
Youth from being a Consumer to a Contributor.....

Dr. V. Kovaichelvan,
Director – TVS Institute for Quality and Leadership
TVS Motor company Ltd

Consumer to Contributor



“Consumer”

from Parents, Institutions, Society,



“Contributor”

To Self, Family, Institutions, Society

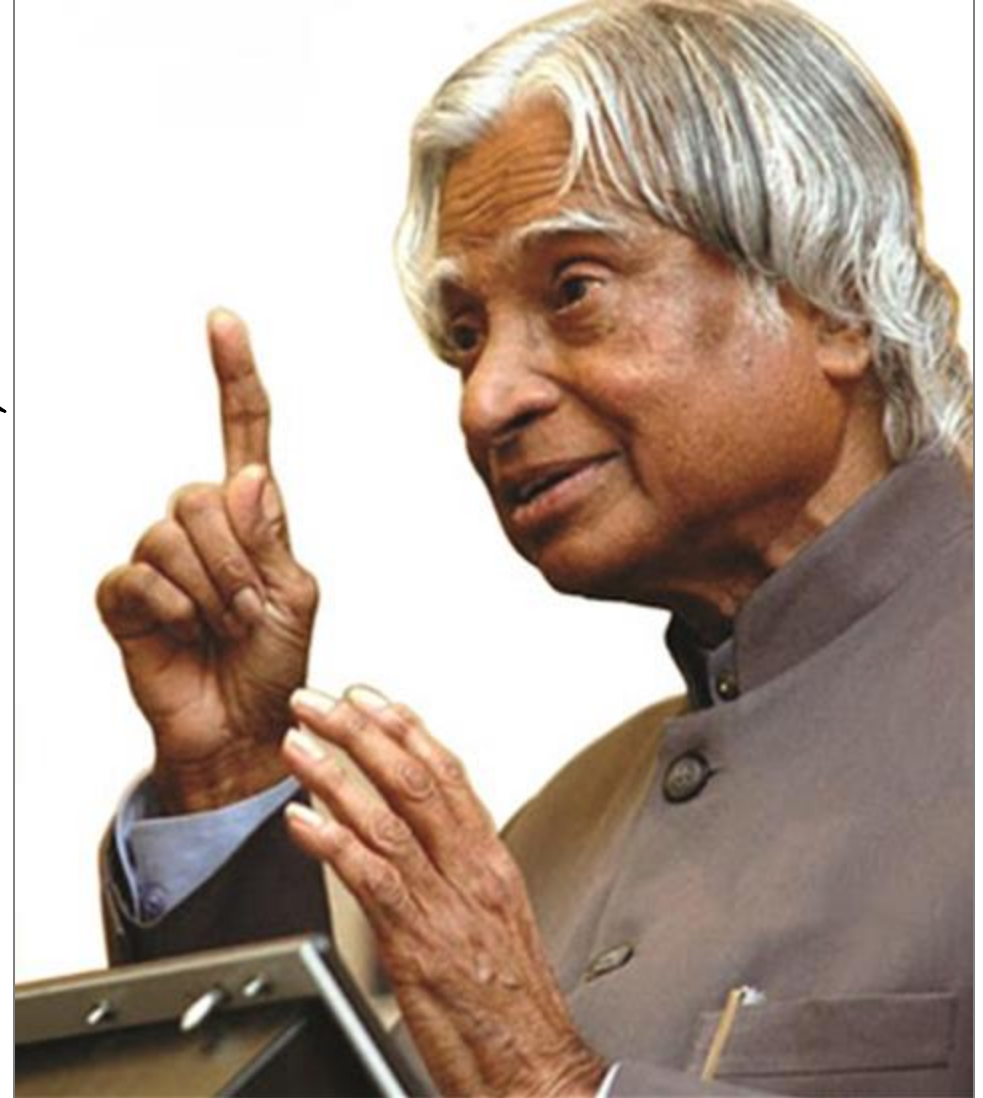
Dream to contribute...

