

Simple is Difficult

V. Pradeep Kumar

Sumukha Prakashana

Dedicated to my parents,
to whom i owe everything

Simple is difficult

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Foreword

V. Pradeep Kumar's "Simple is Difficult", a collection of articles published in reputed newspapers, conveys the sum of his long experience, that we often needlessly complicate matters when in fact they might be much simpler than our perceptions. His experience as a Senior Management person presented him with a vantage point to interact with and assess those who came to him seeking career opportunities. Pradeep Kumar's assessment reflects both honesty and a certain modesty – I mean there is no sign or tone of any lofty pronouncements. Likewise, several articles in the collection are a valuable guide to young Managers who have just entered into a long professional journey or those hoping to get in. And there is no claim to any theoretical postulates. There is also no common or continuing theme in the collection, but wittingly so and for that reason, the lack of a running theme is not a shortcoming. The book is in the nature of a knit fabric laced with some powerful and interesting quotes from renowned thinkers and those who caused remarkable changes in human civilization, and less ambitiously, in the structures of organized production and management.

To the fresh graduates Pradeep Kumar provides a practical guide to writing an effective C.V. which must show clarity, brevity and expression which convey personal and professional vision unique to that person. The suggestion that the C.V. would do well to keep in view the needs and expectations of the particular employer is

particularly useful. By all means have a standardized C.V. but adapt it for each position that you seek with factual and relevant information. The fresher is also addressed on how to face a job interview.

In section 2 of the collection, there are two themes: Change and 'politics of petrol'. Perhaps in the next edition, there can be greater value add if the scope is extended to include the "economics of scarcity". Section 3 reflects on the word solitude. On the whole I liked it; may be because the flow of narration was a reflective disclosure.

When I finished reading the book, it occurred to me that Pradeep Kumar, perhaps, is beginning to search for answers in his own context. I look forward to more of his writing.

Prof. B.K. Chandrashekar
Former Chairman, Karnataka Legislative Council,
Former Dean, Indian Institute of Management, Bangalore

Preface

Human beings are complicated by nature, tending to do things differently, intrigued by an innate desire to discover and unravel the 'mysterious', even where there is nothing. Henry Miller, the American Novelist, said this beautifully, "Man has demonstrated that he is master of everything - except his own nature".

Year's back, when I was making an ad for recruitment, I used a caption, 'don't read this ad, if you prefer a blanket to a jacket'. The ad worked well for us, because everyone in fact 'read the ad'. In advertising, 'the simplest words' are the most powerful ones, yet not every ad works. Because, we are often in pursuit of the flashy, complex and expensive ideas, forgetting the few seconds actually available to grab attention. Similarly, we all know simple proverbs, adages and quotations, tested from time immemorial and are meaningful snippets of wisdom, but we shun them in favor of the complex.

The renowned Management Guru, Peter Drucker once said "so much of what we call management consists in making it difficult for people to work". He also said, "The productivity of work is not the responsibility of the worker but of the manager". I believe, when we understand people, leading them becomes easier. The thoughts and ideas expressed in this collection of articles are an outcome of my observations of people and practices during my experience of more than 28 years.

I am thankful to Deccan Herald, Bangalore especially to Mr. Dilip Maitra for publishing my writing. I am grateful to Prof. B. K. Chandrashekar, Former Chairman, Karnataka Legislative Council & Former Dean, Indian Institute of Management, Bangalore for kindly writing a foreword and for Prof. Radhakrishna for guiding towards publishing this collection of articles. I am thankful to Sumukha Prakashana, Bangalore for publishing this collection and to xxxx Printers, for doing a neat job of printing.

I am thankful to Ronith, for designing the book and for maintaining my website, efficiently. I am also thankful to my wife Anita for being with me, in all my endeavors.

I welcome feedback from readers through my website www.vpradeepkumar.com

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