

A Course on MENTORING

Subject Code: TMI-103

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INDIAN INSTITUTE OF TECHNOLOGY ROORKEE



Part-A Mentoring

S.No.	Contents	Contact Hours
1.	Entrepreneurship – Concept, Functions, Need and Myths; The Indian Scenario, Types of Entrepreneurs, Competencies and characteristics, Intrapreneur, Business Plan: purpose and elements, Execution of Business Plan, Incubation and sources of funding for startups, Case studies on successful and unsuccessful startups.	6
2.	Idea generation, Feasibility Study and opportunity assessment, Introduction to Minimum Viable Product, Product Market Fit, important Accounting & Financial terms related to startups, Pricing strategy, Start up Pivot, understanding of B2B, B2C.	4
3.	Introduction to Intellectual Property, Copyright and Related Rights, Trademarks, Geographical Indications, Industrial Design, Patents, Unfair Competition. IP Development - The WIPO Development Agenda, Technology Transfer, Introduction to Standard Essential Patents (SEPs)	6
4.	Understanding the needs of Self and Body, understanding values in a human-human relationship, understanding the harmony in nature, understanding existence as co-existence, ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models, the responsibility of engineers.	5
5.	Introduction to Bureau of Indian Standards (BIS): Objectives, roles and functions of BIS; Bureau of Indian Standards Act: roles and functions of BIS; Purpose of standardization, marking and certification of articles and processes, Importance of Standards to industry, policy makers, trade, sustainability and innovation.	4
6.	Case discussion through expert lectures	3
	Total	28



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Chapter-4

ACHIEVING EXCELLENCE A Journey Through Self Exploration

It is the message which is important not the messenger.

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"I know not how I seem to others, but to myself, I am but a small child wandering upon the vast shores of knowledge, now and then finding a small bright pebble to content myself with while the vast ocean of undiscovered truth lay before me."

- Sir Isaac Newton



What is Excellence?



- Excellence is not a Destination
 But a Journey that never ends.
- Excellence is not a mission but a way of life.
- It is not only Aptitude
 but Attitude
 which can take you to Altitude.

What Are We Going To Do?



Aim: Achieving Excellence: Through Self-Exploration

Here, Some proposals will be made, which will be required to be examined based on the following:

- reasoning
- true in reality
- experientially verifiable

Through this journey: Let us hope and wish

• All of us will be benefitted from joint dialogue which starts in the classroom, but may continue beyond it as a dialogue within us, or even for the rest of our lives

Where are we today?



- History of Mankind History of Progress
- What is Science?

Understanding the physical reality around us

• What is Technology?

Conveniences in newer ways

- Needs Identified so far
 - 1. Peaceful co-existence at the level of human society
 - 2. Education as a fundamental requirement
- Despite tremendous advancement and innovations, the Question still remains -
 - "Are we satisfied with the state of affairs today?"

Present Scenario



- We face unlimited problems:
- At Human Level:

Lack of clarity on life - goals, contradictions, and stress

At Family Level - Human Relations:

Lack of mutual understanding, Increasing mistrust, Insecurity, Generation gap

At Society Level:

Increasing communal conflict, exploitation, strife, terrorism, and violence in various forms

At Nature Level:

Environmental degradation in various forms, resource depletion, and threat to the very existence of the human race.

The Root of all Problems



"The problems which press down on humanity may be mostly political, economic and ecological, but their background remains moral and metaphysical."

- Paul Brunton

Need of the Hour



It becomes essential:

- To find out what is really valuable to human beings.
- Technology- a means to achieve what is considered valuable.
- What is valuable to a human being is not within the scope of technology.

What is Ethics/Value Education?

- Subject that deals with 'What is valuable to a human being?'

Present Education

- In favour of skill generation and information enrichment.
- Value dimension is to be added.

Otherwise, this imbalance is responsible for all the above-mentioned problems.

Need of the Hour (contd...)



To excel in life, **Right Understanding** at all levels:

- 1. As an individual human being
- 2. As a member of the family
- 3. As a member of society
- 4. As a unit in nature/existence is required.



Session -2

Understanding the Needs of Self And Body

Education Should Mean Development of <u>Man's Total Personality</u>

Human Being

Self (I) Co-existence Body

Understanding The Needs of Self And Body (contd...)



