to people who think progressively. Move upward with them. You can do it by thinking on right lines. Make it a rule to seek advice from people who know. There is an incorrect feeling that successful people are inaccessible. The plain truth is that they are not.

In fact, the successful people are really humble and helpful. Go to top level First Class when you have questions seeking advice from a failure is like consulting a quack on how to cure cancer.

Many companies in foreign countries like America, Canada, and Great Britain do not employ persons for **KEY JOBS** without first interviewing the fellow's wife. If a man has cooperative family at his back his success will be big. When that man is passing through many rough spots in his career, his members of the family will help him to overcome them.

The person with a constructive off-the-job life comparatively is more successful than the person who lives in a dull, dreary home situation.

Try to get plenty of psychological sunshine in your home life.

Devise many refreshing activities to be shared with the members of your family.

1. **Do Circulate in New Groups:** Restricting your social environment to the same small group produces boredom, dullness and dissatisfaction.

When you mix up in new groups, you will become more alert to understand new people new backgrounds new thoughts new systems, etc.

Trying to learn all there is to know about people by studying one small group, is like trying to master mathematics by reading on-short guide. It is not possible. It has obvious limitations.

2. **Make new friends.** Join new organisations. Enlarge your social orbit. This will give your life a broader dimension. It is good food for the mind.
3. **Do select friends** who have different viewpoints, opinions, and experiences of their own. Understand life from as many different angles as you can.
4. **Do select friends** who stand above petty, unimportant things. Find friends who breathe encouragement in your plans and ideals.

Some petty people derive mean pleasure in poisoning life of other people. Keep yourself away from such people.

ARE YOU A GOOD DEPENDABLE PERSON, WITH WHOM OTHERS WOULD BE GLAD TO BUILD UP LASTING FRIENDSHIPS? To come to a dependable answer, apply the following self-test made up of eight questions. Answer the questions honestly.

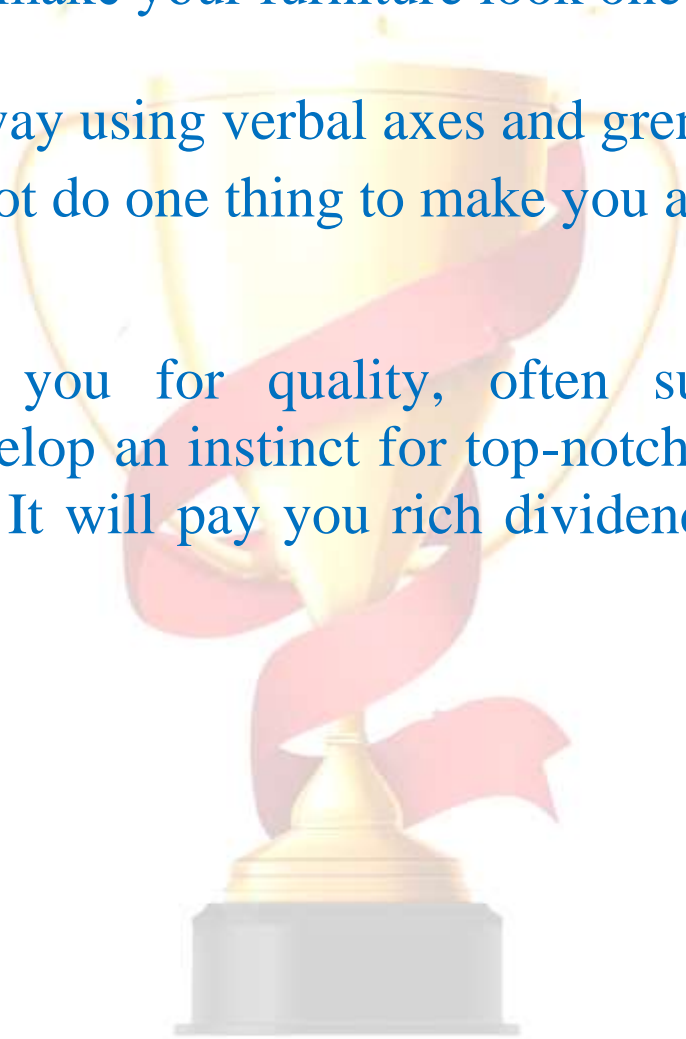
1. Do you spread rumours about other people?
2. Do you always have good things to say about others?
3. Do you like to have reports about a scandal?
4. Do you Judge others only on the basis of **FACTS**?
5. Do you encourage others to spread rumours about people you do not like.
6. Do you precede your conversation with a preface like ‘Don’t tell anybody’?
7. Do you keep confidential information **‘CONFIDENTIAL’**?
8. Do you feel guilty about what you say concerning other people?

The right answers are obvious.

Meditate on this thought for just a moment. Taking an axe and chopping your neighbour's furniture to pieces won't make your furniture look one bit better....

In the same way using verbal axes and grenades on others does not do one thing to make you a better person.

People rate you for quality, often subconsciously perhaps. Develop an instinct for top-notch quality in all areas of life. It will pay you rich dividends in years to come.



Your Burning Desire To Be A Winner

It is a natural desire of all of us to become the winners in our respective fields. By building our thoughts our actions and our lives scientifically we have bright chances to become so.

THINK five times bigger than what you are doing now. A man's success is determined not so much by the size of one's brain, as it is by the size of one's thinking.

Whether you will remain a pigmy or become a giant it is in your own **HANDS**.

An average student thinks how to pass with 35% marks in all the subjects. A determined, willing, and intelligent student tries to find out ways and means to score more than even 90%.

Sky should be the limit you may not be able to pluck stars but you will surely pick up some bright prizes and trophies in your competitive examinations. Nothing less than the best should give you satisfaction as a young man or woman.

People average people are satisfied with small roles let it not happen in your case. Go after big roles big prizes big reputations big rewarding joys.

Make **BIG** sacrifices. Be willing to pay price to get best things in life. Best things of life are not free. Prepare to pay price for your achievements.

Milton wrote the celebrated book called **PARADISE LOST.** In that he wrote, ‘...The mind is its own place and in itself can make a heaven of hell or hell of heaven.’ If we wish to be happy enough happiness is there in the world. If we wish to be miserable enough miseries are there in the world.

Have Faith in your Thoughts.

When you think big when you set your goals high, God will give you strength to win them.

Great Philosopher Disraeli said, **‘LIFE IS TOO SHORT TO BE LITTLE.’**

Think Big and you will live Big. You will live big in happiness. You will live big in accomplishment, big in income, big in friends, big in respect.

