



Swami Vivekananda  
**Contributor Personality Program**

---



An Adani Group Initiative

UNIT 5:

## **The Scope of Contribution**

---

*Contribution to Self, Organization, and Society*



for students and faculty of  
Gujarat Technological University

by

**i-become** University  
Services

COPYRIGHT DECLARATION

---

Booklet printed from  
**i-become**® *Activ Guide*™

This Study Material is designed, developed and published by Illumine Knowledge Resources Pvt. Ltd. and licensed to Career Knowledge Resources Pvt. Ltd, the promoters of I-Become. All rights are reserved. No part of this Study Material may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise by any person or organization (including program participants) without the prior permission of Illumine Knowledge Resources Pvt. Ltd.

---

## UNIT 5:

# The Scope of Contribution

## *Contribution to Self, Organization, and Society*

---

In every work, every role, there is a possibility of contributing at multiple levels – contributing to self, contributing to organization, and contributing to society. Explore how you can contribute at multiple levels in your career.

Further, explore the difference between “acquisition for self” and “contribution to self” – the former being material acquisition and the latter being conscious development of oneself through the medium of one’s career.

---

Concept Exploration	pg. 2-7
Concept Application	pg. 8-13
Field Work (Projects)	pg. 14-17
Swami Vivekananda speaks to you	pg. 18-19

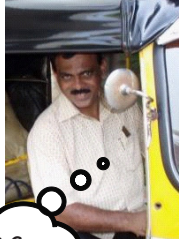
## Concept Exploration

### EXPLORATION 1:

**The Contributor not only performs his/her activities or duties, but also tries to achieve the 'purpose' behind all these activities**

#### Activity Vision of Work

**ACTIVITY**



I am taking a passenger to the railway station

... the auto rickshaw driver who does his work routinely

#### Purpose Vision of Work


**ACTIVITY**

I am taking a passenger to the railway station

+

**PURPOSE**

I ensure that my passenger reaches the station on time to catch her train



... the auto rickshaw driver who is focused on serving the customer's purpose

### REFLECTIONS

Think of examples of such experiences you have had as a customer, where (a) the person serving you was doing the work too routinely, because of which the work you needed didn't get done (b) the person serving you was focused on the purpose for which you had gone to him/her, thus getting your work done. In each case, how did that person's approach make you feel? Discuss and write about this.

-----

-----

-----

-----

-----

-----

**EXPLORATION 2:**

**An individual who “Contributes to Self” not only performs activities, but also tries to systematically develop his/her own self through these activities**

**Activity Vision of Work**

**ACTIVITY**

As General Manager, I have to lead many people and take many big decisions



**... the manager who performs his duties**

**Purpose Vision of Work**

**ACTIVITY**

As General Manager, I have to lead many people and take many big decisions



**PURPOSE**

+ One of my goals is to develop myself in a number of new areas, so that I am worthy of this great responsibility

**... the manager who develops capability & confidence to handle larger responsibilities, while performing his duties**



**REFLECTIONS**

Think of examples of situations where you feel you “Contributed to Self” during the course of doing the activities required in the situation. Discuss and write about this.

*[HINT: Think of situations where you may have gained exposure to new areas and experiences; learnt something new; built confidence and self-esteem; become stronger in character; learnt some “lessons for life”; etc.]*

-----

-----

-----

-----

-----

-----

**EXPLORATION 3:**

**An individual who “Contributes to the Team / Organization” not only meets short-term targets, but also “invests” into the long-term goals, capacities, and strengths of the Team / Organization**

**Activity Vision of Work**

**ACTIVITY**



**... the sales person who meets his targets**

**Purpose Vision of Work**

**ACTIVITY**



**PURPOSE**

My main goal is to build a network of long-term relationships for my company.



**... the sales person who spends time and effort in building long-term relationships for the organization, while meeting his immediate targets**



**REFLECTIONS**

Think of some team project you were a part of, where you feel you “Contributed to the Team” (by investing into the long-term team goals / capacities / strengths of the team). Write about this experience.

