



Swami Vivekananda
Contributor Personality Program



An Adani Group Initiative

UNIT 3:

The Contributor's Vision of Success



for students and faculty of
Gujarat Technological University

by

i-become University
Services

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UNIT 3:

The Contributor's Vision of Success

Explore the meaning of success in your life.

Contributors have a wider definition of success than Non-contributors. While Non-contributors define success in terms of material success, achievement, external impact, etc., Contributors are able to widen this definition of success to include personal fulfillment, development of self-esteem, ongoing development of personal capabilities etc.

Concept Exploration	pg. 2-5
Concept Application	pg. 6-19
Swami Vivekananda Speaks to you	pg. 20-21

Concept Exploration

EXPLORATION 1:

Expanding one's Vision of Success

Narrow Vision of Success

I want a bonus, so I will work for the targets given.



Wider Vision of Success

The bonus offered for meeting targets will only be an additional benefit....



...More important, **I want** to learn and **I also want** to develop excellent relationships within and outside the organization... meeting these targets will give me an opportunity for this.



REFLECTIONS

Q1. Share an experience where you or someone you know, were part of a group trying to achieve some goal, where though the goal was not accomplished for various reasons, amongst the team you'll developed long-lasting friendships. Would you also call this a kind of "success"? Write about this experience.

Q2. Have you heard of people who win an award or recognition "at the cost" of other people and at the cost of relationships? What is the effect of this in their lives in the long run?

EXPLORATION 2:

Expanding one's Vision of Success

Narrow Vision of Success

I want to come first in the marathon.



Wider Vision of Success

Not only do **I want** to come first in the marathon....



... **I also want** to build the confidence, will-power, and stamina to run such long distances, face the challenges that come up with a positive attitude (without giving up), and beat my previous record. **I want** to also develop self-discipline.



REFLECTIONS

Q1. Sometimes one does not “win” an external achievement, yet one feels that one has gained and become stronger from the experience. To others this might look like a “failure” but to you it doesn’t seem so. Have you or anyone you know experienced this? Write about this experience.

Q2. Life is not always smooth and easy - tough times are bound to come. How does such a wider vision of success change the way one deals with failures and tough situations that come up in life?

EXPLORATION 3:

Expanding one's Vision of Success

Narrow Vision of Success

I want the best scientist award this year



Wider Vision of Success

If I get the best scientist award this year, it will be great...



...More important, **I want** to solve new challenges in the field of cancer research.



REFLECTIONS

Q1. Do you think the Contributor with this “wider vision of success” (described above) will gain more or less in life than the non-contributor with this “narrower vision of success”? Who will have more long-lasting success? Why?

EXPLORATION 4:

Expanding one's Vision of Success

Narrow Vision of Success

I want a promotion, so I must perform well.



Wider Vision of Success

Getting a promotion is great - who doesn't want one, but...



... More important, **I want** to be known as a good team leader who is able to handle complex software projects. So I want to develop the capability of my team members so that all of us can do well.



REFLECTIONS

Q1. Write about someone who has been a guide and mentor to you or anyone you know. What is the value and impact of such a person in one's life?

Concept Application

APPLICATION EXAMPLE 3.1

SCENARIO

<p>Karan's Success Vision: Financial Success Alone</p> <p>At such a young age, I am a millionaire! I have my own company, big car, 3 houses in different cities...I have achieved what most people can only dream of.</p> <p>Of course I had to sacrifice many relationships to reach here... so what! You have to lose some to gain some... no wonder people say it is lonely at the top...</p>  <p style="text-align: center;">KARAN</p>	<p>Desai's Success Vision: All-round Success</p> <p>I have made a comfortable life for my family. We are able to enjoy it together - we are very close!</p> <p>I have always stood by my principles and am respected in the community for that. People always come first! No amount of money is worth a lost relationship.</p> <p>I have always stood by people, and I know that my people will stand by me if I ever need it. And most important I have a lot of love and joy in my life... my life is very "full".</p>  <p style="text-align: center;">DESAI</p>
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 **APPLICATION QUESTIONS**

Karan has a narrow Success Vision. Whereas Desai has a wider Contributor's Success Vision. Do you agree or disagree with this statement? Why?

[HINT: Put down all the things that -

- Karan would call success.
- Desai would call success.

Compare the two. Who would you say has more complete or overall "success" - including inner success (as a human being), success for the people one cares for, as well as external success in the world?]

What if things begin going wrong and their businesses start doing badly –

- In light of his Success Vision, what is likely to happen in Karan’s life?
- In light of his Success Vision, what is likely to happen in Desai’s life?