We think big to have big success in our own lives. Success means many wonderful things. Success and achievements should be the goals of our life.

Some of the most practical success-building Wisdom is found in the Biblical quotation, **“FAITH CAN MOVE MOUNTAINS.”**

A person is a product of his own thoughts. Believe Big. Adjust your thermostat forward. Launch your success offensive with honest, sincere, belief so that you can succeed. Believe big and grow big.

Your mind is like a big **‘THOUGHT FACTORY.’** It is a busy factory, producing countless thoughts every day.

Production in your thought factory is under the charge of two foremen, one of whom we will call Mr. Success and other Mr. Defeat.

MR. SUCCESS is in charge of manufacturing positive thoughts. He specializes in analyzing things: How can you do this work? Are you qualified to fill up that position? How can you attain your goals, etc.?

The other Foreman, **MR. DEFEAT**, produces negative, depreciating thoughts. He is your expert for counseling you negatively. Why you can't, why you are weak, why you are inadequate, etc. His specialty is **“WHY-YOU-WILL-FAIL”** chain of thoughts.

Both Mr. Success and Mr. Defeat are intensely obedient. They come to attention immediately. All you need to do is to give signal to any one of them. If the signal is positive, Mr. Success will step forward and go to work. Likewise, a negative signal brings Mr. Defeat forward.

You are the boss. You will determine as to which signal should be given. Who should work for you and for how long? Your ultimate success is in your hands.

Control your thoughts in a positive manner and you will be able to control the entire world.

Once your thoughts are positive once you are thinking of winning only then naturally the circumstances around and about you will be successful. Once you are firm in your thoughts to win, then you will get power to go on and on.

Your monogram should be “**EITHER I WILL WIN OR I WILL PERISH.**” To such type of firm-minded people, success is bound to come sooner or later.

Here are three guides to acquire and strengthen the power of **BELIEF.**

Think Success, Don't think Failure: At work, at school or college, at home, on the playground, think success.

When you face a difficult situation, think ‘**I WILL WIN**’ and not ‘I will probably lose.’

When you compete with someone, think, ‘I am equal to the best’ and not ‘I am out-classed.’

When an opportunity appears, think **‘I CAN DO IT’**: never think **‘I CAN’T’**. Let the master thought **‘I WILL SUCCEED’** dominate your thinking process.

Thinking about success your mind thinks out the plans that produce success. Thinking failure does the exact opposite. Thinking about failure conditions the mind to think about thoughts that produce failures.

Remind yourself regularly that you are better than you think: Successful people are not supermen. Success does not require a super-intellect, nor is there anything mystical about success. And success is not based on **LUCK**. It is based more on **PLUCK**. Successful people are just ordinary folks who have developed belief in themselves and in what they do.

Believe Big: The size of your success is determined by the size of your belief. Think little goals and expect little achievements. Think big goals and win big successes. Remember this too! Big ideas and big plans are often easier. Certainly they are no more difficult than small ideas and small plans.

You already have a fully equipped laboratory in which you can work and study. Your laboratory is all around you. Your laboratory consists of human beings. This laboratory supplies you with every possible example of **HUMAN ACTION**. And there is no limit to what you can learn, once you see yourself as a scientist in your own lab.

What is more, there is nothing to buy. There is no rent to pay. There is no fee of any kind. You can use this laboratory free as much as you like.

As a Director of your own laboratory, you will want to do what every scientist does observe and experiment. Most people are not trained observers. One important purpose of this small book is to help you to train yourself to observe to develop deep insight into human action.

You will start asking yourself questions: ‘**Why MR. NARENDRA** is so successful in running his factory? Why at the same time with more capital, with more workers, with more space, someone else is not so successful?’

Why do some people have many friends and other people have very less friends?

Once you train your mind, you will learn valuable lessons just through very simple process of observing.

Study successful people. Study their methods. Study their thoughts. You will learn mighty good lessons from such efforts.

Those who do gardening as a hobby, we have all heard them saying something like; “It is exciting to watch these plants grow. Just look how they respond to sun, food and water. See how much bigger they are today than they were last week.” Similarly, it is fun to feel yourself growing more confident, more effective, more successful day-by-day, month-by-month.

Nothing absolutely nothing in this life gives you more satisfaction than knowing that you are steadily progressing on the road of success and achievement. And nothing stands as a bigger challenge than making the most of your-self.

No Excuses, Please

Go deep into your study of people and you will discover that unsuccessful people suffer from a mind-deadening thought disease. We call this disease Exquisites. Every failure has this disease in its advanced form. And most 'average' persons are at least a mild case of it.

You will find that the more successful the individual is, the less inclined he is to make excuses. Let us see some world famous personalities in this context. President Roosevelt could have hidden behind his lifeless legs. Under that excuse he could have remained an ordinary American.

Truman was not fortunate to go to any college to receive higher education. He could have used the excuse 'no college education' as a consequence of which I could not make progress. John E Kennedy could have said, 'I am too young to be the president'. Helen Keller

was a blind woman. Shri **RAJIV GANDHI** became prime minister at a very young age. Without any experience of running such a big office! But he was determined to do his best against many personal odds. Johnson and Eisenhower both suffered heart attacks. This list can be stretched to unlimited extent. We all can learn mighty good lessons from such achievements done by remarkable people.

Refuse to talk about your health. The more you talk about an ailment, even the common cold, the worse it seems to get. Talking about bad health is like putting the fertiliser on weeds.

Success-minded people defeat the natural tendency to talk about their bad health. One may get a little sympathy but one does not get respect and loyalty by being a chronic complainer. Be genuinely grateful that your health is as good as it is. It is a powerful vaccination against developing new aches, new pains and real illness.

Remind yourself often: 'It is better to wear out than rust out'. Life is yours to enjoy. Don't waste it. Don't underestimate your brain power. And don't

overestimate the other fellow's brain power. Ordinary people suffer from this sort of weakness. Stick to your work to the best of your ability. Stick ability is 95 per cent of ability. Be like a postage stamp. Stick to your work or project till you have attained your Goals.

KNOWLEDGE is POWER when we use it constructively.

Remind yourself several times daily, 'My attitudes are more important than my intelligence.' At your work, at your studies, at your home, everywhere practice Positive Attitudes.

See the reasons how you can do it, not the reasons why you cannot. Develop a '**I AM WINNING**' attitude. Put your intelligence to creative, positive use. Use it to find ways to win not to give excuses.

