

WHITE WITH A BLUE ATTITUDE

By

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Normally MBA students have a perception in their mind that “I’m not going to sell soaps, milk or insurance. I’m made for office job with AC Room & Secretary & a six figure starting salary”. Usually I start with telling real life incidents & cases to my Students (young achievers) which is as follow White will be in your hand if you can face blue, be specific but don’t ignore the blue jobs for achieving your white success See how people with the white feathers sailed in Blue Ocean to become a success icon.

Nirma Case (Chemist turned Brand maker)

Dr. Karsan bhai Patel, by profession a chemist at the Gujarat Government’s Department of Mining & Geology, created an empire by selling phosphate free “yellow” synthetic detergent powder locally on bicycle. He was determined and had no shame to do it, use to sell nearby 15-20 packets, paddling 15 km a day and rest is success history.

PepsiCo CEO Case

A story of this determined icon, who while studying in Connecticut, worked as a receptionist from midnight to sunrise to earn money and struggled to put together US\$50 to buy herself a dress for her first job interview out of Yale, where she had just completed her masters.

Indra Nooyi is the current CEO of PepsiCo; she never felt shame to work as a receptionist to conquer her dreams so why should you?

Indian Director Case

If you watch Hindi movies then you must be aware of the fame Madhur Bhandarkar. He is a national award winning film director & Producer. You will be surprised to know that initially he started his career by working in a Video Cassette library. This job gave him access to a large collection of movies and he studied film-making through it. He has been an opportunist & tried to learn a lot even from his odd jobs.

Actor Case

You might love to laugh on Rajnikant’s jokes but do you know he started his career by doing odd jobs like Carpenter, Coolie, and Bus Conductor in State Transport Corporation in Bangalore.

Ramesh Case(personal life)

Ramesh came to Delhi with a dream in his eyes. After Completing BCA he was searching for a job, His family financial conditions were not strong enough to support his higher studies. By borrowing little money from friends he decided to join call centre training and job. For next 3 year he struggled doing odd jobs in call centre selling telecom services & sim cards to customers on phone. He earned as low as 6000 Rs from his job but he was determined, he completed his

MCA during the odd tenure of his job along with some Microsoft certifications and after few years he got everything what he deserved, a six figure salary, own flat and a status in the Society. He is working on the IBM Project in one of the leading software company, gone for a foreign trip to US, UK on official work.

Ramesh is one of my close friends and inspires me a lot.

There are lots other eg. of industrialist like Dhirubhai Ambani, Players, leaders, musicians but the moral of the story is don't trap yourself in agony of shame, fear of ending up nowhere by doing under paid jobs of insurance, sales, BPO, KPO as success take place step by step. None of the job is small, Change the attitude, Think big to achieve big, one day your small efforts would definitely pay you high returns.