	Self	Body
Need	Happiness (e.g. Respect)	Physical Facility (e.g. Food)
In Time	Continuous	Temporary
Quality/ Quantity	Qualitative (Feeling)	Quantitative (Required in Limited Quantity)

Are these needs of different types or the same type?

Are both types of needs important?

Do we want fulfillment of both types of needs?

What should be the priority between the needs of the Self (I) & the needs of the Body?

Understanding The Needs of Self And Body (contd...)



	Self	Body
Need	Happiness (e.g. Respect)	Physical Facility (e.g. Food)
In Time	Continuous	Temporary
Quality/Quantity	Qualitative (Feeling)	Quantitative (Required in Limited Quantity)
Fulfilled by	Right Understanding/ Right (positive) feelings	Physio-Chemical Things

Right Understanding, Right Feelings can't fulfill the needs of the Body.

The needs of the Self can't be fulfilled by Physio-Chemical Things.

Both types of needs have to be understood separately.

Both types of needs have to be fulfilled separately.

In our life, what is the priority? And what should be the priority?

- How much time & effort is spent on the right understanding & right feelings?
- How much time & effort is spent on the physical facility?



The Needs of 'I' and the Body

- The need for 'I' is Happiness (Sukh), while the Body needs Physical facility (Suvidha).
- Feelings like Respect, and Trust give Happiness.
- Examples of Physical facilities are Food, Clothing, etc.
- The need for Happiness (Sukh) is Continuous, and need for Physical facility (Suvidha) is Intermittent.
- Example:- Need for Respect is Continuous, Need for Food is Temporary (Intermittent).
- Even Air in breathing is required by the Body intermittently.
- There is no need for the body, which is continuous.

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The Needs of 'I' and the Body (contd...)

The changing pattern of physical needs:

• When we try to perpetuate Physical faciltiy (*Suvidha*), the following pattern results. **With time** it successively **changes** from:

Necessary and tasteful → Unnecessary but tasteful → Unnecessary and tasteless → Intolerable

- Example: Take any delicious food (Gulabjamoon). In the beginning, it satisfies my hunger and I find it delicious. Here it is **Necessary and tasteful**.
- But once my stomach is full I find it difficult to eat though I still enjoy the taste. Now it is **Unnecessary but tasteful**.
- If I continue eating, I do not enjoy the taste anymore. At this point, it is **Unnecessary and tasteless**.
- If I still go on, it becomes **Intolerable**.



The Needs of 'I' and the Body (contd...)

- **Feeling** and **its Expression** are two different things:
- We want the continuity of any naturally acceptable feeling (<u>value</u>) but not expression.
- Eg when I visit a friend, he treats me with Respect by shaking my hand. But what if he does not release my hand after some time?
- Shaking hands is only an expression of Respect, not Respect in itself!
- <u>Happiness (Sukh)</u> is qualitative, whereas Physical facility (Suvidha) is quantitative:
- Example: The notion of quantity does not apply to Happiness (*Sukh*). For example, one can't say that one needs 5 Kg of Trust or 2 meters of Respect. But one does quantify the food, clothes, means of transport, etc.



The Needs of 'I' and the Body (contd...)

- Right Understanding and Right Feelings ensure happiness (Sukh), while appropriate Physio-chemical Things ensure Physical facility (Suvidha)
- Human Being needs both Happiness (Sukh) and Physical Facility (Suvidha). One can't replace the other.
- Example: If I visit a friend I desire that he treats me with
 Respect and provide food/water for my hungry/thirsty body.
- Imagine I visit a friend, and he provides me with lots of delicious food but treats me with Disrespect. How would I feel?
- Another friend treats me with utmost warmth but does not even ask me for water. How would I feel in this situation?

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The Needs of 'I' and the Body (contd...)

- A common mistake is that <u>we mix the two sets</u>: Happiness (*Sukh*) and Physical facility (*suvidha*).
- Working for a Physical facility (*Suvidha*), we assume that it will ensure Happiness (*Sukh*), but actually, we need to work for both-Happiness (*Sukh*) and Physical facility (*Suvidha*) separately.
- But the programs for Happiness (*Sukh*) and Physical facility (*Suvidha*) are qualitatively different. One can't ensure the other.