Accept the law of cause and effect. Take a second look at what appears to be someone's 'good luck'. You will find not **LUCK**, but preparation, planning leading to success. Take a second look at what appears to be

Some one's bad luck. Look and you will discover certain specific reasons. When MR. **SUCCESS** receives a setback, he learns and profits. But when MR. Mediocre loses, he fails to learn.

Work quietly. Don't be much talkative. Once Mother from Shri Aurobindo Ashram, Pondicherry, gave one sentence in her New Year message: '**GREATEST VICTORIES ARE LEAST NOISY.**' Let good works Let noble works Let big achievements speak on your behalf. Actions speak louder than the Words.

On excuses someone has said significantly, 'Excuses are worse than even lies. In lies you cheat others but in an excuse you cheat your own self.'

For success of others don't feel jealous. Don't say bad words about others. It is easy to run down others but it is very difficult to build up others.

Don't be a wishful thinker. Don't waste your mental muscles dreaming of an effortless way to win success. We don't become successful simply through luck.

Success comes from doing those things and mastering those principles that produce success.

Don't count on **LUCK** for promotions, victories, the good things in life. **LUCK** simply will not help you to get these good things. Instead just concentrate on developing those qualities in yourself that will make you a winner.



“In a conflict between the heart and the brain, follow your heart.”

Your Words Have Magic Power

YOUR each word is a world in itself. It is your kingdom. You are its ruler. Your word can bring you wealth, health, peace, love, happiness, harmony any of the many things you need to make your life complete. If your words are not used properly they can also bring you poverty, illness, war, unhappiness, discord, etc. Every word in your life has an effect. The seed you plant in your mind in the form of a tiny **THOUGHT** takes root in speech. There is an old proverb, “As you sow, so shall you reap”. There is a wealth of commonsense in these words.

Think in terms of miracles. Make big plans. Tell yourself you are great. Believe that you are destined to do good things. It is not wrong to let your ambition shine in the world. Have that ambition. The words ‘I am’ have tremendous power. When you say ‘**I AM**’ you are calling the great forces of the Universe.

Expressions are barometers of your personality. Instead of complaining that things are always wrong, begin to tell that they are always right. And they will be.

Talk happiness. The world is sad enough. Do not air your failures.

There is nothing that the word cannot accomplish, provided it is spoken with **FAITH**. It was faith that discovered America when the rest of the world told Columbus that the earth was flat and he was certain to fall into space when he reached the edge. It was faith that cured Demosthenes of stuttering and made him the greatest orator the ancient world ever knew. He walked for miles beside the sea, shouting out words above the sound of waves until he had conquered the stutter in his speech.

It is faith within you that both creates and motivates your individual world. This must be backed up by your word. Your word is your hands on your wheel and takes the direction you give it.

Never get lost in mere dreaming. Make every word that comes into your mind pay you back a profit. Make it work and produce for you.

Trust in the Power which created you to sustain yourself. Even if you don't see it, accept the fact that it is present. It will come to your help. It will lift you up.

When you suffer a loss, replace it with some gain person, a pet or some new interest. Love needs an object upon which to lavish it-self. Offer your services to a hospital or your community instead of giving yourself to mourning. You get nothing from sadness but more sadness.

Desperation is a negative emotion. Calm is your sharper weapon. You can always use calmness to good advantage for it does not block the way towards resolving a situation in the proper light.

MAKE TIME FOR YOURSELF. Create an inner island. This must be your own. Don't allow anyone to disturb you. Retreat to your 'Personal inner island' at least once a day for at least one hour. You will be surprised at how much this single hour will come to mean to you and what it will do for you.

No matter how old you are, a new life can begin for you. No matter how troubled, discouraged and lonely, you can create a new design with cheerful actions.

Begin by turning your back on the years behind you, and your face to the future ahead.

The greatest enemies of longevity are worry, poor diet, lack of fresh air and loss of incentive. You begin to feel old when you believe that you are no longer needed. Remember you are always needed. You are never completely useless. There is a purpose for you ahead. On this central idea build up a **‘MOTIVATIONAL MONOLOGUE’**. Repeat at least 5-6 times daily in a peaceful atmosphere.

Allow the words to go deep very deep in your subconscious mind. It will do miracles for you. Your words will give you added strength added vigour added power to live your life on noble levels.

TODAY IS THE DAY. The longest journey starts with the first step. Taking that first step will surprise you. It will renew and revive you and inspire you to go on. Discard your old ways start your new ways **NOW:**

Speak with conviction. Speak with decision. An indecisive person is like a weather vane, turning this way and that with every wind that comes and goes and

still going nowhere. Determine to hold your own. Determine to stand your ground. Determine to let no one and nothing sway you from your course.

There was a prophet named Joel. He used seven small yet potent words which you can bring to mind each time you long for strength to face a problem. According to wise old Joel, there is a golden remedy in those words of his advice. **‘LET THE WEAK SAY I AM STRONG!’** Say it. You will be strong physically, mentally and spiritually.

When you think you speak. When you speak you form. All action has its beginning in the home base of your mind. Here is where you create all the conditions in your life. Be painstaking to create positive conditions only.

Don't hate any one even in your own mind. If you do so. You will invite mental illness. Send loving thoughts even to your bitterest enemies.

Suggest to yourself repeatedly that, ‘You are a very healthy person.’ You will receive God's blessings to complete all your good works. With God's blessings you will lack in nothing you will lack in nothing.

Suggestion supported by positive speech, can change every phase of your life as well as the lives of those around you.

You cannot measure the power of suggestion. Its munificence is rich in rewards. Always remember that your word has power an invisible power which calls on the forces in the ether. You speak the word and it creates the mould, attracting to it-self places, peoples and conditions necessary to bring it to birth. There is no such thing as an idle word. Every word you speak takes on a physical form.

That is why it is so important to speak in terms of good health. Your body hears you just as your obedient servant assume the conditions that you prescribe for it.

You can resolve to yourself that within 30 days from now you will eliminate all negative thoughts, words and actions from your life. After that stipulated period, for one negative thought, word or action, you will observe fast for one day! With such firm determination and self-control, you can do miracles in your life.

Do you feel inferior? Do you feel you are a failure so far? You are not alone. Everyone in the world has failed at sometime or other. Admit having failed and then wipe the blackboard of your mind clean. Start once again cheerfully for a fresh victory, for a fresh goal chasing.