Dream, dream, dream

Dreams transform into thoughts

And thoughts result in action

- Hon A P J Abdul Kalam



Who influence our Dreams?

Parents' aspiration



Peer influence



than our Aptitude



Dreams are delegated.....



Get into a
good school



Who will send us to a
good college



Who will get
placement in a
good company



Then, the
company will take
care



Common dreams people pursue.....



Buy house and car
with minimal/no
down payment



Get married



Have children

Live with future income

Maslow's hierarchy of needs.....



Need
contentment
at some point
of time to
climb.

How much is
enough?

How many
climb this
ladder?

People of
struck at the
lower levels

Population of India



137 Crores

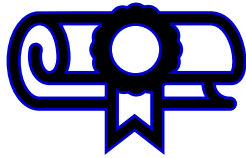
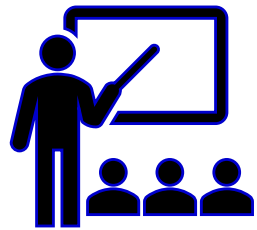
Asset or liability?

Youth as 'Demographic dividend'

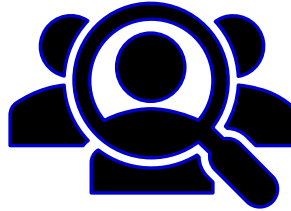
Dividend for whom?

Youth are considered as 'Consumer' by global companies for their goods and services

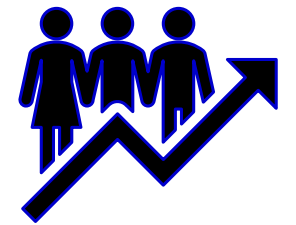
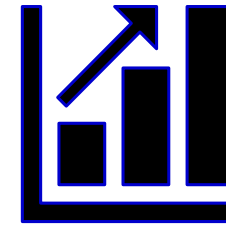
Youth as a Contributor



