



**POINT ONE
PERCENT**

What We Know And We Know, We Don't Know

Romancing
with 
Work

We Know What We Know We Know What We Don't Know



We hear You



I recently came across a concept called "work-life harmony" in my EPP program with LMI. Unlike the traditional notion of work-life balance, which implies equal distribution of time, work-life harmony emphasizes giving 100 percent attention and devotion to family, friends, and passions during the limited time available in a professional's hectic schedule. This approach acknowledges the challenges of dedicating equal hours to each aspect of life and promotes a more qualitative and focused engagement in non-work activities for overall well-being.

- Rajnish Gogia, COO, Luxor International Pvt. Ltd.

Congratulations, Deepak, on an excellent newsletter featuring industry experts' insights that greatly enhance its credibility. Cheers!

- Deepak Hota. Ex-Chairman BEML

I completely agree that allocating equal time to both work and home is often impractical. For me, work-life balance means deriving equal satisfaction and fulfillment from both professional and personal pursuits, even if time distribution isn't equal. It's about achieving personal commitments and work targets without compromising one for the other, making the pursuit of that optimum balance a challenging yet worthwhile endeavor.

- Ms Sarbani Bhatia, CTO, Dainik Jagran Group

It's very well-designed and interesting. Just a tad too long. It can't be read in one go. If it's a monthly newsletter then maybe you need to have a lot of things.

-Anita Mazumdar, Ex-Director, Fortune Magazine



We Know What We Know We Know What We *Don't* Know



We hear You



Doc, enjoyed the newsletter. I went through most of it, though some parts of your interview with Kaushik were inaudible. Personally, I believe defining work-life 'balance' is subjective. Striving to be a top performer may demand 70 hours a week, potentially impacting family and health. There's no perfect balance unless one consciously chooses mediocrity in all aspects, dividing time equally among work, family, hobbies, and more—something I find unappealing.

- S Sridhar, Senior IT Professional, *rightly notes, that achievement often requires sacrifice.*

The balance or imbalance is a very personal decision. Every person has a different equilibrium. And that is neither static either. It evolves as we move along in life.

- Ramesh Damani IT Expert

Doc, found the articles interesting. It's intriguing to see how others' views align. In my perspective, most imbalances stem from greed and fear—whether it's the desire for a promotion or the fear of job loss. Achieving balance requires addressing these underlying motivations. Additionally, dismissing the idea of the new generation facing unique challenges, I believe historical context reveals similar sentiments throughout time. The separation of work from life seems a perplexing concept to me; it's akin to other life priorities like maintaining a golf-family balance or spending time with grandchildren. Ultimately, it boils down to individual choices and accepting the consequences.

- Alagu Balaraman, Management Consultant

Read the magazine thoroughly and I feel it was great. Please ensure it should come out regularly. Regards,

- Mr. D J Basu, Ex-Director- HR Usha Martin Limited

FROM THE EDITORIAL DESK

Forget clinking glasses in the escape of dusk, for this waltz invites a different intoxication – the heady swirl of purpose in your daily dance. Yes, Oscar Wilde quipped “Work is the curse of the drinking classes,” but what if it could be the muse, the mistress of mastery, the elixir of fulfillment? Research whispers an intoxicating truth: those who love their work clink not glasses, but achievements,

21% more productive and 59% less likely to seek another draught.

This edition explores the craft of crafting a love affair with your work, painting not spreadsheets but symphonies, sculpting deadlines into masterpieces. "Point One Per Cent" whispers our acknowledgment of life's vast mysteries, mirrored in the unexplored depths of our connection to what we do.

Join us as we shed the shackles of obligation and pirouette into possibility. We'll delve into fostering a fertile ground for this love to bloom, where positive environments nourish and shared triumphs are celebrated like vintage bouquets. We'll explore aligning tasks with passions, finding poetry in prose, and igniting the fire that fuels not just productivity, but a life ablaze with meaning.

Romancing your work isn't a fleeting fling; it's a strategic dance for a richer life. It's an investment in your well-being, where the mundane morphs into music, challenges become ballets, and victories waltzes savored. It's not about neglecting responsibilities, but embracing them with purpose, painting your workday canvas with the vibrant hues of passion. So, dear reader, shed the cloak of apathy and step onto the stage of potential. Let's romance our work, not just for the bottom line, but for the symphony of fulfillment that awaits, beyond the tavern of toil.