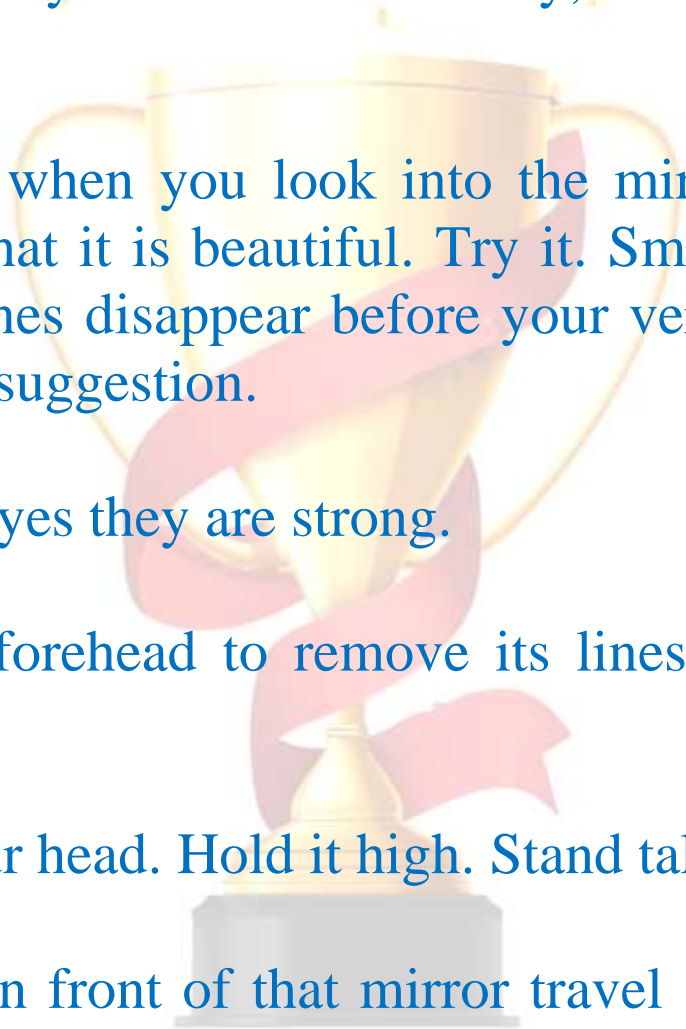
Next time when you look into the mirror, tell your face loudly that it is beautiful. Try it. Smile and watch those tired lines disappear before your very eyes under the power of suggestion.

Tell your eyes they are strong.

Tell your forehead to remove its lines of wear and care.

Lift up your head. Hold it high. Stand taller by inches.

Now still in front of that mirror travel down the rest of your body. Throw out your chest. Pull in your stomach. Speak to your arms and your legs with high words of praise and they will carry you proudly.



In the morning when you rise say cheerful ‘Good morning’ to all the members of your family. Say it with a smile no matter what the weather, how big those house hold bills or some other worries that kept you awake all night. It is a good policy when you first wake up in the morning to meet new day with joy, expectation and thanksgiving. The air is fresh and clean. The sun is beginning to shine. And you are newly born to the day with fresh vigour. Read this chapter repeatedly, and make your faith deep-very deep in your hidden powers and make ‘beautiful’ progress.

“Do not wait for anybody or anything. Do whatever you can, build your hope on none.”

Motivating People Power

WHEN you go up in your career, when you deal with other people, when you wish to chase desirable goals, worthwhile goals, you will feel an imperative need to do these two things: In the first place, you will have to motivate your-self. When you are successful in doing that, you will start motivating others to bring out the ‘best’ in them.

Once you are on the long road of progress, both the things, namely motivating yourself and motivating others, will assume great importance. The more you are successful to do that, the more brighter, better and bigger results will start ‘ticking’ in your favour. For these reasons, read this chapter very carefully. Read over and over again and please apply the ideas in your case with suitable changes.

Motivation is every body's problem. It does not matter what we do in our life. We still have the need, critical need, to motivate others. Right now for a lot of us, getting others to do things is like pulling our hair. But with good motivational techniques, not only other people will do what we need them to do, but they will also thank us for the privilege.

Motivation can be described as the process of getting other people do what you want them to do. Motivator is any person who tries to apply the motivation process whether successfully or not. All motivators are also the managers.

The whole earth is crawling with people. They meddle with each other's work. They influence our movements. They make us miserable. Sometimes they make us HAPPY. We can't live with them but we can't live without them either: 90% of our needs are met by others. Food, belongings, self-esteem, security, sex, etc. They are responsible for most of our problems and solve them too for us:

The problems of people are much more complicated than they look to be at first glance. Put two trees together, side by side, and all you have is two trees

standing beside each other. But put two people together and you have an **INTERACTION**. Every person in this universe is totally unique. And every combination of people creates a new formula. Too bad but we can't avoid that. We have to live with people among people work with people because we are hopelessly interdependent. People need other people. We need each other in order to live, on order to be comfortable.

Motivation is based on meeting people's need. Dr. Abraham Maslow was the father of the human potential movement, who made a deep study of human needs. He spent years researching the **HEALTHY** personality and he learned that all of us have the same basic needs.

These needs always come in the same order for everyone on the earth. The second-level need won't even be considered until the first-level is met. The third-level need will become an important priority when the first and second levels are taken care of. And so on.

The first-level consists of physiological needs, like food, drink, shelter, sex, etc. If a person does not have these needs meet, he will never move on to the next level of needs. The second-level needs are safety needs. Here a man strives to attain security, stability, freedom

from fear. Third-level needs are Acceptance Needs. A man strives to have love, friends, intimacy, contacts with others, etc. Fourth-level are esteem needs. A person has needs to feel important, useful, competent and needed by others. **SELF-ACTUALISATION** needs are on the highest level being able to reach one's potential. to grow, to progress. These needs will never be sought until all the other needs have been met.

Needs are the centers of motivating others. The simple fact is that all people are motivated only through the satisfaction of their needs. As a motivator learns to meet the needs of his workers, he learns how to motivate them in effective ways. That will get the job done.

Some people get motivated to do what they are supposed to do, but they are just not able to pull it off. Why? Because they do not know how to use their time wisely. So a motivator teaches them how to set their goals scientifically and how to have effective '**TIME MANAGEMENT**'. In the same line motivation must be clear. Here it has a close connection with communication. A good motivator must be a good communicator.

Habits play a very significant role .in our human lives. 99% of everything we do is a matter of habit. Competence is a matter of habit. Concentration is a matter of habit. Effectiveness is a matter of habit. Confidence is a matter of habit. Positive attitude is a matter of habit. Even habit is a matter of habit.