-----

-----

-----

-----

-----

-----

**EXPLORATION 4:**

**An individual who “Contributes to Society” goes beyond commercial or organizational goals, and seeks to achieve the goals or purposes of the larger community / society**

**Activity Vision of Work**

**ACTIVITY**



**... the businessman who sets up a new business**

**Purpose Vision of Work**

**ACTIVITY**



**PURPOSE**



**... the businessman who ensures that the new business he is setting up, also serves in developing the local community**



**REFLECTIONS**

Think of examples of such people you may have met or heard / read about, who are focused on “Contributing to Society” through their work. Discuss and write about this.

-----

-----

-----

-----

-----

-----

-----

-----

**SUMMARY EXPLORATION:**

**Identify Contribution Possibilities**

In each of the activities given below, identify what is the 'purpose' that person can contribute towards, at all 3 levels –

ACTIVITY	WHAT CONTRIBUTIONS CAN HE/SHE MAKE TO 'SELF'?	WHAT CONTRIBUTIONS CAN BE MADE TO 'TEAM / COLLEAGUES / ORGANIZATION'?	WHAT CONTRIBUTIONS CAN BE MADE TO 'SOCIETY'?
The Student who is studying a subject...			
The Teacher who is teaching students in a class...			
The Engineer who is supervising the building of roads / bridges / etc...			
The Software Programmer who is coding software...			



ACTIVITY	WHAT CONTRIBUTIONS CAN HE/SHE MAKE TO 'SELF'?	WHAT CONTRIBUTIONS CAN BE MADE TO 'TEAM / COLLEAGUES / ORGANIZATION'?	WHAT CONTRIBUTIONS CAN BE MADE TO 'SOCIETY'?
The Shop Keeper who is selling goods to customers...			
The Customer-care Executive who is talking on the phone to a customer having a complaint...			
The Politician who is representing a constituency...			
The Government Official who is processing files...			
The Broker who is negotiating between two parties...			

**Concept Application**

**APPLICATION EXAMPLE 5.1:**

**SCENARIO**

**Contribution Choice 1: “Building capability of my team is as important as my own development”**

Amit and Sudhir were team leaders. Their boss Navin has been getting requests for team change from Amit’s team members. This is what their juniors have to say about them.

**AMIT’S JUNIOR**

Last time when I worked with Amit on a presentation, both of us worked equally hard on it... but the committee never came to know about my contribution. He took all the credit.

Had something gone wrong, he would have been the first one to tell everybody that I was responsible for the presentation.

Amit sets unreasonable targets for us - and never gives us the support we need to meet them!

**AMIT does not contribute to the development of his team - in fact, he tries to get ahead in the organization, at the cost of others.**

**SUDHIR’S JUNIOR**

Sudhir is always available to guide us. He helps us learn and build our capability - so our team has become really good.

I feel confident to try out new things as I know Sudhir will back me up. Even if things go wrong, he stands right behind us and takes the responsibility. So we are also ready to support him in any of his initiatives.

Last month the CEO praised our entire team for being the best performing team of the quarter. Sudhir makes sure all of us get equal credit.

**SUDHIR is concerned about the development of his team members, as well as development of his own capabilities as a leader.**

 **APPLICATION QUESTIONS**

Q1. Amit had built a reputation of being someone who was unsupportive, protected only himself and never shared credit with others.

- How would this impact his relationships within the organization?

-----

- How would this impact his career progress in the long run?

-----

Q2. Sudhir not only wanted to do high-quality work, but through this he also wanted to develop the capability of his team members and his own capabilities as a leader.

How would this be a contribution towards –

– Sudhir’s overall performance at work and his long-term professional development?

-----  
-----  
-----

– His team members?

-----  
-----  
-----

– His organization?