Introspection: Where are we investing most of our time presently?

- Working for Physical facilities, or
- Working for Right Understanding and Right feelings?

Session -3



Gross Misunderstandings We Have Today

$$BODY = 'I'$$

X

CLOTHES = RESPECT

X

FACILITIES = HAPPINESS

X

Distinguishing Activities of Self and Body



Activity	Going on in I	I & Body both are	Going on in Body,
		involved	with consent of I
Eating		✓	
Walking		✓	
Thinking	√		
Dreaming	✓		
Breathing			✓
Heart Beat			√
Dancing		√	
Chewing		✓	
Scratching		√	
Batting eyelids			√
Anger	√		
Shouting		✓	

Distinguishing Activities of Self and Body



Activity	Going on in I			dy both are volved	Going on in Body, with consent of I		
Eating	If we are only thinking abo				outeating√,	only I is involved	
Walking			√				
Thinking	√ When we		think and do something, both are involved		h are involved		
Dreaming		√		If we a	ream and	sleep walk, both a	re involved
Breathing							✓
Heart Beat							✓
Dancing						√	
Chewing						√	
Scratching						√	
Batting eyelids							✓
Anger		\	/	11	n getting a	ngry <u>and</u> expressi	ng it, both are involved
Shouting						· /	

Important Implications of Self-Exploration



Self-exploration is a process of –

- Knowing oneself and, through that, knowing the entire existence.
- Recognizing one's relationship with every unit in existence and fulfilling it.
- Knowing human conduct and living accordingly.
- Being in harmony within and in harmony with the entire existence.
- Identifying our innateness and moving towards self-organization and self-expression.
- Self-evolution (evolving as a human being) through self-exploration.

To conclude, the complete process of self-exploration yields right understanding as the tangible outcome.

Values for Self Development (to Excel)



1. Self Knowledge	
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16. Cleanliness-Environmental

2. Self Sufficiency

17. Moral Courage

3. Self Control

18. Good Health

4. Self-Education

19. Quick & Correct Decisions

5. Self Discipline

20. Accurate Judgment

6. Self-Esteem

21. Adventure

7. Self Confidence

22. Responsible Behaviour

8. Self Appraisal

23. Contentment

9. Self Sacrifice

24. Creativity

10. Self Transcendence

25. Punctuality & Consistency26. Determination

11. Self Analysis

27. Motivation

12. Self Criticism

28. Trustworthiness & Loyalty

13. Cleanliness-Inner

29. Humility

14. Simplicity

30. Gratitude

15. Modesty

Summary



- Human being is a co-existence of Self (I) and Body
- Self (I) is consciousness. Its needs are fulfilled by activity of consciousness, i.e. Right Understanding & Right Feelings
- Body is material. Its needs are material (like food) and these needs are fulfilled by material, i.e., Physio chemical things
- The needs of consciousness can't be fulfilled by material

 The needs of material can't be fulfilled by consciousness
- The recognition & fulfillment of the body is definite
 - The need of 'I' is Happiness (*Sukh*), and the need of the body is Physical facilities (*Suvidha*). The two needs are different, and the programs to ensure the two are also different. One can't replace the other.

Session - 4



Understanding Harmony and

Living in Harmony

Continuous Happiness

at all levels of being

- 1. As an individual human being
- As a member of the family
- 3. As a member of society
- As a unit in nature/existence

Understanding Richness & Prosperity



Prosperity is the feeling of having more than the required physical facility. There are two basic requirements:

- 1. Right assessment of the need for the physical facility and its required quantity.
- 2. Ensuring the availability/production of more than the required physical facility.

Rich – Money and only money

Prosperous – Sound Health, Peace of Mind, Positive Attitude, Self Confident, Doing work with Love & Energy, Abundance of Wealth

Understanding Prosperity (contd...)



- ➤ While physical facility alone may suffice for animals, it is not adequate for human beings to be fulfilled. Under this condition, one is living with 'animal consciousness'.
- > Generally people are today at ether state 1 or 2:
 - 1. Those lacking physical facility, unhappy and deprived
 - 2. Those having the physical facility, and yet unhappy and deprived
- > Try to find out where we are at First or Second state?
- To Excel in life, we really need to be in the following state, i.e.,
 - 3. Having physical facility, happiness and prosperity.