Much of motivation involves changing someone else's habits. Here is a key 'To change someone's habit pattern, you have to substitute a better habit pattern.' Before you can make the exchange effective, you must convince those involved that the new habit pattern is indeed better. It is to their own advantage.

A good motivator uses principle of **MINIMAX** in his relation with others. It means to minimise their weaknesses and maximise their strengths. In Japan much development is done by using this principle.

Improve your power of Communication

YOU ARE BRIGHT. Unless and until the world at large knows about your brightness, good results will not follow. This is to be done by you through your communication. There are two types of communication internal communication and external communication.

When you think clearly on a subject-matter when you concentrate as to how you can organize your powers when you think about ways and means to use your talents in a sharp focus, you do that through your internal communication.

When you convince others about highly developed personality of yours when you sell some important ideas to others when you convince others to follow your right and useful thoughts you are doing that through external communication.

Communication can be through words or through gestures or through other symbols. Many a times the communicator (the person who sends the message) and the receiver of the message may not be facing each other, still they can communicate. For this I wish to give you a well-known example from history of Gujarat in my own way:

Parsis had come first at Sanjan bunder (port) in Gujarat after leaving their home country. They wanted to settle first in Gujarat. Then they wanted to spread out to other parts of our country. At that time Gujarat was very prosperous. A Parsis Chief through a messenger asked the permission of the King of Gujarat to settle down in Gujarat.

The king of Gujarat neither said 'yes' nor 'no' to this request. He asked for a full glass of milk. His Pradhan (Minister) arranged for that. He gave that glass of milk to the messenger and told him to hand it over to the Parsis Chief. No word was communicated therewith. The messenger could not understand the meaning or significance of this act at that time. Very obediently he went and handed over the glass of milk to the Parsis Chief. He thought over the matter for some minutes.

Then his face brightened up. He had grasped the message.

He tasted milk from the glass. It was having natural taste. He asked for a big spoon of sugar. Slowly very slowly he went on adding sugar into the milk. He was extra careful to see that not a drop of milk spilled from the glass. Then he stirred milk and saw that sugar had mixed up very nicely with milk. He tasted it and was happy with the taste.

He called the messenger. He gave that glass of milk and instructed him to go back to the king and hand over the same in the court. The next day when the King was sitting with his full 'durbar', the messenger came and paid him the respects. After that he handed over the glass of milk. The king took the glass of milk, tasted the milk and found it was very much sweet. He was pleased with that. He told the messenger, "Go and tell your Chief that you have my permission to settle down in Gujarat. The give and take of message was decoded afterwards like this: When the King of Gujarat sent a glass of milk to the Parsi Chief; he said that my kingdom is full of local people. We do not have additional space. How can we permit you to step in to settle here?"

The Parsis Chief added sugar in that glass of milk and said: “We don’t want any additional space in your kingdom. Just as sugar gets very much mixed up with milk, we will do the same thing with people of Gujarat. We will add much sweetness in social- cultural-political life of Gujarat...”, the king was glad with this non-verbal communication and his answer was “**YES**”. He permitted Parsis to stay in Gujarat and subsequent history has proved that the Parsis have kept their promise. You can learn a lot from this and such other examples in the field of communication.

A good communication invariably starts from clear, definite and well planned thoughts that are taking an upper hand in the mind of a communicator. Sometimes more communicators are working as a strong **TEAM**. Then their collective thinking is the main springboard from where the communication springs forth.

Communication has close connection with motivation. So make it a point to study these topics as a group. It will help you to become an outstanding winner

in your field. In my previous book ‘**HOW TO BE A WINNER**’, I suggested that two connected topics of ‘Goal setting’ and Time-Management’ be studied by everyone deeply.

We are living in the age of ‘**PERSUASIVE COMMUNICATION**’. There are so many advances in the fields of psychology, sociology, electronic engineering, automation, etc. They have convinced the leaders that communication is a key-factor in the modern world.

Concerning the importance of communication, one outstanding authority on the subject says, ‘**COMMUNICATION MAKES POSSIBLE THE VALUED CO-OPERATION AMONG MEN FROM VARIOUS COUNTRIES AND IT HOLDS CIVILIZATION TOGETHER**’.

People of the past are still communicating with us through their writings. When we read the books written in the past by our ancestors, we are taking priceless benefits of their wisdom. So read the good books of the past and derive the best benefits from their experiences.

A painstaking author also reads and digests the books written on the subject. Then he works out his own system to rearrange his thoughts. At this stage, he edits his thoughts. Some thoughts he builds up in more detail. Such thoughts are **CORE-THOUGHTS** of his book-project. He supports his main theme with suitable examples from local conditions.

In the third stage he takes up the physical work of writing the book. He has to concentrate deeply with specific 'goals' or objectives in his mind. He writes and rewrites and rewrites till he is fully satisfied with his end-result. Till that, he must work on and on and on. A good writer with strong conviction must not make any compromise with quality of his writing. He must rise above the worldly considerations, whether he will get adequate royalty from his work or not. Creative Joy itself is an outstanding reward in itself.

It is said the 'most original man is the most indebted man'. This holds true for any good author. We the human beings are living interdependent lives. We draw lots and lots of material strength knowledge, styles, etc. from others. We draw from a big 'reservoir' of knowledge and again we deposit our own contribution in that. This common fund of knowledge can be shared

by one and all. Good ideas, good thoughts, good systems should not be monopolized by a few. We should share with others many good things of life. Sharing good things with others will give us tremendous joy.

Moreover, we can't live in isolation. We can't progress in isolation like a 'Robinson Crusoe' on an island. We must talk with each other. We must share pleasures with each other. It is said, "Happiness is multiplied by sharing and pains are divided by sharing" Then and then only our lives become significant, rich, rewarding and worthwhile.

Any act of communication must be seen as something more than mere expression that is speaking, writing or gesturing. The act of communication is always a living process. Communication always occurs in the midst of **LIFE.**

Before a communication act begins, life is going on. During a communication act, life is going on. After a communication act, life is going on. The communicative act itself always involves a number of factors which can influence the effect that the communicative act has on those involved in communication.

We also communicate by way of our dress, by the way we smile and even by remaining silent.

Every communication has a purpose. Why do you wish to communicate? Ask this question to yourself. When you get a clear answer to your question, your communication has got a very good starting point.

Every communication besides the communicator and the message has a receiver who must respond. It makes much difference, who receives this communication. When we communicate with an equal it means one thing and when we communicate with a superior it becomes entirely different even though we say the same thing to both the persons.

