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A PRESENTATION FROM
THE TIMES OF INDIA

myTIMES

GURGAON*
DLP, Sushant Loh,
Palam Vihar

**LOVE
LEARNING,
NOT GRADES**
A My Times Campaign

Starting this issue, My Times puts the spotlight firmly on the need to ease the pressure on students today.

Palash Sen, singer:
"I did the right thing by taking my studies seriously, and even better by not taking them too seriously"

PENNING SUCCESS
A SERIOUS MANAGEMENT HONCHO, AND A PASSIONATE WRITER. THAT'S GURGAON-RESIDENT PARTHA SARATHI BASU FOR YOU

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02people



ON DEALING WITH CORPORATE LIFE PRESSURES

Pressure is involved in any job we do, corporate world is no different. It is our approach to a problem that differentiates one person to another in terms of work life balance. It is our ability to plan, prioritise and enjoy every sphere of our life that keeps us going. It is all about making choices that helps us to strike a balance between work and personal life.

PENNING SUCCESS

A SERIOUS MANAGEMENT HONCHO, AND A PASSIONATE WRITER. THAT'S PARTHA SARATHI BASU FOR YOU, WHOSE BOOKS ARE FOR ALL THOSE WHO STRUGGLE TO KEEP THEIR JOBS FROM RUINING THEIR LIFE. READ ON TO KNOW HIS SUCCESS STORY

POGUA MANDOR

Born and brought up in Kolkata, Partha Sarathi Basu did his graduation from St. Xavier's College, and went on to pursue ICAI, IIM rank Business Leaders Programme from IIM, Kolkata. After having worked for many leading corporates like Coca-Cola India, Whirlpool India, IPII Group, Tata Man GHS Ltd, Spice Jet Limited, he is now the CEO and whole time director for AkzoNobel India.

Partha's tryst with writing began much later in life. And how it began, is best heard from his mouth. "Being a management guy, and having risen through the corporate ladder helped me to observe a lot. My job allowed me to travel, visit new locations, meet new people, and experience different cultures. It broadened my horizon. I found stories from all these interactions. The result was first book *Why not...? Racing ahead with mentors*. The book was well received and is now a recommended reading in management institutes," says Partha. Having a full time job commitment and keeping in mind the necessity of work-life balance, it was not easy for Partha to find time, but he managed it all because writing became passion for this otherwise easy and fun loving man. Whenever he



PHOTO: POGUA MANDOR

and a better human being. It has made me disciplined, has sharpened my management skills. It has helped me overcome stress, taught me to look at an issue much differently than I used to some years back. I look up writing quite late and when I look back, I see myself as a changed person," stresses Partha, who has also faced moments of frustration. Sometimes when there is an idea in his mind, but he is short of time, he gets bouts of anxiety. "I do during those times that I self motivate, repeatedly remind myself not to give up the task in hand. I write because I want to share my experience with larger audience. Even if one person writes to me saying he loved my book, and benefited out of it, I feel I have done justice to my work," says this resident of The Close, Gurgaon.

Partha's books—*Why not...? Racing ahead with mentors* and *With or without you*, come from his experiences in the big corporate life. "They are about what I observe around me. Many people ask me if they are my work-life. The answer is no. I tell them it is our story. Every life has a story and my stories are from what is happening in and around us," declares the author who has also been featured by Oxford Book Stores in their prestigious column 'For my readers'.

'TAKING MY FIRST STEP AHEAD'

isn't doing anything else, he writes. "I write whenever I find time, be it during travel, at airports or at flights or at home when I am alone," adds the writer who is a sports addict as well. Writing has changed life for Partha. "It has taught me a lot; it has helped me to become a better professional.

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Partha's second work of without you (WYU), is about pressures of a corporate life. As an insider, how does he think one can strike a balance between hand work and personal life? "Pressure is involved in any job we do; corporate world is no different. It is our approach to a problem that differentiates one person to another in terms of work life balance. It is our ability to plan, prioritise and enjoy every sphere of our life that keeps us going. It is all about making choices that helps us to strike a balance between work and personal life," advises the writer, who found great support in his wife Sayanti. After success of his two books, Partha's is ready with his next work. It is about the transition—from a college dude to corporates honcho, from campus to board room. The book is expected to be in stores by early next year. On the personal front, Partha loves to spend time with family in Gurgaon. "I love staying in Gurgaon. It is a beautiful city improving every day. It gives me enough space to think," concludes Partha.