But, today, we seem to be at 1 or 2 and effort is generally for 2.

We can see that so-called development today largely takes us from '1' to '2'.

Right Understanding as a member of Family



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Basic human aspiration = Continuous happiness
                       = To achieve excellence
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Excellence

Understanding Harmony & -Living in Harmony **Continuous Happiness**

at all 4 levels

- In the Human Being
- 2. In Family3. In Society
- In Nature/Existence

 For all (It is the right evaluation) Respect (of potential and competence)

Reverence – For those who have achieved excellence

 For those who have made effort for excellence Glory

Gratitude For those who have made effort for my excellence

Art of Maintaining Harmony In Family



- 1. Art of Listening (सुनने की कला)
- > 2. Art of Understanding (समझने की कला)
- > 3. Art of Saying (कहने की कला)
- > 4. Art of Persuasion (समझाने की कला)

Clarity About Four Questions is must

Why?	What?	When?	How?
क्यों ?	क्या ?	कब ?	कैसे ?

Family-Oriented Values



- 1. Maternal Love
- 2. Paternal Love
- 3. Caring and Sharing
- 4. Co-operation
- 5. Spirit of Service
- 6. Harmony and Peace

- 7. Mutual Trust
- 8. Chastity
- 9. Gratitude
- 10. Mutual Respect
- 11. Tolerance
- 12. Reverence

Society-Oriented Values



- 1. Spirit of Total Social Responsibility
- 2. Spirit of Service and Reform
- 3. Spirit of Reverence and Gratitude
- 4. Spirit of Respect for Life
- 5. Consideration for the Rights of Others
- 6. Spirit of Enthusiastic Performance of Constitutional Duties, Specially Fundamental Duties
- 7. Love for Noble Social Environment
- 8. Spirit of Harmony with Human Beings
- 9. Spirit of Special Service to Benefactors and Elders
- 10. Faith in Equality, Liberty and Fraternity

Contd....

Society-Oriented Values (contd...)



- 11. Faith in Humanism, Social Justice, Democracy and Value-Saturated Secularism
- 12. Power of Oration and Value-oriented Leadership Development
- 13. Spirit of Cooperation and Healthy Competition
- 14. Spirit of Missionary Life
- 15. Spirit of Pride in Composite Culture
- 16. Reverence for Famous Educationists, Statesmen, Reformers, Scientists, Spiritualists and Patriots
- 17. Respect for Charters of Human Rights, Rights of the Child, Rights of Women and the Aged
- 18. Spirit of Removing Defects and Deficiencies in Society

Good News - we are evolving



So far we have got **Right Understanding** at various levels:

- ✓ As an individual human being
- ✓ As a member of the family
- ✓ As a member of society

Next Target

> As a unit in nature/existence is required.

Present-Day Problem: Lack of Understanding



Resource Depletion - The resource is used at a rate which is faster than at which it is produced in nature.

Pollution - The product is such that

- 1. It does not return to the cycle in nature or
- 2. It is produced at a rate that is faster than the rate at which it can return to the cycle in nature.

Understanding the Harmony in Nature



Basic Human Aspiration

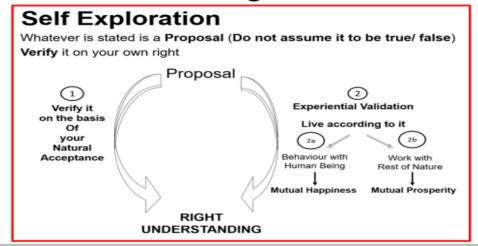
Continuous Happiness and Prosperity

Happiness is to be in Harmony

Program for Fulfilment of Human Aspiration

Understanding Harmony and Living in Harmony at all Levels Harmony in the Human Being Harmony in the Family Harmony in the Society Harmony in Nature/Existence – Nature