The Pay off in all communication is the response. If the person who receives the communication does not respond in a way that serves our purpose as a communicator, then communication fails.

It is very important to remember that whenever you communicate, you must be concerned with many more things than the putting of your ideas into language. You

must control all elements of that communication process in the way that achieves the response you desire.

Preferably the best single investment that you can make in advancing your career is to improve your writing and speaking ability. Writing articles, pamphlets, periodicals and books can attract the attention of your seniors and superiors concerning your skills, talents, brainpower and perhaps genius. Unless and until you make planned efforts to make your qualities well known to others, unless and until you perspire to show your results with 'documentary evidences'-your bosses will not be able to have any glimpses of your hidden mental abilities.

American President Abraham Lincoln made continuous efforts endless efforts to make himself an outstanding thinker, outstanding writer and outstanding speaker. Follow such noble examples. Benjamin Franklin, in his famous Autobiography, says: "perhaps writing has been of greatest use to me in the course of my life as a principal means of my advancement." Few people realise how much the Wright Brothers owe to their ability to express themselves intelligently and

persuasively in the letters they wrote to other aviation pioneers in their life time.

Whether an expression is written or oral, it is based upon sound thinking. Basically your expression can be no better than your fund of ideas and your thinking skill. Expression is but showing the world of your mental processes. A good expression requires us to get our minds in order.

The best way to improve your expression, in general, is to read good books and note down all the important points used by those authors. Moreover, when you build your notes in your own words, review work of that subject becomes easier. At the time of making your notes, you are required to concentrate more. When you read with great concentration, the subject gets deeply imprinted on your mental screen.

If you want to develop your self-confidence in a controlled manner, enroll yourself in a course in public speaking. Whenever any opportunity is presented to you to speak in your office or in your social life seize up the opportunity extended to you. Don't say 'No' to such an

opportunity. Every time you speak in public, your self-confidence will go up.

Dale Carnegie has written one very good book entitled, 'Public Speaking and Influencing Men in Business.' Herbert Caisson has written 'A Complete Course in Public Speaking.' Read such books. Practice on the principles suggested therein and derive big profits.

Your letters are your ambassadors. So give your letters a superior appearance. Generally superior appearance means good quality of paper, neat typing and an arrangement that is pleasant to the eye. Don't underestimate the importance of letters as makers of opportunity. The secret of many a great success in life lies in an ability to open the mind through letters.

When you appear for important interviews, you will be judged as to how well you can communicate yourself to new, alert and experienced group of people. Make well thought-out efforts to let your talents, brainpower and genius shine during the interview.

During the interview try to appear relaxed but do not appear to be indifferent. Let your mutual, natural enthusiasm shine. Observe good manners, show intelligent response to whatever the interviewer says. Be honest, forthright and truthful.

When the interview is over, leave courteously and gracefully. Always write a letter of ‘thanks’ for the favour extended to you for appearing in the interview, irrespective of the results.



*“Neither seek nor avoid,
take what comes.”*

How to Develop Confidence and Destroy Fear

MOST fear today is psychological. Worry, tension, embarrassment, panic, etc. spring up from mismanaged, negative imagination. We must try to remove them. Truly, fear is a powerful force. In one way or the other, fear prevents people from getting what they want from **LIFE**.

Take Courage. Do things which you fear to do, and death of fear is certain. Each morning buckle up your courage and start on your book keeping exercise or start "Indifference Curve "analysis which you have been postponing for a long time.

When you get up in the morning you are in a fresh, cool, cheerful mood, provided you slept early the previous night. Entire natural surroundings help you to do your best. Precisely for these very reasons our elders,

our religious teachers, urge us to get up early and tell us to meditate on life or pray to God in “**BRHMA-MUHURT**”. Try to capitalize your morning hours for creative works.

Condition yourself with the fact that all confidence is acquired. No one is born with confidence. Those people you know who radiate confidence, who have conquered worry, who are at ease everywhere and all the time, acquired their confidence, every bit of it.

In his famous novel, *Brave New World*, Aldus Huxley has explained the principle of conditioning people right from their childhood. If today’s babies are required to be built up as mine workers after 20 years or so, they are conditioned so. If they try to pick up a flower and are about to develop a liking for natural beauty, a mild electric current will give them a mild shock. So, slowly they will develop flower phobia and start fearing many other and they will not go near them.

Mine workers are not required to read books. So if these babies try to touch books, there would be a noisy sound in their minds. So, when they grow up, they will keep themselves away from flowers and books.

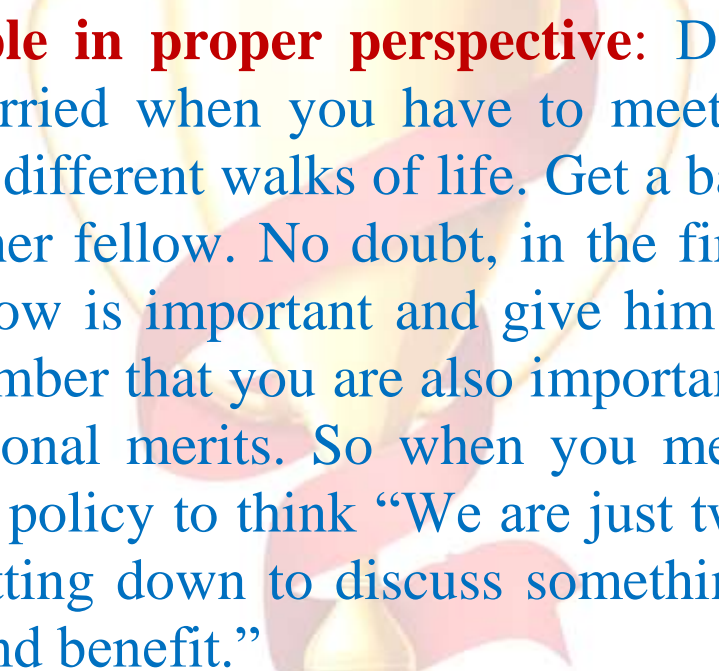
In their sleep they would be given “Sleep lessons” in which they would be prompted to think that mine workers’ career is the best in the world and ultimately they would join that career.

In future, perhaps, babies will be born in test-tubes on forces of demand and supply. If a batch of babies is to be taken up to work as locomotive drivers, they will have to be conditioned to endure much heat. So right from their young days they would be conditioned to withstand much heat and so on. Try to read this novel.

Action curbs fear. So take swift action to destroy your fears. Isolate your fears. Think what kind of action you can take to conquer your fear. Hesitation only enlarges and magnifies fear. Take action promptly. Be decisive. Much lack of self-confidence can be traced directly to a mismanaged memory.