High quality education



Employable skills

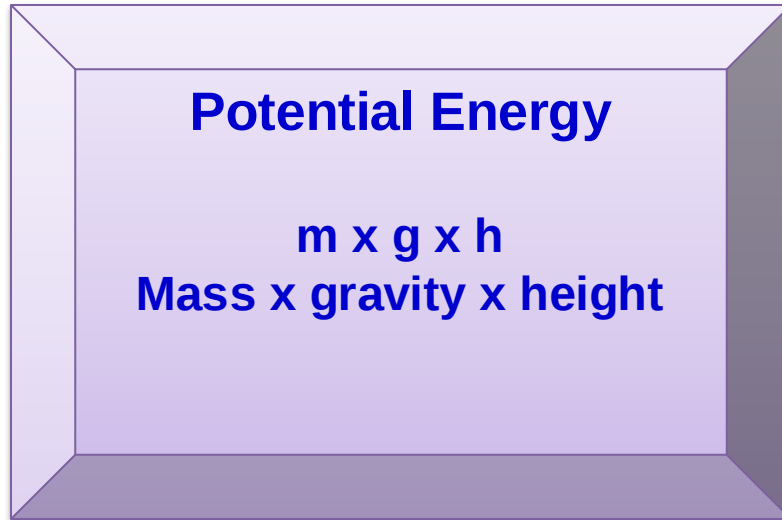


Shaping a career

Enhancing and Unleashing the Potential to contribute

Potential Energy

Energy possessed by a body by virtue of its position

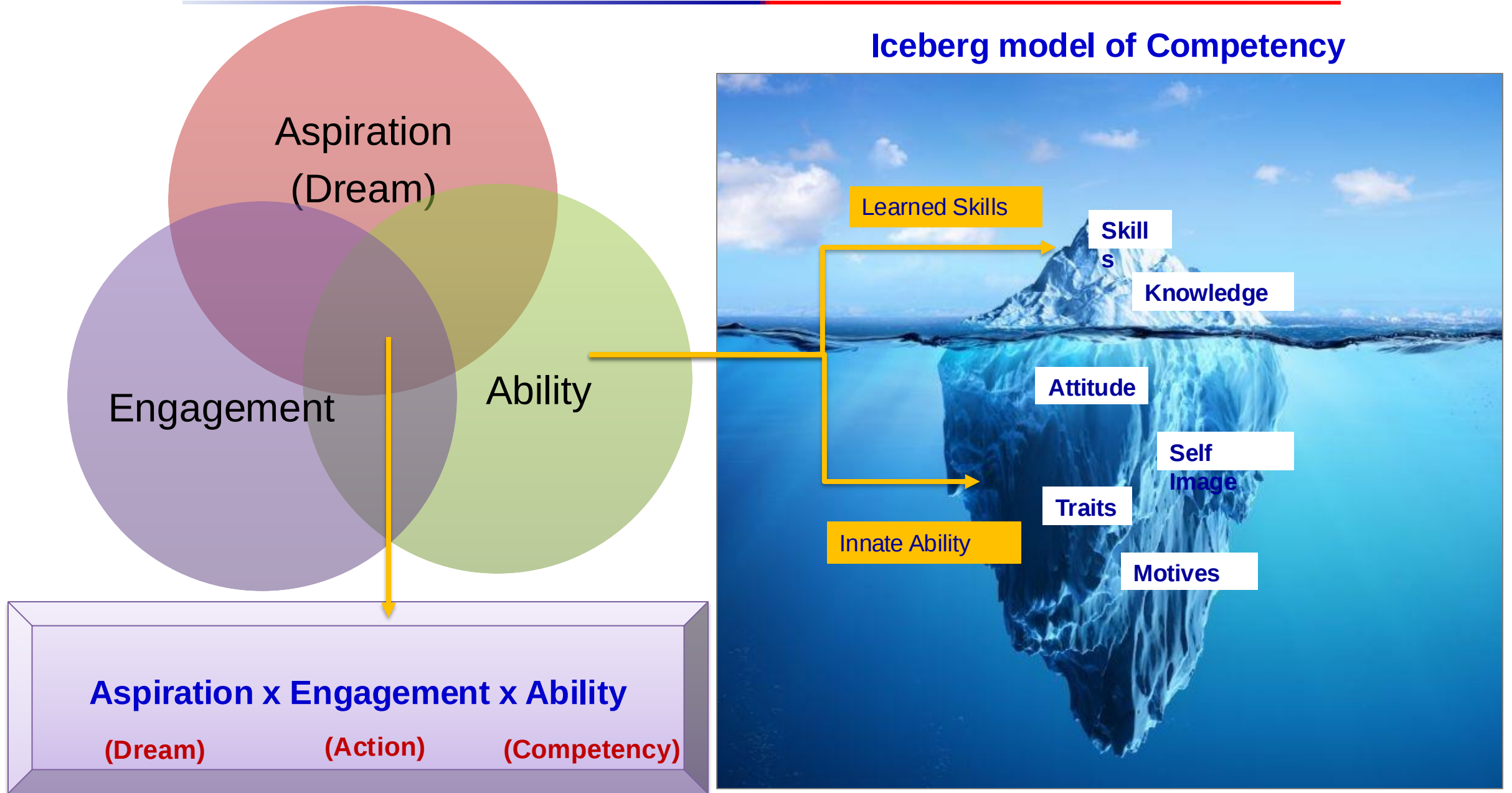


Need to convert into Kinetic energy



Human Potential

Iceberg model of Competency

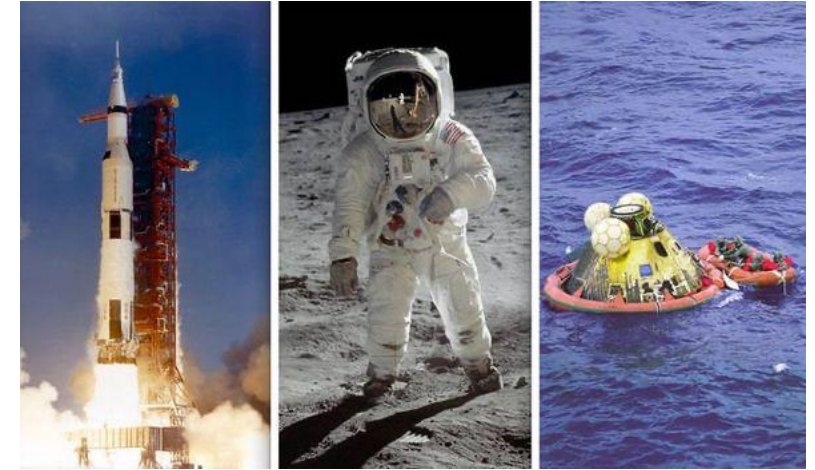


Vision to contribute



Man on
the moon

Apollo 1 to 11



Apollo 11 launch, land, return safely

Vision/Aspiration: Long term goals

**Mission/Milestones: To check
whether we are on the right path**

Innate Ability

What is needed to excel in ...



Marathon - Stamina

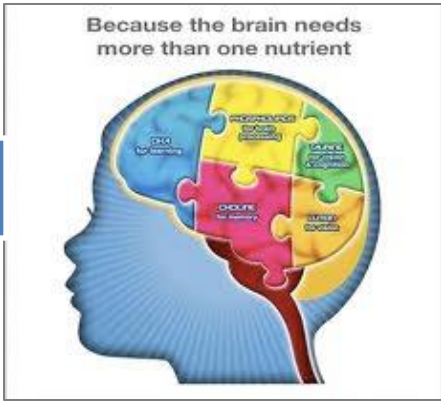
- Natural to us
- Enjoy doing



100 Meters - Sprint

Aligning Aspiration to innate ability?

Learning



Attention + Memory

Sleep + Dream



Exercises



Factors Enabling Learning



Yoga



Nutrition



Quality Sleep

How Much of what we learn; we use?



- 14+4 years of learning in schools and college
- Money, time and efforts spent
- How much of what we learnt do we use in our life or career?

Domains of Learning



Cognitive

Thinking that develop **intellectual abilities**

Rote learning in most schools focus on

Engineering is about all of them

Remember
Understand
Apply
Analyse
Evaluate
Create



Affective

Attitudes that motivate **using** intellectual abilities

Receive
Respond
Value
Organise
Characterise

Strong foundation of Cognitive domain is a must



Psychomotor

Body movements to perform the skills

Imitate
Manipulate
Precision
Articulation

Expertise in a chosen domain

Higher order skills to contribute



Weak foundation from School

- Question bank and answer keys
- **Focus on 'Remember', few schools focus 'Understand'**



Engineering/Management is applied sciences and maths

- Focus on **Apply, Analyze, Evaluate, Create**
- Active learning, motivation to spend extended hours in labs/projects to learn and apply

Professional Skills to contribute

Acquire Professional Skills



Stay active in co-curricular, extra-curricular and hobbies in the college and post starting professional career