**With passion and purpose,
The Editorial Team, Point One Per Cent.**





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+WORK

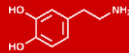


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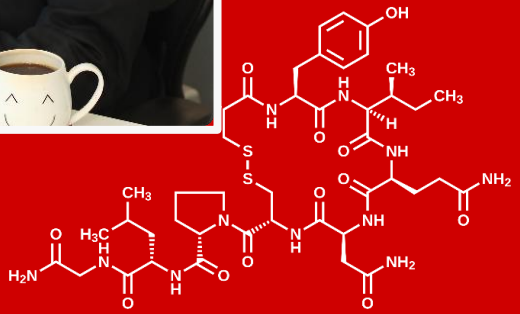
POINT ONE PERCENT

What We Know And We Know, We Don't Know

Touch the hearts to reach the features



FROM THE FOUNDER'S DESK



Romance is sustainable only if it grows.



February is the month of the Valentine's Day. While the exact origin of Valentine's Day remains somewhat shrouded in mystery, several theories exist regarding the roots. One widely accepted theory traces the origins of Valentine's Day to ancient Rome. February 14th was originally a Roman festival known as Lupercalia, dedicated to fertility and the agricultural cycles. Throughout the Middle Ages, Valentine's Day continued to gain popularity as a day associated with love and courtship. The exchange of handwritten love notes, known as "valentines," became a common practice among lovers during this period.

Romance has survived since ancient Rome only because it has grown with the passage of time. So, what happens when we are involved in a romantic relationship? We think about the relationship all the time. We innovate to make self and partner happy. We try to understand each other better to "serve" each other better. We are sensitive to each other's feelings and emotions and respect them. We try to evolve and develop to be a better version of ourselves. Most importantly, it is a continuous pursuit which creates positive energy, feelings and thoughts. Optimism is an inherent ingredient in the recipe of romance. On the flip side, differences of opinion, disappointments, expectations mismatch are a part and parcel of the journey. However, the best part is that both think Win-Win and focus on the solution instead of cursing the problem. We are more focused on the quantity and quality of efforts even when the outcomes are not as per our expectations. We do not give up. We try harder.

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Romancing with work also has all the classical elements of romance and romantic relationships. The day one falls in love with what one does, one no longer goes to work is a common saying that all of us are familiar with. Work doesn't expand to consume the time at our disposal. It is the other way around. Time management is at the highest level to make the most of the time available for 'romance'.

The world of start-ups and unicorns embodies this concept of romance with work. Singular focus, belief in what others may not believe in, hours of effort without thinking of earnings at the beginning and conviction in self and what one is doing are the hallmarks of any such entrepreneur. Several romances do not result in happy endings doesn't mean that the efforts were compromised. It only proves what the Nobel Prize Winner, Daniel Kahneman has written in his popular book- Thinking, Fast and Slow. On pages 176 and 177 of the book, Kahneman writes "A few years ago, John Brockman, who edits the popular magazine, Edge, asked a number of scientists to report their favorite equation. These were my offerings:

Success = talent + luck

Great success = a little more talent + a lot of luck"

And they say that fortune favors the brave. Those of us who can romance with our work should consider ourselves fortunate as most of us cannot. And the reasons why we cannot reside essentially within us. I believe that it does not matter in which stage of our professional career we are to start romancing with our work. Because love has no start or expiry date. It happens when we understand ourselves and what makes us happy. Thank you for your overwhelming support to Point One Percent. The number of people who have taken the trouble to share their feedback is growing and that encourages us to try harder. We are definitely romancing with Point One Percent and your support makes it enjoyable. Will look forward to your inputs and feedback to grow our romance.





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THE



GUEST

N A M Y A M A H A J A N



Co-Founder, Rocket Learning. Forbes 30U30, DRK
Entrepreneur, Mulago Rainer Fellow. Ex-SEWA,
Ex-McKinsey, alum of HBS and Harvard College
(Applied Maths and Economics)



Rocket Learning

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THE GUEST



“Join me, Namya Mahajan, on a journey from academia to social entrepreneurship, transforming early childhood education in India.”

Q1. Namya, your academic credentials are envy for anybody. And most people with such credentials will pursue big money in the corporate world. You have chosen a completely different path. How and when did you get motivated to make such a choice?