*[HINTS: Consider*

- *The impact of a highly capable team on business results*
- *The impact on the organization’s overall capability to compete in the market*
- *The impact of a motivated work force, on the working environment within the organization]*

-----  
-----  
-----  
-----  
-----

**APPLICATION EXAMPLE 5.2:**

STORY

**Contribution Choice 2: “Building customer’s trust in the organization is more important for the long-term business, than chasing immediate sales targets”**

Alex had recently joined the Relisafe Bank as a sales manager. The bank had just come out with a new investment product called MultiCash.

Alex’s boss Rajinder, called him to his office and explained the product to him.



Our bank’s performance this year depends on the success of this product. You are one of the few chosen by the bank, to sell MultiCash. We trust that you will do a good job.

Back at his desk, Alex studied the product literature...

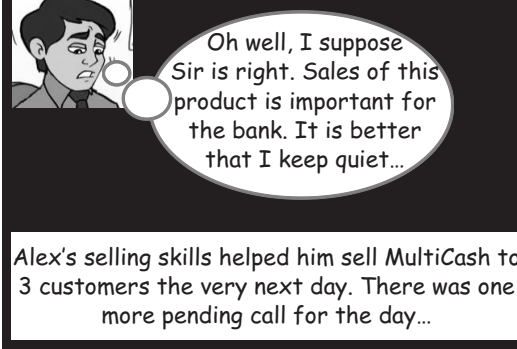


Hmmm... this investment is not risk-free... why haven’t we mentioned this in the brochures?



Sir, can I have a list of the risk factors? The customer can then know what exactly he is getting into...

Alex, we can’t afford to discourage customers from buying the product by telling them that it is risky.



Oh well, I suppose Sir is right. Sales of this product is important for the bank. It is better that I keep quiet...

Alex’s selling skills helped him sell MultiCash to 3 customers the very next day. There was one more pending call for the day...

Alex rang the doorbell to Mr. Jha’s house. He soon began his sales pitch. But...

Son, I hope this is a safe investment. At this age, I cannot afford to lose any money.



How can I tell Jha that his investment would be safe? If he buys this trusting in me, and God forbid if Jha loses money, I will be responsible for it! Boss’s trust on one hand, customer’s trust on the other... what should I do?

Alex thought things over and quickly made a choice. He told Mr. Jha - “Sir, MultiCash indeed has some risks, but the returns are also very good. I don’t advise you to invest a lot of money in it. In my opinion, you can invest a small sum and get a very good return on it. Then, even in the unlikely event of a loss, you will lose very little money”.

 **APPLICATION QUESTIONS**

Q1. Alex changed what would have been a “win-lose” situation (where his company wins sales, but the customer loses) to a “win-win” situation (where both company and customer stood to benefit). Through his actions and choices, how did Alex simultaneously contribute to the (a) welfare of the customer (b) development of the organization (c) his own development as a professional and as a human being? Discuss to answer.

*[HINTS: Consider -*

- How would this impact Mr. Jha’s trust in him and in his company?*
- How would such choices impact the brand and reputation of his company in the long run?*
- What could be the long term consequences of mindlessly pursuing targets without considering the need and concerns of the customer? How did Alex prevent this from happening?*
- How would this impact Alex’s own character strength and personal satisfaction?*
- How does building trust and a good reputation in the market help one grow in one’s career in the long run?]*

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

-----

## APPLICATION EXAMPLE 5.3:

## STORY

### Contribution Choice 3: “Tough circumstances are an opportunity for making more contributions (not problems to ignore or run away from)”

Anil Kumar was posted as Bank Branch Manager in a remote place about 80 kms away from Jaisalmer, in Rajasthan. There were many problems typical of a small desert village, such as – no electricity, no water, frequent sand storms, no proper place to stay, etc. Further, in the Bank Branch (his workplace) itself, everything was disorganized – with stationery and registers lying around, etc.



