

Business Standard

MUMBAI WEDNESDAY AUGUST 23 2000

'Strong intellect key to time management'

Our Bureau
MUMBAI

Today, executives and businessmen can give you anything but time. Managing time is becoming increasingly difficult across companies of all sizes," said Swami A Parthasarathy, founder of the Vedanta Life Institute and the Vedanta Academy.

According to Swamiji, time management has got nothing to do with time, but with how one manages oneself to complete work in the available time.

"The two main constituents of the body are the mind and the intellect. Now, the mind plays havoc with time and work. So one requires a strong intellect to control the mind, which in turn can control work and time," he says. Swami Parthasarathy says that there are several impediments to time management. "Lack of objectivity is one reason. Objectivity is the intellectual governance of the mind, and acting on impulse is the opposite of being objective. The second impediment is non-cooperation. You have to build cooperation at work, as, at work everything is a cooperative endeavour. The third impediment is the ego, which functions in

three ways: I am supreme, I only exist, I am the doer. For example, management has its own reasons for being self important, and on the other hand, labour thinks it is more vital — and both of them seem justified for their own reasons. So to combat this ego is to clearly understand that each one is only a spoke in the wheel of life," he said.

"The fourth impediment to time management is that the mind often goes out of control. We are often worried about the past or anxious about the future, so we never remain in the present. Only a powerful intellect can help you concentrate. Finally, the presence of complexes. One is always worried about what others say about you, and that leads to a complex," he elaborates. According to Swamiji, anxiety for the fruit of one's labours leads to agitation and lack of concentration to perform one's task well.

"The fruit belongs to the future, and even success belongs to the future. Success is an effect not a cause, and success comes from doing the right actions (concentration and consistency in action)," he says.

Swami Parthasarathy will be holding a seminar on 'The



Swami A Parthasarathy, founder, Vedanta Life Institute.

Pic: suryakant Niwate

Technique of Time Management' at the Taj Mahal Hotel in Mumbai on September 8th, 2000.

Swamiji will also explain at the seminar how to plan and programme your life. The idea is to get yourself a mission in life, and work backwards, step-by-step, on how to achieve it, and fix a time frame as well, year by year, month by month, etc. Backward planning must clearly visualise the project, the programmed line of action and set priorities. Also it must include provisions for emer-

gencies.

One more important aspect of time management is to understand the quality of time. "There are three main phases of time: Four to six am (Sattvic-trans-active), six am to six pm (Rajasic-active) and six pm onwards (Tamasic-inactive). "The Sattvic time (also known as 'Brahma muhurtam') is the best phase of the day for any thinking, strategising, planning or programming. It is the most valuable time of the day," says Swamiji.