ANS: Firstly, thank you so much for the kind words - I genuinely believe that luck plays a huge part in all our journeys and the biggest part of my good fortune was a family that cared deeply about education and gave me the time and support to succeed. My family is also behind my decision to work in the impact space - as government servants, they made sure that I saw the huge inequalities between me and children of different backgrounds, role modeled a sense of social responsibility, and, crucially, gave me the optimism that one committed person can make a difference. No wonder I was only in my teens when I decided this is what I spend to spend my life doing!

Q2. There would have been twists and turns during this interesting journey. What were those turning points which guided you in this navigation?

ANS: Absolutely, in fact my first decision, to go to college abroad as an undergrad, was in itself a dilemma - I wasn't sure what I would gain if all I wanted was to work in social impact in India. I'm glad I went (only because I wasn't accepted to St Stephens, my first choice school in India!) because I saw development work up close through social enterprises like Bridge Academies in Kenya and high-quality research in MIT JPAL, took courses with some of the best professors in the world like Michael Sandel and Steve Marglin, and came back to India with a renewed sense of purpose.

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Going to McKinsey right after college was another very valuable and unplanned detour, giving me a foothold back in India, some of my best friends here, and a really steep learning curve in how to be a true professional and manager. Lastly, leaving McKinsey to join SEWA (at a fourth of my salary!) gave me the chance to learn from one of the oldest and most innovative social enterprises, and from giants in the space like Ela Bhatt and Mirai Chatterjee

Q3. What they don't teach you at Harvard?" We are keen to understand what did you learn at Harvard during your UG and PG days which are invaluable for you in this journey?

Ans: Apologies if these might seem trite, and certainly you can pick this up from many places but the top 3 things I learnt are probably –

1. The confidence to say I don't know - At pretty much any stage of life, whether as the youngest or as the most senior in a room, it's scary to say 'I don't understand' or 'Can you go over that again'. Deliberately taking classes that challenged me, being with peers who knew more than me most of the time, taught me that asking is the way to knowledge - it also creates psychological safety when you're a manager, gives others confidence and gets you up to speed faster.

2. 'Try not to be the smartest person in the room, and if you always are, you're in the wrong room' - Related to that is a desire to seek out and work with really exceptional people. People make your work (and personal) life worth it - more than the role or field or subject area, I've always tried to pursue working with and being around the best people.

3. You can usually take more risk than you think you can - Drew Faust, the Harvard President during my UG years, had a favourite story she told at graduation that when you're going to the opera and looking for a parking spot, don't take the first one you see, that's a few lanes away, because you're scared that you won't find one closer. Instead, first reach the opera and then start looking; you can always go further away afterward. Specificity of the example aside (I'm not confident there will be many opera visits in my future) - I took away that because we have the unique privilege of having that degree as a safety net, we also have the responsibility to go as far as possible in pursuit of our dreams and take crazy risks. If not us, then who?

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THE GUEST

Q4. Please tell us about the journey of Rocket Learning from the beginning including the inspiration behind the choice of the name.

Ans: Speaking of crazy risks! I fell in love with the problem and opportunity of early childhood development (ECD) during my time at SEWA. Eighty percent of a child's brain develops before age 6, which is when they enter the formal school system! So low-income kids lose out on the opportunity to build their brains through learning and play - whereas proven science-based interventions around the world have shown that supporting them at this age leads to fundamental changes in their ability to learn and live many years later. Studies have proven that you can change even the IQ of children if you intervene at this stage! I started Rocket Learning with my co-founders to address this challenge and bring quality early learning, at scale to India's youngest and most vulnerable children, those who attend government daycare centres called Anganwadi centres. We chose the name 'Rocket Learning' to excite young children but it clearly inspired us too - in our first 4 years we've impacted more than 2 million children across 9 states, becoming India's largest ECD organization!

Q5. What is your vision about Rocket Learning?

Ans: Over 60 million low income children below 6 in India today don't have a caregiver at home or in a classroom who has the knowledge, skills and motivation to help them become school and life ready by the age of 6. Through Rocket Learning's work with parents at home and Anganwadi workers in classrooms across the country, we aim to have an India by 2047 where every young child, regardless of their background, can reach their full potential as an adult.



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Q6. What are the key challenges that you had to overcome to pursue your mission?