[HINT: Think of the impact on their personal fulfillment, relationships, character strength, etc.]

What if somebody proposes to each of them “sack your workers and we can sell the business at a high price” –

- In light of his Success Vision, what is Karan likely to do? Why?
- In light of his Success Vision, what is Desai likely to do? Why?

[HINT: Their Success Vision tells us what each one’s criteria for making a choice would be. How would this influence what each one chooses to do?]

APPLICATION EXAMPLE 3.2

Sachin's Success Vision: Success not only for self, but also for team-mates, and for India

After India won the Cricket World Cup in 2011, the team dedicated the win to Sachin Tendulkar. They carried him on their shoulders around the ground.



Team mate Virat Kohli: "This for Sachin"

Bowler Zaheer Khan: "It is a dream come true - and we wanted it so badly for this very special guy."

Yuvraj Singh: "I wanted to win the world cup for Sachin. He was always around for me. During my tough times, he told me to keep up the spirit. He said 'You don't know what is there in the box for you in future. You may be working hard, but work harder'. Sachin also told me that he believed in me."

Sachin believed in enabling and helping his team-mates grow. In their success, he saw the success of Team India.

"...And that is the reason why this victory is great, because different players have made contributions to the win"

– Sachin Tendulkar



 **APPLICATION QUESTIONS**

There are many “stars” in cricket, but not all of them have this kind of regard from their team mates. Why is Sachin able to get this this kind of love, respect, and tribute from his team mates?

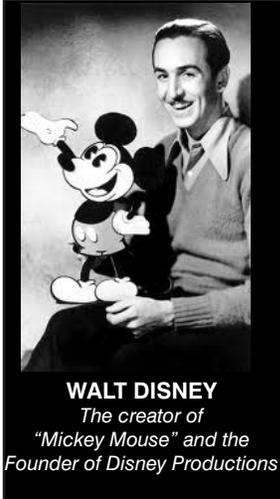
[HINT: How does Sachin’s success vision influence the way he interacts with team mates?]

When you describe Sachin’s “success” in life, what all would you say about him? Give examples of concrete incidents from his life that indicate his wider Contributor’s Success Vision.

[HINT: Connect incidents from his life with the 4 Explorations done in the Concept Exploration section, to see how he widened his vision of success.]

APPLICATION EXAMPLE 3.3

Walt Disney's Success Vision: Contribute to people's lives through entertainment and hours of joy



Some quotations by Walt Disney

"People talk about me saying 'The guy has no regard for money.' That is not true. I have had regard for money. But some people worship money as something you've got to have piled up in a big pile somewhere. I've only thought about money in one way, and that is to do something with it.... I've always been bored with just making money. I've wanted to do things; I wanted to build things, to get something going....."

"I have never been interested in personal gain or profit. This business and this studio have been my entire life."

"My business is making people, especially children, happy."

"In this volatile business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions change so rapidly that we must keep our aim constantly focused on the future."

"Of all the things I've done, the most vital is coordinating the talents of those who work for us and pointing them toward a certain goal."

ON DISNEYLAND: "We believed in our idea - a family park where parents and children could have fun - together..... Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world."

Know more on Walt Disney's life:

http://www.justdisney.com/walt_disney/

<http://www.disneydreamer.com/>

http://en.wikipedia.org/wiki/Walt_Disney

 **APPLICATION QUESTIONS**

Walt Disney says - “Of all the things I’ve done, the most vital is coordinating the talents of those who work for us and pointing them toward a certain goal.” Why is such development of people an important part of his larger Success Vision of “Contributing to people’s lives through entertainment and hours of joy”? Discuss to answer.

[HINT: Without a great team, would Walt Disney have been able to achieve all that he achieved in the world?]

From Walt Disney’s quotes, and all that you may know about him, how would you describe the success he achieved in life? *[HINT: Use the weblinks provided to explore more about him].*

APPLICATION EXAMPLE 3.4

**Marion Jones' Success Vision: Perform well and win at any cost
(A Success Vision that destroyed her)**

MARION JONES : Former world champion, track and field athlete



Marion Jones was a US track and field athlete who went on to dominate the world stage in the late 90's and early 2000s. She was one of the most loved athletes and a role model for thousands of Afro-Americans who routinely outpaced her competitors on the track fields, right from her childhood.

Some of her records -

1997: Marion wins the 100m sprint at World Championships, Greece

1998: Won gold in World Cup, South Africa

1999: Won 4 titles at World Championship, Spain

2000: Won 3 gold and 2 bronze at Olympics, Sydney

Then...