Kumar says, **“Any new work will always have its challenges. If you give up and do nothing, thinking ‘this is a problem’ then you won’t get anywhere. I saw this posting as an opportunity where a lot of good work could be done!”**

Kumar’s first challenge was to make the Bank Branch profitable. He identified the key problem as lack of awareness in the community about the schemes offered by the Bank. So he began by spreading awareness, visiting people in their homes, educating them and giving them services according to their needs. He even learnt the local language to interact better with the local community.

Kumar also chose to live in the village itself (instead of Jaisalmer where earlier Branch Managers had lived). He thought “if the villagers can live happily in such a place, then so can I”. The villagers began trusting him and over time, he became an ‘insider’ in the village community. He even began participating in their family functions and festivals.



It took him a full year to get his branch into shape and meet his business targets for the first year. However, in the second year, he not only met but even crossed his targets in just six months.



The villagers, who earlier depended on village money lenders now went to Kumar’s bank for loans. They availed the different schemes to use in their businesses, which increased their income.

**“When I think back to those days, I feel good. I enjoyed my stay there and still feel good about the difference I was able to make to the villagers and to the Bank”**, says Anil Kumar.

*Based on a true case story*

 **APPLICATION QUESTIONS**

Q1. By the time Anil Kumar left this place, as Bank Branch Manager he had made a deep contribution towards the welfare of the local community.

How do you think Anil Kumar defined for himself –

– His personal or human purpose?

-----  
-----

– The organizational purpose he was serving?

-----  
-----

– The societal purpose he was serving?

-----  
-----

Q2. How did his definition of purpose influence the choices that he made? Discuss to answer.

-----  
-----  
-----  
-----  
-----  
-----

## 5.4: FIELD WORK

### PROJECT 1:

**Project Goal:** *To identify case examples of people who have widened their scope of contribution.*

**STEP 1:** Study this case example –

#### **Project Shakti: Empowering rural women while building a new market for HLL**

When Manvinder Banga took over as chairman of Hindustan Lever (HLL, now called HUL), in May 2000, he found that the competition was strong and further growth in business had become increasingly difficult. HLL needed to open up new markets. Mr. Banga observed that one of the greatest challenges for selling in India, is that conventional media (like TV, radio, newspaper, etc.) reached only half the population, thus leaving more than 500 million people ignorant of a company's product or brand.

To reach out to these people, HLL launched Project Shakti. Shakti targeted small villages with population of less than 2000 people, to empower rural women by providing income-generating opportunities, health and hygiene education, and access to relevant information. Project Shakti drew upon women's self-help groups. Typically comprising 10-12 women from a single village, the self-help group would give a small amount of cash towards a common pool. Micro-credit agencies would then offer additional funds to finance approved micro-commercial initiatives.



HLL built upon this infrastructure, by giving a chance to the women to earn money by selling HLL products directly to fellow villagers. This not only allowed HLL to reach out to the rural market, but also created women entrepreneurs. This significantly improved the women's income, giving them a steady source of livelihood.

With Project Shakti, HLL sought to achieve both the objectives of social impact and business growth.

**STEP 2:** In the above case example, Banga widened the “organizational purpose” of HLL from just “business profits” to “welfare of society along with business profits”. Similarly, identify –

- 2 more such examples where people have widened their scope of contribution.
- For each example, do some research to find out how their actions and choices increased their - Contribution to Self, Contribution to Team / Organization, Contribution to Society.

**STEP 3:** Make a presentation on each of these 2 examples explaining how each widened their scope of contribution (at all 3 levels).

**STEP 4:** Present to the class.



**PROJECT 2:**

**Project Goal:** *To identify the “contribution possibilities” within a Job Role (eg: Software Programmer in a large software services company).*

**STEP 1:** Identify any one job role that you would be interested in taking up in your future career.

**STEP 2:** Do some research to find out more about what responsibilities are involved in this job / role.

- Interview 2-3 people who are working in that job role (look for seniors / people known to your family / people known to your teachers, etc.)
- Use the internet to search for information on the job role.