Process of Understanding



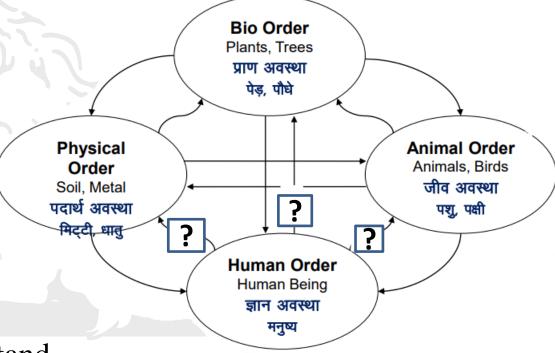


Understanding Mutual Fulfillment



Physical order, Bio Order and Animal Order are enriching for Human Order, but Human Order (without right understanding) is

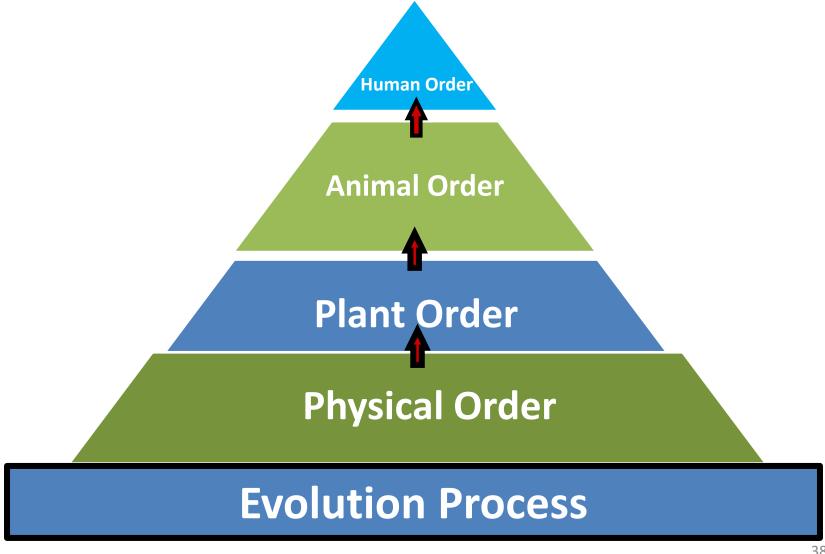
not fulfilling for any of the 4 orders.



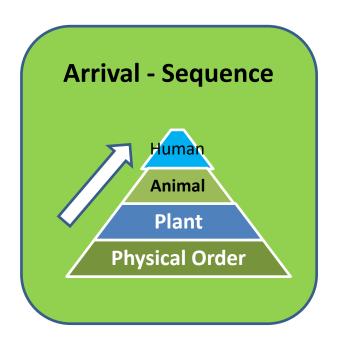
Once human beings understand,

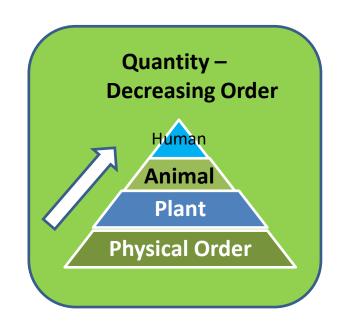
they can be fulfilling for all four orders