In October 2007, she admitted to taking performance enhancing drugs as far back as 2000 Olympics. She admitted to lying to investigation authorities earlier on the doping issue.

It was a very public fall from grace for 31-year-old Jones who in 2000 had amazed sports fans across the world with her audacious goal of winning an unprecedented five gold medals at the Sydney Olympics. She finally won 3 golds and a 2 bronzes.

Jones had to forfeit all medals that she won 2000 onwards. Her fans felt betrayed.

 **APPLICATION QUESTIONS**

In her ambition to win at any cost, Marion took drugs to enhance her performance. Why is this kind of success not really a “success”? Discuss to answer.

[HINT: Contributors have both an “inner compass” (this includes - inner values, self-esteem, personal fulfillment) to direct their lives and the choices they make; as well as an “outercompass” (this includes achievements in the external world). On the other hand, non-contributors have only an “outer compass” (where they measure success only in external terms).

In this case study, Marion Jones had only an outer compass -

- *How did this affect the choices she made?*
- *What were the consequences of this in her life?]*

A person with a narrower, purely external vision of success may start off one’s career by being a “contributor”, however he/she can become a “non-contributor” as the career progresses (as in the case of Marion Jones). Why do you think this so? Can you think of any other examples of people to whom this has happened? *[HINT: You can also think of characters from movies]*

Thus, what is the value of having a wider vision of success in one’s life? How does it help one stay on the path of contributorship? Discuss to answer.

APPLICATION EXAMPLE 3.5

Abdul Kalam's Success Vision: Keep trying until you convert your dreams into reality**Dr. APJ Abdul Kalam**

*Aerospace engineer;
Professor and chancellor of the IIST;
11th President of India from 2002 to 2007;
Popularly known as, "People's President".*

At the end of third year at MIT, Abdul Kalam was assigned a project to design a low-level attack aircraft. Kalam took up the responsibility of preparing and drawing its aerodynamic design. Kalam's professor reviewed the project and declared kalam's work to be gloomy and disappointing. Kalam asked for one month's time to complete the task but was given only three days by his professor. Kalam burnt midnight oil and completed the project successfully. The professor said in Kalam's appreciation, "I knew I was putting you under immense stress by asking you to meet an impossible deadline. I never expected you to perform so well."

April 20, 1989 was scheduled to be the Agni (missile) launch date under Kalam's leadership. Due to safety reasons Kalam had to abort the missile before launch. The media took up the chance to rake up much controversy around this. The missile launch was aborted once again when it was scheduled to launch on May 1, 1989.

Dr. APJ Abdul Kalam says -

"We should not give up and we should not allow the problem to defeat us."

"Three things are important for success - design capability, goal setting and realization, and the strength to withstand the setbacks."

"To succeed in your mission, you must have single-minded devotion to your goal."

continued...

...continued



One of the cartoons in the media after the failure of the first two launches of Agni.

(Source: Wings of Fire, by Dr. APJ Kalam)

“There are forces in life working for you and against you. One must distinguish the beneficial ones and choose correctly between them.”

- Dr. APJ Abdul Kalam

While addressing an assembly of 2000 persons on May 8, 1989, Kalam said: “I promise you, we will be back after successfully launching Agni before the end of this month.” It was Kalam’s inner strength and self-confidence behind Agni’s success. Finally it took off at 7:10 hrs. It was a perfect launch.

“Dream, Dream, Dream! Convert these dreams into thoughts, and then transform them into action,”

- Dr. APJ Abdul Kalam

The pressures and expectation of the presidential post never got to Dr. Kalam. The usual full-sleeved blue shirt, the long grey hair, and his various most commonly used world like, ‘Fantastic!’, ‘What’s happening?’ etc., always remained with him. Situations never changed the person Dr. Kalam is. Despite being a President of India he was easily approachable to students, civilians, and politicians.

In his last public function as President, he had an advice for the countrymen – “Don’t take gifts that come with a purpose and build families with character and good value system.”

Know more on Dr. APJ Kalam’s life:

<http://www.abdulkalam.com>

http://en.wikipedia.org/wiki/A._P._J._Abdul_Kalam

APPLICATION QUESTIONS

What are the choices Dr. Kalam made in his life, that reveals this success vision to us?

APPLICATION EXAMPLE 3.6

Amartya Sen's Success Vision: Finding solutions to the problems which affect the well-being of the community



AMARTYA SEN

Indian Economist. Awarded the 1998 Nobel Prize in Economic Sciences for his contributions to welfare economics and social choice theory, and for his interest in the problems of society's poorest members.

