



REAL LIFE MOTIVATION: CHALLENGES AS OPPORTUNITIES

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Challenges are very essential part of everyone's life. Challenges give meaning to life. They also bring survival questions or techniques. On 23rd of September, 2014, Tamil Nadu Police informed the Madras High Court Bench that 2449 students had committed suicide during the period from January 2009 to August 2014.

According to report of World Health Organization on 4th September, 2014. India accounted for the highest estimated number of suicides in the world in 2012. That is, **258,075** people committed suicide. It is also informed that one person commits suicide every 40 seconds globally. There might be various reasons for their suicides but the main reason is that they fail to face challenges in life. A person who faces challenges effectively, he/ she can become great in his field. Here is a real life example how a poor boy in a slum area becomes great entrepreneur:

A boy was born and brought up in a slum in Madipakkam in Chennai. He has four siblings and his mother is the sole breadwinner of the family. It was really tough for her to bring up five kids on her meager salary. She worked under the mid-day meal scheme at a salary of thirty rupees per month. As thirty rupees is not enough, she sold *idlis* in the mornings. She would then work for the mid-day meal at the school during daytime. In the evenings, she taught at the adult education programme of the Indian government. She did three different jobs to bring up five children. The boy was a topper throughout his school days. In the mornings, he went out to sell *idlis*.

The boy did book-binding work during the summer vacation and accumulated money for his school fees. When he got plenty of work, he employed twenty other children and all of them did the work together. That was his first real job as an entrepreneur. Once he saw the opportunity, he continued with the work. With lot of difficulties, he continued his engineering education at BITS (Pilani).

After completing his management education at IIM, Ahmadabad, he decided to become an entrepreneur with the aim of providing employment to many people. In 2006, he started his venture "Food King Catering services Private Limited" with a capital of two thousand rupees to cater to banks, software companies and educational institutions. It is now located in 6 locations around India. Its turnover in 2012 was eight crore.

The boy who has become a great entrepreneur is Mr.Sarathbabu. He is the real slum dog millionaire. His mother accepted the challenges, as a result, the family survived and he became great entrepreneur because he wanted to face the great challenges and did so. Now he is a millionaire. So challenge is life. The challenge in life brings great advantages. Without challenges, a person cannot be skillful. Bette Davis, an American actress said, "The key to life is accepting challenges. Once someone stops doing this, he's dead."

If a person does not know how to face a challenge, he or she will commit suicide. The world does not belong to him anymore. We should be self-motivated about the small challenges we face then and there. Why we have been surviving so far because of facing small challenges successfully. What we do when we have fever. We consult doctor. We take medicine. We take all the necessary steps. We take rest. Ultimately, we overcome the challenge because the confidence and courage. When we fail to face challenges, we have to face misery. So, challenges have two options. Dr.Steve Maraboli, speaker and author, talks about the two options. He says, "Challenges in life can either enrich you or poison you. You are the one who decides."

If we have great challenge, we should face it with great courage. If we succeed in facing great challenge, we can become very great. It is absolutely correct that our attitude will decide our altitude. Let us remember some great success stories of great failures:



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1. Thomas Alva Edison failed for 1330 times to invent bulb. But finally he invented bulb.
2. JRD Tata wanted to have lunch at TAJ hotel. He was thrown out of the hotel because of his poor appearance. Later he bought the hotel.
3. IBM rejected to buy Bill Gates DOS system but he started Microsoft
4. Beethoven was 85% deaf when he composed all his best music
5. The director of Jurassic Park, Steven Spielberg was rejected from the film school, USC for two times. But USC awarded him an honorary degree in 1994. He also became a trustee of the university.
6. Abraham Lincoln failed in elections as well as in his personal life. This type of failure continued almost for 20 years. But he became president of America in 1860.
7. Stephen King's first novel was rejected 30 times. Then, King's books have sold over 350 million copies and have been made into motion pictures.

These types of stories are endless. But one important lesson from the stories is they never fail to face the challenges.

Let us talk about the negative side of a challenge. What one thinks before committing suicide? For example, business failure. He believes completely on a particular business. When he failed in that business, he collapsed completely and decides to commit suicide. Here I wish to quote the words of Helen Keller. She said, “When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us”.

What the suggestion to the business failure is that he should search the options to come out. He should accept the challenge as a part of development. For example, Sir *Edmund* Hillary did not succeed in climbing Mt. Everest the first time. He said, ‘I will come again and conquer you because as a mountain you can't grow, but as a human, I can. He finally reached the top of Mount Everest in 1959

The following are some tips for facing challenges

1. Accept the challenges and you should deal with them
2. Don't be scared. Just remember, you are here just because you are successful in your challenges in the past.
3. Be confident in yourself.
4. Evaluate facts and talk to people. For example, if you have problem in school, talk to your teachers
5. Use your past experience to solve the problem.
6. Take account of your tools and resources. If there is challenge in marriage, the couple should consult with parents or experts
7. Utilize our skills and talent to overcome them
8. Talk to people or experts
9. Find information that will help you
10. Look out all the possible options and possible solutions.
11. Take action to overcome the challenge
12. Keep trying till you find solution

And finally, we should not forget the stories of great people who have come out of nothing. So whatever happens, always stay confident. Do not contemplate over the past. Move forward. Because the world belongs to those who are daring. Face great challenges to become great personalities.

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