For this I suggest that you undertake a small exercise. Take a foolscap paper. Sit quietly for about an hour in your room or in a park where you can think freely. Don’t allow anyone or anything to disturb you. Write down small, even very small things in which you have

attained success. Keep it readily available to be read by you over and over again. It will generate more self-confidence in you. Write your daily diary. Record your small victories therein. When you will read your diary repeatedly, you will derive more powers from that.



Put people in proper perspective: Don't be very much worried when you have to meet outstanding people in different walks of life. Get a balanced view of the other fellow. No doubt, in the first place, the other fellow is important and give him due respect. But remember that you are also important because of your personal merits. So when you meet someone, make it a policy to think "We are just two important people sitting down to discuss something of mutual interest and benefit."

Develop an understanding attitude: People who want figuratively to bite you. Growl at you, pick on you and chop you down are not rare. If you are not prepared for people like these, they can punch big holes in your confidence and make you feel completely defeated. You need defence against the adult bully who likes to disturb your peace of mind.

Assert your rights: Don't be cowed down. When you are right when your heart is clear, don't be afraid from such "characters". Show your courage in all manners and God will protect you.

Saint Francis Xavier once said, "Stones and sticks can break my bones but they cannot break my spirit." Your spiritual powers are great; try to develop them step by step.

To Think Confidently, Act Confidently: It is easy to prove that managed motions can change emotions. People who are shy in introducing themselves can replace this timidity with confidence by taking three simple actions simultaneously. First, reach for the other person's hand and clasp it warmly. Secondly, look directly at the other person. And third, say cheerfully, "I am very glad to know you."

These three simple actions automatically and instantaneously banish shyness. Confident action produces confident thinking.

Act the way you want to feel. Below are given five confidence building exercises. Read them carefully.

Then make a conscious effort to practice them and build your confidence.

1. **Be a front seater:** Have you ever noticed in meetings, in your school or college classrooms and other kind of assemblies, how the back seats are filled up first? People want to become LL.B.'s (Lords of the Last Benches!).

Most folks scramble to sit in the back rows so they won't be 'Too Much Conspicuous.' And the reason is that they are lacking self-confidence.

Sitting up in front builds confidence. From now on, make it a rule to sit as close to the front as you can. Sure, you may be a little more conspicuous in the front but remember there is nothing inconspicuous about success.

2. **Practice making an eye-to-eye contact:** How a person uses his eyes tells us a lot about him. Instinctively, you ask yourself questions about the fellow who does not look in the eye.

“What is he trying to hide? What is he afraid of? Is he trying to put something over on me? Is he

holding something back?” Ask questions from various sides. Your question method will help you to understand many things in sharp focus.

3. **Walk 25 per cent faster:** It will help you to build up self-confidence. Throw your shoulders back and lift up your head, move ahead just a little faster and feel yourself that your confidence is growing. Try this and see for yourself.
4. **Practice speaking up:** Be on the positive side. The more you speak up, the more you add to your confidence and it is easier for you to speak up next time. Speak up. It is a confidence building vitamin. Make no exception. Comment. Make a suggestion. Ask a question. And don't be the last one to speak. Try to be the ice-breaker. Be the first one to talk.

Smile big: A big smile gives you confidence. A big smile beats fear, rolls away worry and defeats despondency. A real smile melts away opposition of others, and instantly too. Another person simply can't be angry with you, if you give him a big, sincere smile.

Smile big and you feel like, “Happy days are here again.” But smile **BIG**. A half-developed smile is not fully guaranteed. Smile until your teeth show. That large size smile will bring you fine results.



“Purity, patience, and perseverance are the three essentials to success and above all, love.”

Some Thoughts of Swami Vivekananda

1985 was declared as the International Year of Youth. Swami Vivekananda liked young people very much. He inspired young people in a very big way through his superb speeches, his writings and when he led countless young people in our country in his times, his contribution to bring over spiritual awakening in our country was simply masterpiece. He carried on very vigorously the spiritual mission of his Guru Sri Ramakrishna Paramhansa.

Swami Vivekananda's many works are published by Sri Ramakrishna Math. Myllapore. Chennai at low price.

Read his works. You will have mental transformation. His thoughts carry tremendous spiritual powers in them. Swami ji was an inspired writer and a gifted speaker.

“If only we can catch a **SPARK** from his roaring flame, our lives will stand transformed. Our country will take great strides in the path of glory to which it is surely destined.”

We are very glad to present some of his fine, noble, soul-lifting thoughts. We urge you to read them repeatedly to build up your thought pattern on very sound lines.

BE MORAL, BE BRAVE. Be at heart a whole man. Strictly moral and brave unto desperation. Don't bother your head with religious theories. Try to love anybody and everybody.

My motto is to learn whatever good things I come anywhere. This leads many friends to think that it will take away my devotion to the Guru. All Gurus are one and are fragments and radiations of God the Universal Guru.

Arise, you mighty 'one and be strong'. Work on and on, struggle on and on.

Try to be pure and unselfish that is the essence of religion.

My children, the secret of religion is not in theories but in practice. To be good and to do good that is the motto of the religion.

Don't be ruffled, if now and then you get a brush from the world. It will be over in no time and everything will be all right.

Always remember that we are but puppets in the Lord's hands. Remain pure always. Please take care not to become impure even in thought as in speech and action. Always try to do good to others as much as you can.

No great things were ever done without great lab our.

Love the poor, the miserable, the downtrodden and the Lord will bless you.

Have FAITH in yourselves. Great convictions are the mother of great deeds.

Life is short: Give it up to a Great Cause.

Cherish positive thoughts.

Have faith that you are all, my brave lads, born to do good things.

Let not the bark of puppies frighten you not even the thunderbolts of heaven....but **STAND UP AND WORK.**

Great men are those who build up highways for others with their hearts' blood.

I do not believe in a religion or God which cannot wipe the widow's tears or bring a piece of bread to the orphan's mouth.

Stand Firm like a Rock. Truth always Triumphs.

Be positive. Don't criticize others.

All great undertakings are achieved after passing through mighty obstacles.

Use agreeable and wholesome language towards even the greatest enemy.

Infinite faith and strength are the only conditions of success.

Know, talking ill of others even in private is a sin. You must wholly avoid it.

The less help from man, the more help from the LORD...

Each work has to pass through THREE stages—Ridicule, Opposition and then Acceptance.

Infinite power will come unto you never fear. Be pure.