Professor Sen is an Indian Economist born in Bengal in 1933. He received his doctorate from the University of Cambridge. He has been a professor in India, Britain and the United States. He was awarded the 1998 Nobel Prize in Economic Sciences for his contribution to welfare economics and social choice theory.

At the age of 9, Amartya Sen witnessed the Bengal famine of 1943, in which three million people perished. He also witnessed a lot of violence occurred in India, during the time of partition. These two events made him decide to study economics and find out solutions to the problems which affect the well-being of the community.



Bengal Famine of 1943, where an estimated 1.5 to 4 million people died of starvation, malnutrition and disease

Sen worked to find out the causes of famine, and developed practical solutions for preventing or limiting the effects of real or perceived shortages of food.

“Famines are easy to prevent if there is a serious effort to do so. Famines occur not only from a lack of food, but also from inequalities built into mechanisms for distributing food.”

- Amartya Sen

continued...

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Amartya Sen believes that “Humans should account to one another. For example, if a stranger asks the way to railway station, the local would not send him to the post office, because one should account to one another.”

Showing his accountability towards the mankind, Sen has utilized his domain knowledge of economics towards the welfare of the society.

His philosophical work has made deep explorations into issues of justice, inequality, morality, liberty, freedom, rationality and objectivity. Sen devised methods of measuring poverty that yielded useful information for improving economic conditions for the poor.

The policies of many organizations and governments are influenced by the theories and practical examples Sen has written in his research papers and books.

Amartya Sen has been called “The Conscience and the Mother Teresa of Economics.”

Know more on Amartya Sen’s life:

<http://www.youtube.com/watch?v=z-HZ3i1mzrU&feature=related>

http://en.wikipedia.org/wiki/Amartya_Sen

 **APPLICATION QUESTIONS**

Amartya Sen’s success vision drove his entire life. He dedicated his entire life towards realizing this vision.

Reflect on and write about “what is the power and value of having a wide success vision in one’s life”?

3.7: Field Work

Project 1

Project Goal: *To recognize how a contributor consciously widens his/her "Success Vision" through life's experiences (using film-based case studies)*

STEP 1: Choose any 3 popular films that show us how the protagonist (hero / heroine), through the course of the film, finds a wider success vision (a contributor's success vision) for him/herself.

STEP 2: Discuss each of these 3 films in your project team (watching the films if needed), and identify for each protagonist in the films –

- How did he/she widen own success vision through the experiences shown in the film?
- In which of the 4 ways did the success vision widen?
 - Stronger relationships, gaining others' trust, earning the love and respect of others, etc.
 - Increased inner strength, character, self-confidence, and capability
 - Higher and higher levels of excellence - not only in their technical domain, but also in terms of inner development as a human being and in pushing one's boundaries
 - Developing and enabling others

STEP 3: Make a case study presentation that uses the cases in each of the 3 chosen films, to show "How a contributor consciously widens his / her success vision through life's experiences".

STEP 4: Present to the class

Project 2

Project Goal: *To recognize how a contributor consciously widens his/her "Success Vision" through life's experiences (using case studies of well-known personalities). Also seeing the connection between one's Success Vision and the career choices one makes.*

STEP 1: Choose any 3 well-known personalities you admire (don't choose the same people you may have studied for earlier projects).

STEP 2: Do some research on each of these 3 personalities (you can use the internet, library books, magazines, newspapers). Identity -

- Some quotations or writings by / on the person that show
 - his/her work and life philosophy,
 - some important choices or moves he/she may have made in his/her career and what he/she has given as reasons for these choices
- Some incidents / experiences in the person's life (written about by him/herself or by journalists / writers or by people known to him/her) that show
 - How did he/she widen own success vision through his/her experiences, incidents, challenges faced in life?
 - In which of the 4 ways did the success vision widen?
 - Stronger relationships, gaining others' trust, earning the love and respect of others, etc.
 - Increased inner strength, character, self-confidence, and capability
 - Higher and higher levels of excellence - not only in their technical domain, but also in terms of inner development as a human being and in pushing one's boundaries
 - Developing and enabling others

STEP 3: Discuss each of the 3 personalities, to articulate for each -

- What was his/her success vision?
- How did his/her success vision influence his/her career choices and other important choices in his/her life (that you may have found out about in your research)?

STEP 4: Make this into a presentation with a section covering each of the 3 personalities (3 case studies).

STEP 5: Present to the class



Swami Vivekananda speaks to you

Expand your vision of success

Swami Vivekananda wanted each one of us to have a large vision of success so that we create material, intellectual and spiritual success not only for ourselves, but also for our fellowmen and our whole country.

