

# Interview

## Partha Sarathi Basu

Partha Sarathi Basu, a patron and esteem customer of InvestCare has added another feather to his incredible and inspiring career. His third book "Make it or Break It... Mantras for a successful career' is a much needed diction on what the youth needs to succeed in corporate world. He had some interesting observations to point to when we have a candid discussion with him over the launch of his book. Some excerpts:

### 1. What inspired you to write this topic?

Every year in the corporate world, several thousands of new entrants join the millions of already existing bright young professionals. All of them thrives with one dream ...to make it 'large' in their career. They all want to become 'successful', to have a 'name', to leave behind a 'mark'. They quest for personal, professional and economic success for themselves. The goal to make it big often makes them confused ...many questions about 'how, why, what, where, when' dons their mind and they struggle to get an answer.

The fault is not theirs, the problem is most of them does not get someone to guide them; help them to navigate through this corporate world, where the theory of survival of the fittest equally fits in. The corporate world being ruthless with its unwritten rules and hidden pitfalls and the competition being fierce, these young professionals, in their transition phase, struggle to learn the tricks of survival and win.

We all prepare ourselves for our 10th / 12th Board Exams, and then for the graduation, for our MBA / post-graduation entrance etc. And then comes a time when we move ahead and join the professional world. But frankly how many us actually sit down and prepare for it carefully?



It's a new life, much away from the campus life. It requires careful preparation. I have struggled as I walked into the corporate world, I have seen many others to struggle. Hence I thought of creating a guide with practical stories / examples that would help our young generation as they take their first step to conquer this world.

### 2. Who is your target audience and how will they benefit?

Make it or Break it...Mantras for a successful career is thus created to be with young aspirants as a part of their journey, to show them how to get started on a right foot and emerge as a winner. It is targeted to cater to young professional, irrespective of any field they come from. It is for those.... 1. Who are stepping into the professional world 2. The young professionals between about 1- 7 years of experience.

### 3. Specific highlights of the book

It is a business / management book, but takes a break from the normal monologue style of a management books. It has 4 sections ...getting into the jungle , walking through the jungle, surviving in



the jungle and emerging as a winner from the jungle...with 53 stories from the corporate world (summarized by management lessons ) to ensure that the readers relate to a situation that happens/ may happen around them. When someone would travel through the corporate world, and may come across a situation which they might have read in the book, it will help them to recognise the situation and navigate better.

There are many books to help an organization succeed, many self-help books to guide us to become a better individual, but there is probably many to address this transition phase. We often forget that transition phases in any realm are sensitive and have a long lasting impact on an individual. Make it or Break it...Mantras for a successful career is an attempt to fill up that space.

**4. This is your third book. What keeps you going?**

As I move through the corporate world, I observe & learn new things every day. My writing is nothing but reflection of what I see, hear and learn. The corporate world has given me enough. I think it is now my turn to return to the corporate world. I write for young India and if my book benefits even a few persons on this earth, I think I have done my bit.

**5. How can people connect with you?**

My readers are welcome to comment on my website [parthasarathibas.com](http://parthasarathibas.com). I have also created a FB page. They can 'like', put their comments which will reach me.



**MAKE IT  
OR  
BREAK IT**  
MANTRAS FOR A SUCCESSFUL CAREER

**PARTHA  
SARATHI  
BASU**

**'Your perfect companion to learning important career lessons' R. Gopalakrishnan, director, Tata Sons Ltd**

PORTFOLIO PENGUIN