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A STUDY ABOUT EFFECTIVE TIME MANAGEMENT AND PLAN EXECUTION FOR THE SUCCESS OF A MANAGEMENT- A HERMENEUTICS STUDY WITH SPECIAL REFERENCE TO THIRUKKURAL

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ABSTRACT

Time and Time Management is obviously an important factor, in other word crucial factor that leads to the success of everyone, say for eg; right from an individual to an organization. Time management in general refers to the way that one organizes and plans how long one needs to undergo specific activity. Plan Execution in turn needs right time and right people to ensure its success. Developing the time management skill is a journey that begins with crucial planning and ends with proper execution. Though many Indian, Foreign Management experts have quoted about the importance of time management and plan execution for an successful leader and organization, it was the Tamil poet THIRUVALLUVAR , who has quoted about the importance, qualities and other perspectives of time management in his couplet in Thirukural. This article deals about the application of Valluvar's Couplet about time management, in the modern management Arena.

Keywords: Time Management, Plan Execution, Planning, Competition

INTRODUCTION

Need for Effective Time Management is very well explained by various experts in the past as well as in the present business arena. Time is a special resource that one cannot store or save for later use. Everyone has the exact same amount of time each day. Time not well used cannot be retrieved. Most people, feel like they have too much to do and not enough time. They blame lack of time for their poor finances, stress, bad relationships, and for not exercising their body. Wise time management can help us find the time for what we desire, and for what we need to do. We need time to get what we want out of life.

If we wait for extra time to appear, we might lose the game of life. Through right time management, we can “create” the time we need, and not just wait for it to come. By planning our time wisely, we will have time to do more things. We can learn to find the time for the things that are important to us. Even a small amount of time

once a day, or even once a week, will take us closer to our goals, and we would be surprised at the progress we would make [2].

THIRUKKURAL- AN OVERVIEW

Various ethical literatures were identified and were live till date in Tamil language. Among them the most famous literature which is receiving rich world class appreciation is “Thirukural”. It attracted worldly scholars and philosophers of different nationalities because of unique meaning and its simplest form. It is called as Kural due to its shortest meter which is approximately not more than 1 ¾ in size. Father of Indian nation, a renowned freedom fighter, Mahatma Gandhi once commented that Thirukural as “text book full of indispensable authority on moral life”. On the same line, eminent scholar Hart (2000) claims that “Kural is one of the greatest works on ethics of Tamil tradition and it has explored everything under human being moral living”. Subsequently, Dr.E.W.Hopkins claims Kural as “Mandatory ethics for Tamil society”. Dr. Albert Schweitzer claims that when the contemporary literary works are compared with Kural, the former lacks ideal perception and ethical vision compared to the latter. He further adds that, Kural goes beyond the paradigm of life and explains it. Numerous researchers including French translator for Thirukural, M.Ariel & Rev.Dr.J.Lazarus also made the same remarks on Kural [1].

OBJECTIVES OF THE STUDY

- To study about the Time Planning and Plan Execution concepts portrayed in Thirukural.
- To apply the Classical Thoughts into Modern Business and organization management arenas.

METHODOLOGY

Data Collection

The data for the study area is collected through Secondary data collection technique. The data are collected from Thirukural Book.

Research Type - Hermeneutics Methodology

We have used **Qualitative Research** method in this study because this paper aims to bring out the qualitative aspects of the time management, plan execution etc; and how they have been viewed during early centuries. Additionally, we are interested to bring the contemporary thoughts of Thiruvalluvar with that of the modern management practice. We have applied Hermeneutics **Methodology** in this research paper.

Hermeneutics is a study of interpreting and understanding ancient literatures and religious text (Muniapan. et al, 2008). It is widely used in the contemporary philosophical study to interpret the texts and meanings of all systems. Its popularity now spreads into social science, humanities and management research too.

Researcher will consider Thirukural as the ancient script which will be interpreted using popular and famous writer's commentaries. These commentaries will be summed up to make concrete understanding about that Kural and its meaning. On the other hand ethics management theories, principles, context, including definitions will be taken as latest records to compare with the ancient literature. From such comparison, an understanding about the contemporary thoughts of Kural will be recorded. This is called as comparative study method using Hermeneutics principles. This is claimed as a scientific method in qualitative research [1].