Disruptive VUCA World



Volatility

Quick and unexpected changes

V



Uncertainty

Difficult to forecast future outcomes

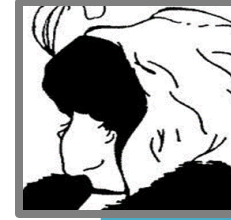
U



Complexity

Many interconnected variables for simple analysis

C

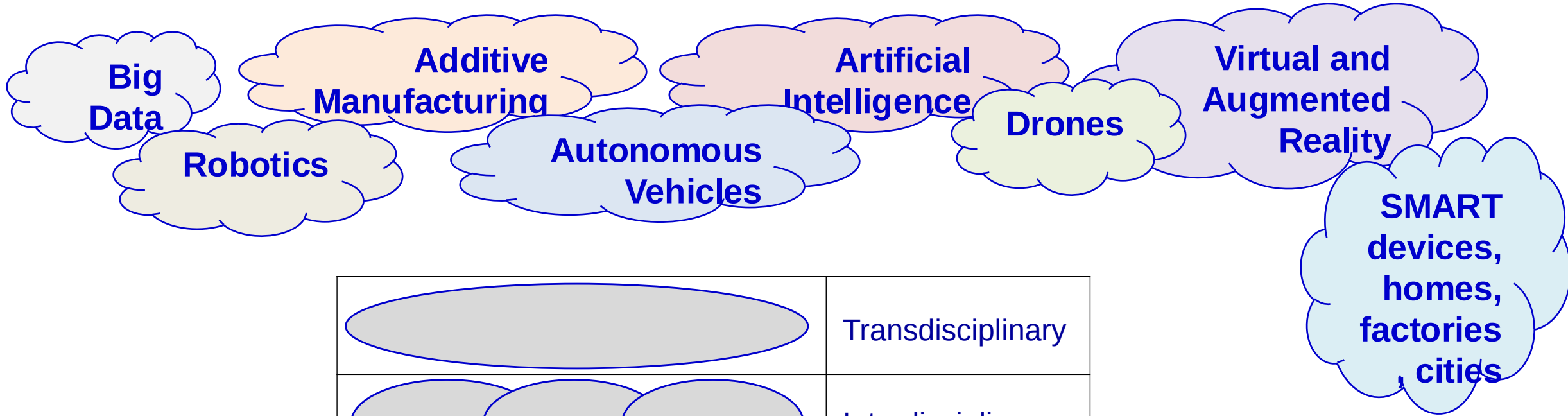


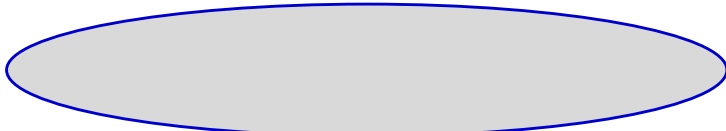
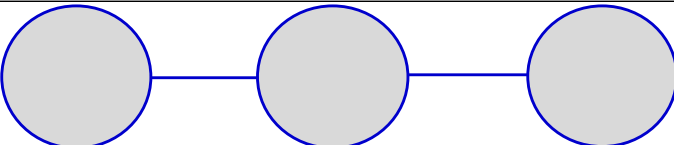
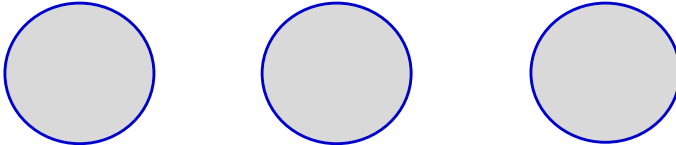
Ambiguity

Causal relations are unclear

A

Contribute in a Transdisciplinary space



	Transdisciplinary
	Interdisciplinary
	Multidisciplinary
	Disciplinary

We should not become 'dumb', need to remain Future ready!

Future Ready Graduates

Curiosity

- Seek new experiences outside current skillsets.
- Embrace change with enthusiasm.

Engagement using Empathy

- Connect hearts and minds towards shared objectives.
- Contribute to team without any expectation in return.

Insight

- Be self aware, think strategically, deal with complexity.
- Connect dots to create clarity for others.

Determination

- Have clarity on Aspiration/ Goals that provide energy.
- Have fortitude to fight, bounce back from setback
- Do things that helps recharge in times outside work.

Lifelong Learning

VUCA
Digital world

- The rate of change rising exponentially
- Expiry date for the skills getting shorter

What to do?

- Remain relevant for now future?
- Need to run to remain where you are

Lifelong
learning

- Engage in continuous learning.
- Move up the value chain: education, research.



Dream is not that which
you see while sleeping
it is something that does
not let you sleep.

~ A P J Abdul Kalam



Awesome Quotes
WWW.AWESOMEQUOTES4U.COM

Best wishes to become a Great Contributor



Be blessed by the Divine