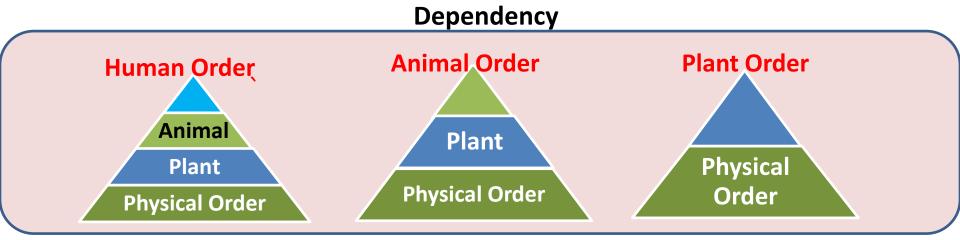
Understanding the Process of Evolution



Understanding Mutual Relationship in Four Orders



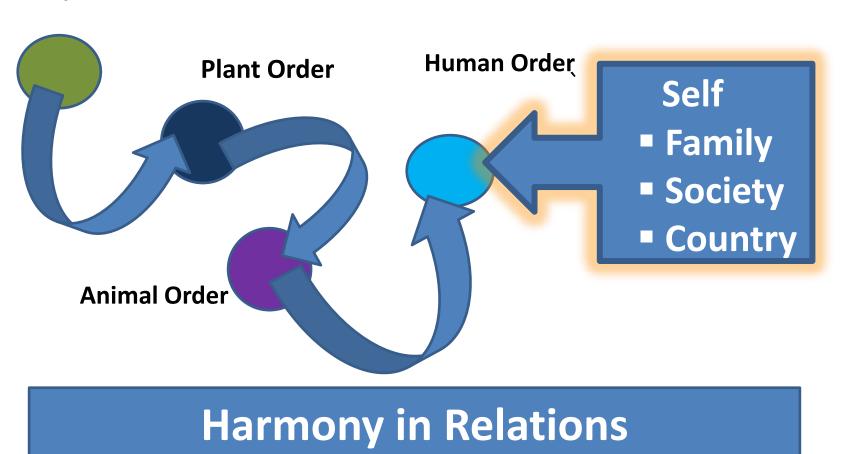




Human is dependent on all four orders

State of Mutual Harmony in Four Orders

Physical Order



Conduct of various orders in attaining Harmony



All orders have definite conduct – except human order without right understanding

In human being, the Body has a definite conduct

The Self (I) operating on assuming without knowing is the source of

indefiniteness, problem

The solution is to ensure knowing (understanding harmony)

Human beings inherently have a natural acceptance to know, to be in harmony

For this, human education-sanskar Is essential Animal Order

Order

Plant Order

Physical Order

Role of Sanskar-based Education

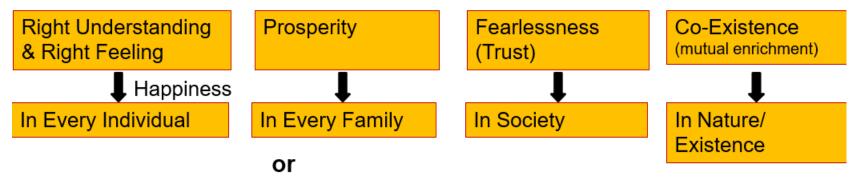


ORDERS	UNITS	SELF-OREGANISATION	INHERITANCE
Physical	Soil, Metal. Air	Existence	Constitution based
Bio	Plants, Trees	Existence + Growth	Seed based
Animal	Animals, Insects	Existence + Growth + Body	Breed based
Human	Human beings	Existence + Growth + Body + Self	Education- Sanskar based

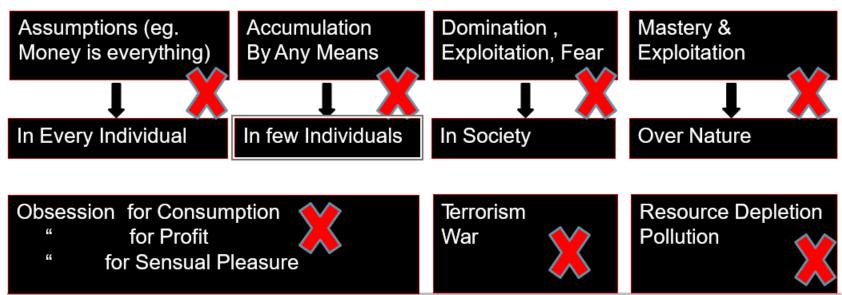
What Are We Actually Making Effort For?



For Human Goal (in Family... in Society)



Just for Managing in the Current System



Understanding Existence as Co-Existence



Overall purpose of education should be:

- To enable a human being to live a fulfilling life, in harmony with oneself and with family, society and nature.

Dr. R.N. Tagore has lightly said in this context:

"The highest education is that which does not merely give us information but makes our life in harmony with all other existences."