Have faith. Be obedient.

Bear with everyone's shortcomings. Forgive offences by the million.

Combine seriousness with childlike innocence. Live in harmony with all. Give up all idea of egoism and entertain no sectarian views. Useless fighting is a great sin.

Work on with the strength of a lion but at the same time maintains the tenderness of a flower.

Whatever others think or do, lower not your standard of purity, morality and love of God.

Do not be anxious. Do not be in a hurry. Slow, persistent and silent work does everything.

Gratitude and hospitality are the special characteristics of Indian humanity.

Good motives, sincerity and infinite love can conquer the world. One single soul possessed of these virtues can destroy the dark designs of millions of hypocrites and brutes.

Work, Work, Work. I care for nothing else. Work, Work, Work even into death.

It is the HEART, THE HEART that conquers and not the brain.

I am a fighter and I shall die in the battlefield.

What we want is a Dynamic Religion.

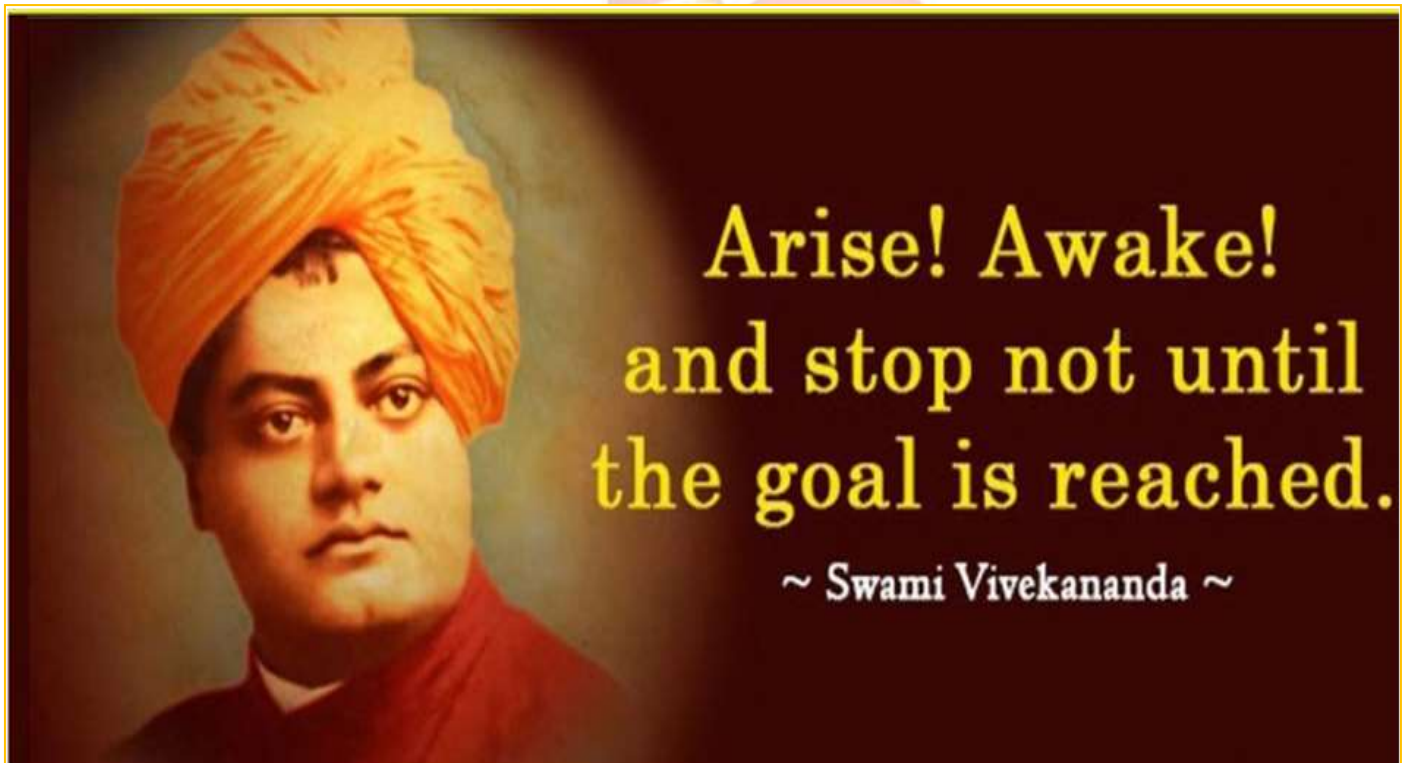
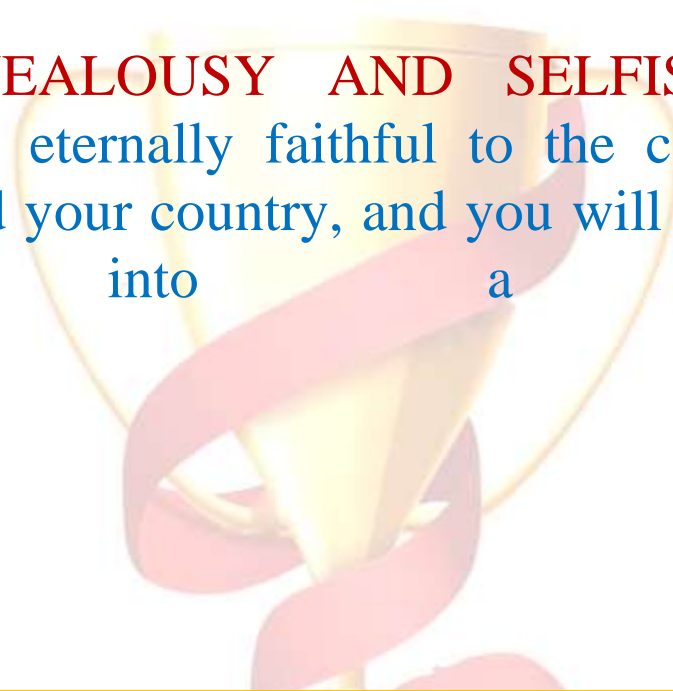
The power behind me is not **VIVEKANANDA** but He. The Lord and He know best.

What we want are brave young men who will work and not Tomfools.

Too much sentiments hurt work. **HARD AS STEEL AND SORT AS A FLOWER** should be your motto.

Go on bravely. Do not expect success in a day or a year. Always hold on to the highest. Be steady.

AVOID JEALOUSY AND SELFISHNESS. Be obedient and eternally faithful to the cause of truth, humanity and your country, and you will transform this world into a paradise.





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