Find out –

- What are the key results or outcomes a person in this job role is responsible for?
- [Contribution to Self] What are the opportunities a person working in this job role can get, to systematically develop oneself and grow in capability? What kind of exposure can one get?
- [Contribution to Organization] What contributions can a person performing this job role make to the team, other colleagues, and organization?
- [Contribution to Society] What contributions can a person make to society, through this job role?

**STEP 3:** Make a presentation on your selected Job Role –

- Explain the job role and what one is expected to do in this job role.
- Present the Contribution Possibilities within this job role – Contribution to Self, to Organization, to Society (answers to the above questions).

**STEP 4:** Present to the class.

### PROJECT 3:

**Project Goal:** To recognize the “contribution choices” that people have made.

**STEP 1:** Identify any one person you can talk to, who you feel has contributed a lot to his/her field of work / society.

*(HINT: Think of who you can interview amongst – People known to you or your family, Colleagues of your parents, Neighbors, etc. This person could be a scientist, teacher, businessman, artist, musician, doctor, bureaucrat, social worker, etc.)*

**STEP 2:** Interview this person and / or search on the internet to find out more, to identify –

- Specific incidents from the person’s life that show how he/she
  - Contributed to Self
  - Contributed to Team / Local Community / Organization
  - Contributed to Society (field of work / nation / etc.)
- Identify what were some of the important “contribution choices” this person made in his/her life, that helped him make all those contributions.
- Identify whether –
  - These incidents were only specific instances where this person contributed; OR
  - This person contributed during an entire phase of his/her life; OR
  - This person dedicated a large part of his/her life to the contributions i.e. has had a life-time of contribution.

**STEP 3:** Make a presentation on this person –

- Give a brief introduction to the person (Name, profession, background, how you came across this person).
- Present the Contribution Choices this person made, by presenting –
  - The contributions he/she has made (to Self, to Organization, to Society). Explain with concrete examples / incidents in his/her life.
  - The choices he/she made that helped him/her make all these contributions.
  - Whether these incidents were – special cases, OR part of an entire phase in which this person contributed, OR were part of his/her life-time of contribution.

**STEP 4:** Present to the class.

**PROJECT 4:**

**Project Goal:** *To study how – defining the “contribution purpose” of my job role at the 3 levels (Contribution to Self, Contribution to Organization, Contribution to Society) can change my approach to work.*

**STEP 1:** Identify any 2 working professionals in your locality (with at least 2-3 years of work experience).

*(HINT: Think of who you can interview amongst – People known to your family, Colleagues of your parents, Neighbors, Teachers, People who work in your neighborhood (eg: postman, shopkeepers, fruit / vegetable seller, rickshaw driver, municipality workers, etc.).*

**STEP 2:** For each of these persons –

- Define the person’s job role (eg: Sales Manager in a soap manufacturing company)
- Do a 30-40 minute brainstorming session along with that person (and your whole project team), to generate ideas on how to define –
  - The personal or self-development purpose the person can work towards in this job role (eg: develop the confidence to deal with senior / influential people)
  - The team or organizational purpose the person can work towards in this job role (eg: build a network of long-term customer relationships for my company)
  - The societal purpose the person can serve through this job role (eg: provide health and hygiene education to the people in my sales region – which will also build their trust in the brand of our company and the soap we manufacture)
- At the end of the brainstorming exercise with the person, ask – if he/she were to keep in mind these 3 levels of purpose being served through his/her work –
  - How would this change his/her approach to work? What things would he/she do differently?
  - What choices would this require him/her to make?
  - What challenges is he/she likely to face? And how can he/she overcome these challenges?

**STEP 3:** Make a presentation on the job roles of each of these 2 people. For each person’s role studied, present –

- The job role of the person
- The 3 levels of purpose defined (personal or self-development purpose; team or organizational purpose; societal purpose), that the person can serve through this job role.
- How this way of defining the person’s job role would change his/her approach to work.