“ Make the character of Mahavira (Hanuman) your ideal. See how at the command of Ramachandra he crossed the ocean! He had no care for life or death. He was a perfect master of his senses and wonderfully sagacious. Build your life on this great ideal of personal service. Through that ideal all the other ideas will gradually manifest themselves in life. Obedience to the Guru without questioning and strict observance of Bramhacharya – this is the secret of success.

“ Every man should take up his own ideal and endeavour to accomplish it. That is a surer way of progress than taking up other men’s ideals, which he can never hope to accomplish. For instance, we take a child and at once give him the task of walking twenty miles. Either the little one dies, or one in a thousand crawls the twenty miles, to reach the end exhausted and half-dead. That is like what we generally try to do with the world. All the men and women, in any society, are not of the same mind, capacity, or of the same power to do things; they must have different ideals, and we have no right to sneer at any ideal. Let every one do the best he can for realising his own ideal. Nor is it right that I should be judged by your standard or you by mine. The apple tree should not be judged by the standard of the oak, nor the oak by that of the apple. To judge the apple tree you must take the apple standard, and for the oak, its own standard.

“ Purity in thought, speech and act is absolutely necessary. As for thirst after knowledge, it is an old law that we all get whatever we want. None of us can get anything other than what we fix our hearts upon. There must be a continuous struggle, a constant fight, an unremitting grappling with our lower nature, till the higher want is actually felt and victory is achieved. The student who sets out with such a spirit of perseverance will surely find success at last.

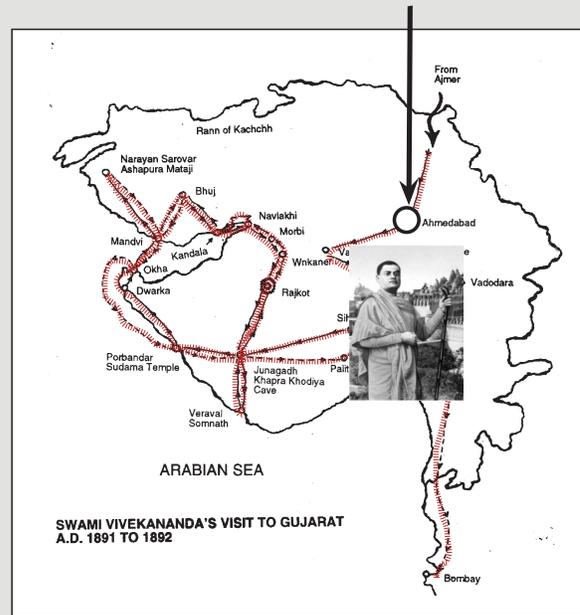
“ There is success and failure in every work. But I am inclined to believe that one who is a coward will be born after death as an insect or a worm, that there is no salvation for a coward even after millions of years of penance. Well, shall I after all be born as a worm? ...In my eyes this world is mere play – and it will always remain as such. Should one spend six long months brooding over the questions of honour and disgrace, gain and loss pertaining to this?

“ We talk foolishly against material civilisation. The grapes are sour. Even taking all that foolishness for granted, in all India there are, say, a hundred thousand really spiritual men and women. Now, for the spiritualisation of these, must three hundred millions be sunk in savagery and starvation? Why should any starve?

“ The secret of success of the Westerners is the power of organisation and combination. That is only possible with mutual trust and co-operation and help. Now here is Virchand Gandhi, the Jain, whom you well knew in Bombay. This man never takes anything but pure vegetables even in this terribly cold climate, and tooth and nail tries to defend his countrymen and religion. The people of this country like him very well, but what are they doing who sent him over? They are trying to outcast him. ...it is jealousy that holds them down.

“ Power and things like that will come by themselves. Put yourself to work, and you will find such tremendous power coming to you that you will feel it hard to bear. Even the least work done for others awakens the power within; even thinking the least good of others gradually instils into the heart the strength of a lion.

Swami Vivekananda at Ahmedabad



Swami Vivekananda stayed for about eleven days sometime in the latter part of 1891 as a guest of Lalshankar Umiashankar Trivedi (b.1845, d.1912) in Ahmedabad after he first entered Gujarat from Ajmer.

Lalshankar was the guiding force behind many associations founded in Gujarat during the renaissance period like the Gujarat Vernacular Society, Buddhivardhak Sabha, and several other social and educational institutions connected with women's education and the uplift of untouchables.

The material in this booklet is meant to be studied along with the material available at gtu.ibecome.in.

You will find videos, concept presentations, quizzes to improve your understanding of the topic.