Nature-Oriented Values



- 1. Love for Knowledge of Nature
- 2. Love for Truths and Beauties of Nature
- 3. Willing Obedience to the Laws of Nature
- 4. Development of Scientific Method, Scientific Faith, and Belief
- 5. Love for Understanding the Laws of Nature
- 6. Development of Scientific Temper
- 7. Spirit of Conservation of Nature
- 8. Spirit of Preserving Purity of Nature
- 9. Compassion for all Living Beings
- 10. Spirit of Service of all Human Beings, Animals, Birds, Trees, and Plants
- 11. Good Care of Physical Things
- 12. Hatred for Polluting Environment

Sum Up



- To excel in life, we need physical facility, happiness and prosperity around us.
- The role of human beings is to realize the relationship of mutual fulfilment amongst all four orders, i.e., Physical order, Bio order, Animal order, and Human order.
- Mutual fulfilment is inherent in nature; we don't have to create it.
- For this, all that human beings need to do is to live with the feeling of understanding of co-existence.







PEOPLE-FRIENDLY AND ECO-FRIENDLY PRODUCTION SYSTEMS

AND

MANAGEMENT MODELS

Production Management



- Production Management is Planning, organizing, directing, and controlling production activities
- Eco-friendly production management:

Manufacturing products with minimum exploitation of non-renewable resources and conserving natural resources

• People-friendly production management:

Making production available locally (organic) and Participating in the rational use of resources

Being Eco-friendly



- Learning to consume items that cause minimal environmental harm
- Focussing on afforestation
- Focussing on green vehicles
- Buying energy efficient product
- Using the locally grown product
- Joining hands to combat pollution

Understanding Green Marketing



Process of selling products &/ services based on environmental benefits. Such products or services directly or indirectly help to make the environment eco-friendly such as:

- Stopping the production of toxic and ozone-depleting substances
- Using renewable substances
- Not making excessive use of non-biodegradable materials

Examples:

- 1. Grocers who advertise organic food
- 2. Green vehicles brand like Volkswagen, Ferrari, Lamborghini, etc., marketing on the 'clean diesel' and environment-friendly vehicles
- 3. Restaurants focusing on locally available food materials



3Rs of Waste Management



Reduce:

- Consuming more and throwing away less
- Following the minimalist approach of using only as much as we need
- Examples: Using a fountain pen instead of a ballpoint pen, using a cloth napkin instead of disposable napkins, etc.

Reuse:

- Using certain things for more than one purpose
- Examples: Old clothes can be used for various home purposes, using jars and bottles to store kitchen stuff, etc.

Recycle:

- Process by which waste materials are used to make new products
- Materials like plastic, paper, metals, and glass are collected and separated to make new things

Criteria for Management Models



- The whole unit works as a well-knit family
- Cooperative and motivational
- Ensuring correct appraisal of human labour
- Targeting employer-employee as well as consumer satisfaction and not profit maximization
- Sharing of responsibility and participative mode of management
- Continuous value addition of the persons involved
- Effectively integrating individual competencies and complementarity

Understanding Pathway to Excellence



- We usually want to win, be the best, be successful, to excel
- Let us understand **excellence**
 - Is it about being better than another in a particular area of life or something else?
- We will also explore the program for it
 - is it through competition or collaboration?

Excellence and competition are not similar.

- In excellence, one helps to bring the other to her/his level.
- In competition, he/she hinders the other from reaching to his/her level.

Self Reflection:

- How many students in the class can understand? All can achieve excellence
- How many students can come first in class? Only one can be special

Competition And Collaboration/Cooperation



Adverse impact of the feeling of Competition:

- On our happiness and prosperity
- On other human beings with whom we are interacting
- On society and nature
- We feel unhappy whenever we have a feeling of competition within
- Hinders the growth of others and makes them unhappy
- Promotes struggle, war, etc., in the society
- Over-consumption and therefore, exploitation of natural resources

Collaboration/Cooperation

- When we feel related to each other, we cooperate
- Our natural acceptance is for relationship and cooperation



Competition And Collaboration/Cooperation

Our perception depends upon our worldview.

In today's worldview, what do we assume?

- There is a "Struggle for survival and survival of the fittest."

or

- There is a relationship of mutual fulfilment in nature.

Just ask yourself - When does our mutual growth/ competence become better?