**STEP 4:** Present to the class.



Swami Vivekananda speaks to you

## This country depends on your contribution

*Swami Vivekananda wants each one of us to recognize that it is our contribution alone that will create the India of tomorrow*

“ My faith is in the younger generation, the modern generation, out of them will come my workers. They will work out the whole problem, like lions... Will you respond to the call of your nation? Each one of you has a glorious future if you dare believe me. Have a tremendous faith in yourselves, like the faith I had when I was a child, and which I am working out now. Have that faith, each one of you, in yourself – that eternal power is lodged in every soul – and you will revive the whole of India.

“ Material civilization, nay, even luxury, is necessary to create work for the poor. Bread! Bread! I do not believe in a God, who cannot give me bread here, giving me eternal bliss in heaven! Pooh! India is to be raised, the poor are to be fed, education is to be spread, and the evil of priestcraft is to be removed. More bread, more opportunity for everybody!

“ It is all right for those who have plenty of money and position to let the world roll on such, but I call him a traitor who, having been educated, nursed in luxury by the heart's blood of the downtrodden millions of toiling poor, never even takes a thought for them.

“ Don't you see why I am starting orphanages, famine-relief works, etc.? Don't you see how Sister Nivedita, a British lady, has learnt to serve Indians so well, by doing even menial work for them? And can't you, being Indians, similarly serve your own fellow-countrymen? Go, all of you, wherever there is an outbreak of plague or famine, or wherever the people are in distress, and mitigate their sufferings. At the most you may die in the attempt – what of that? How many like you are being born and dying like worms every day? What difference does that make to the world at large? Die you must, but have a great ideal to die for, and it is better to die with a great ideal in life. ... and you will yourselves be benefited by it at the same time that you are doing good to your country.

“ Why not do as much as lies within your power? Even if you cannot give to others for want of money, surely you can at least breathe into their ears some good words or impart some good instruction, can't you? Or does that also require money?

“ On you lie the future hopes of our country. I feel extreme pain to see you leading a life of inaction. Set yourselves to work – to work! Do not sit idle, thinking that everything will be done in time, later on! Mind – nothing will be done that way!

“ Arise, awake and stop not till the desired end is reached. Already everything is opening out before us. Be bold and fear not. It is only in our scriptures that this adjective is given unto the Lord – *abhibh*, *abhibh*. We have to become *abhibh*, fearless, and our task will be done. Arise, awake, for your country needs this tremendous sacrifice... The young, the energetic, the strong, the well-built, the intellectual – for them is the task.

Source: The Complete Works of Swami Vivekananda (Published by Advaita Ashrama, 5 Dehi Entally Road, Kolkata 14, India)

### Swami Vivekananda at Junagadh – 1

**SWAMI VIVEKANANDA'S VISIT TO GUJARAT  
A.D. 1891 TO 1892**

In Junagadh, Swami Vivekananda came in contact with Haridas Viharidas Desai, the Dewan of the State.

Haridas Desai was a keen student of Advaita Vedanta, a man of principles and an exalted character.

Swami Vivekananda developed a deep friendship with Haridas and wrote several inspiring letters to him.

In one of the letters dated June 20, 1894, Swami Vivekananda gives Haridas his plan of work for the regeneration of India and Hinduism.

Haridas Desai was to be instrumental in introducing Swami Vivekananda to at least three of Gujarat's leading literary figures of those days, Manahsukhram Tripathi, Chaganlal H. Pandya, and Manilal Nabubhai Dwivedi.

Source: Shri Ramakrishna Ashrama, Rajkot, website ([www.rkmrajkot.org](http://www.rkmrajkot.org))

---

The material in this booklet is meant to be studied along with the material available at [gtu.ibecome.in](http://gtu.ibecome.in)

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

---

Booklet printed from I-Become ActivGuide