Ans: *The top 3 challenges in my mind are –*

1. Underinvestment in the early years - As an economist/ MBA it is alarming to me that we invest so much in children after they reach school or when they're entering the job market, but almost nothing in the early years - when the return on investment is close to 13x of every rupee invested! Almost nothing is spent on the cognitive stimulation of the child under 3, and there is an absurd 10x difference in what the country spends on the learning of the 6-year-old versus the 5-year-old, when actually the grasping power of the younger child is higher. It requires huge social change and public effort to change this mindset at every level of society, whether government, funders, CSR, or parents - and to view young children's minds as the miracles that they are.

2. Negative perception of the Anganwadi system and Anganwadi workers - Too many of us have read too many headlines about siphoning off rations or centres being shut down, but our work with 100,000 Anganwadi workers shows us that for every one worker who may be uncaring, there are ten who are deeply responsive and tied to their communities, and are trying to do the best they can for the children in their care. They demand some motivation and capacity building, but the potential in the system is immense.

3. Lack of talent and resourcing in the social sector - As we've grown we have developed some phenomenal leaders and partnerships including with the Gates Foundation, ACT grants, and Amazon India. However, there is in general a lack of resources in the sector especially for essential 'overheads' like training of our staff, innovation and experimentation of our model, and developing strong internal processes. Without this, social sector organizations are often stuck in what Bridgespan calls a 'starvation cycle' where all funding goes towards our current programs but organizations are not able to iterate, improve and scale effectively. Our growth is fueled by partners who understand and appreciate this, and trust us to execute on our vision.

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THE GUEST

Q7. You are an inspiration to all of us especially to the youth. What would be your tips for those who want to pursue an aspiration like yours?

Ans: Again, thank you for the kind words! I'd say a couple of things - firstly, work really hard and build a strong foundation and reputation early in your education and career. This helps you take risks in the future and pursue offbeat paths. Second, follow the right people - your early leaders and managers whether at work or at college will teach you about how you like to be led and managed but also what you will and won't do as you become a leader and manager. Finally, take risks. The early years of your career are an adventure - your responsibilities and financial needs will only grow over time so take advantage of those early years to try new things - grad school washes away all professional sins (and unfortunately savings)!

Q8. Can corporates support Rocket Learning as a part of their CSR initiative?

Ans: Yes, absolutely! We work in 9 states of India including UP, Maharashtra, MP, Rajasthan and Delhi. We are always looking for new partners to help us deepen and expand our work in these states, and we have all the necessary paperwork to help you with CSR compliance.

Q9. Anything else which you feel will add value to the readers of Point One Percent.?

Ans: Thank you for having me! Please reach out if what I said resonated, if you want to partner with us or if you'd like to join us.

 Namya. M



Saptarshi
Gupta



Shikhangy
Singh



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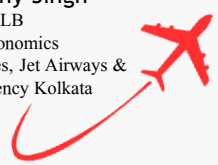


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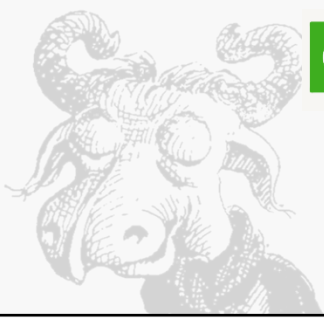


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Partnering



Join us in our mission to empower underprivileged children at Ankur school, igniting the spark of knowledge and opportunity in their lives. By sponsoring a child, you can profoundly impact the journey of these eager, first-generation learners from disadvantaged families, providing them with essentials such as school bags, textbooks, uniforms, and daily nourishment.

Your contribution not only fosters the growth of these children but also offers significant benefits to you. Under Section 80G of the Income Tax Act, your donation qualifies for tax exemption, creating a win-win scenario for both you and the child. Together, let's break the cycle of illiteracy and poverty, nurturing the next generation of leaders and changemakers.

Sponsor a child today with a donation of ₹6,000 and be a catalyst for lasting change!

Contact us to make a difference:
Email: rashmiaidias@gmail.com
Phone: 9903405836





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CO-CREATION IS OUR
PHILOSOPHY OF LIFE AT AIDIAS



Like last time, we are again reaching out to all of you who would like to send us articles from your respective domains that could then be featured in Point One Per Cent. We now have this group on LinkedIn called POINT ONE PERCENT, which is all about sharing knowledge and there, we would like you to participate and share from your knowledge bank (anything that could be useful) so that we can benefit from our common pool of wisdom and awareness. The core premise of our newsletter is to create a two-way street for conversation. So, let's start sharing.

Please send us your inputs, thoughts and articles which you would like to feature in Point One Percent at pointonepercent@aidias.in





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