Option - I When we help each other wherever needed

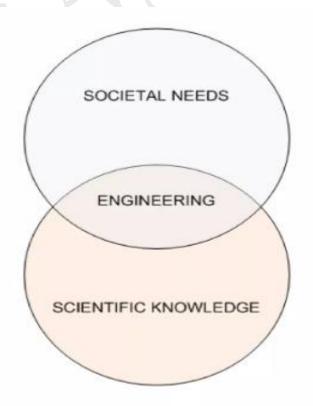
Option – II When we work separately in isolation and we oppose/ misguide each other

To excel which pathway is to be opted - Decision is ours

Responsibility of Engineers

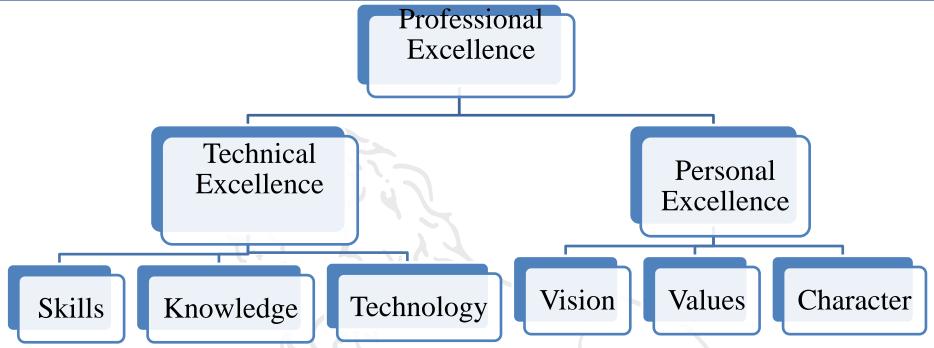


- The central focus of the engineering profession is the application of scientific knowledge to meet societal needs
- Engineering connects pure science to society
- Engineers, therefore, have social responsibility



Understanding Professional Excellence





- **Vision:** Destination and Direction
- Values: Governing Principles that set the personal and professional standard for decision-making and behaviour
- Character: Personal Qualities of a professional include loving, caring, sharing, courageous, confident, consistent, loyal, grateful, etc.

Understanding of Qualities in Professional Ethics



- Honesty
- Trustworthiness
- Transparency
- Accountability
- Confidentiality
- Respect
- Obedience
- Loyalty

Understanding Technical Vs Personal Excellence



- At the technical level, we talk about many things, but our life is about interacting with people, i.e., relationships. Here, we need personal excellence.
- Personal Excellence is something beyond technical excellence.
- Sometimes, the best technocrats can't generate an atmosphere of trust and goodwill.
- Whatever profession one opts
 - First of all, one should be a good human being.



Session - 6

Why Understanding of Ethics is Important?



The lack of right understanding and absence of ethics leads to following unethical practices:

- Corruption in multiple forms and at various levels
- Tax evasion, misappropriation, and misuse of public funds
- Misleading propaganda, unethical advertisements, and sales promotion
- Cut-throat competition
- Exploiting the weakness of consumers through various enticements
- Adulteration and spurious production
- Endangering the health and safety of the public at large
- Hoarding and over-charging etc.

Tips for Managerial Skills



- Utilize the strengths of others and assist in overcoming weaknesses.
- Appreciate (back and front) but Condemn in isolation.
- Have a personal touch.
- Show faith in others.
- Strict to your words.
- Work as a team.
- Remain Positive and in Prayer mode.

Understanding Our Duty



"We live in a world which is full of misery and ignorance and the plain duty of each and every one of us is to make the every corner of the world, which he can influence less miserable and less ignorant than it was when he entered the world."

- Prof. Huxley

Understanding Success Model for Balanced Growth





Excellence is to Succeed in All Spheres of Life & Achieve a Balanced Growth

Understanding Role of 5Ds in Life



- 1. Direction
- 2. Determination
- 3. Discipline
- 4. Dedication
- 5. Decision-Making

Before We Leave



Let us always remember this guiding torch...

Oath

To explore the best within me and to give to society & Nature the best possible, I hereby take the following pledges:

- I will be my best friend and refrain from all addictions and vices.
- I will make my Parents proud of me.
- I will make my Teachers and IIT Roorkee proud of me.
- I will perform my duty with full commitment, sincerity, and honesty.
- I will ensure my acts enhance the image of my Country.
- I will be concerned, respectful, and helpful to every living being.
- I will love nature and contribute to conserving its resources.

It is not the end... it is the beginning...