Analysis

Qualitative Analysis is implemented in the study

CLASSICAL VIEWS AND ITS APPLICATION INTO MODERN BUSINESS ARENA

Thiruvalluvar has given considerable importance to Time Management and Plan Execution. He has quoted couplets from No: 481 to 490, which clearly explains the importance and the outcome of Time management and plan execution. The Brief description of them and modern interpretation of the same (Application into Modern Business Arena) is as follows;

**ஞாலங் கருதினுங் கைகூடுங் காலம்
கருதி இடத்தாற் செயின்**

In this couplet, Valluvar states that, if an individual tries to execute a plan after assessing the time factor (whether it is the right time to execute it?), he can surely be a Winner. Even he can win the whole Universe.

The Kural is apt for today's business climate and says a message to modern Management People that if a employee/worker/ executive executes the plan at the right time, he can surely achieve the pre planned objective or a pre fixed Target, else he may face a loss / failure in his work.

**அருவினை யென்ப உளவோ கருவியாற்
கால மறிந்து செயின்.**

In this couplet, Valluvar states that, if one is clear about what is the right time to do a work and what are the requisites to complete a work, he can surely succeed in the given Work.

The Kural is apt for today's Situation that, only when a worker is clear about the right time to execute a plan and only when he is clear about the tools like; Technology, Skill, Manpower, Money, Delegation etc that is required to complete a given task , he can Succeed in the given target/ work.

**பருவத்தோ டொட்ட ஒழுகல் திருவினைத்
தீராமை ஆர்க்குங் கயிறு.**

In this couplet, Valluvar states that, one should act as per present time (Situation) only then he would achieve all types of wealth in his life.

This can be matched with the business situation in the following way; Business environment is an ever Changing one. One needs to cope with the changes of business environment by upgrading/ updating the technology, adopting new methods of production, following new ways of training the labors etc. which will ensure the organization to gain Competitive advantage over its competitors and ensure its success and profit.

**பகல்வெல்லுங் கூகையைக் காக்கை இகல்வெல்லும்
வேந்தர்க்கு வேண்டும் பொழுது.**

An owl is a Bird of Prey. It is of course a Strong Bird. A crow cannot face and win it during the night hours when the owl is most active. But during the day time the Scenario is different. The Crow can easily out run and win the Owl. Likewise in the Business Environment, Where the competitors are more one must wait for the correct time to face and outrun them. Open word of mouth or open challenge to our competitor will not ensure us success. Planning and executing our plan at the right time alone will ensure us success.

**காலங் கருதி இருப்பர் கலங்காது
ஞாலங் கருது பவர்.**

A person who has a desire to win will never feel bad about the failures or the hindrances, instead he will wait for the right time to succeed/ achieve it. Likewise, Succeeding in Business is not a joke or an easy task , since it is full of competition and hindrances. So one must stick on to his target with patience and execute his plan at the right time so that his success would be a confirmed/ assured one. One should never lose hope during the time of hardship in a business.



**ஊக்க முடையான் ஒடுக்கம் பொருதகர்
தாக்கற்குப் பேருந் தகைத்து.**

Sheep moves backwards during a fight. This does not mean that it is afraid to face the competitor. In turn it waits for the right time and crucial condition in order to give toughness to its competitor. Likewise, in a Business condition when we face tough challenges from our competitor in whatever area it may, we should not lose our hope or get panic. In turn as like a sheep during a fight we should wait for the right time and crucial condition in order to give toughness to our competitor and succeed him.

**பொள்ளென ஆங்கே புறம்வேரார் காலம்பார்த்
துள்வேர்ப்பர் ஒள்ளி யவர்.**

An intelligent person will never react immediately to betrayals or gossips. In turn he will wait for a right time or chance to prove him. Likewise, sometimes one may face problems like internal politics in an organization, one can get negative feedback from his superior or subordinate , face blaming from his or her colleagues etc for which we should not react immediately. One should wait for the right time , prove our self in a positive/ productive way and make our oppositions feel guilty.

**செறுநரைக் காணிற் சுமக்க இறுவரை
காணிற் கிழக்காந் தலை.**

One should be patient in dealing with the enemies in his life. Like the one, explained in the previous verse, in an organization an employee may not have everyone as his friends, few may be his friends and few may not. One should be patient when he gets negative reaction from his foes. He should wait for the right time to show his talent and win his foes or to convert them as his friends.

**எய்தற் கரிய தியைந்தக்கால் அந்நிலையே
செய்தற் கரிய செயல்.**

Opportunity will knock your door only once. Use the time and opportunity properly only that will lead you to the path of success.

In Business / organization not everyone gets an opportunity to show off their talents. Only few may get an opportunity to do so. When an opportunity is given to a worker, he should avoid saying blame excuses, should utilize the time properly and effectively, only that will lead him to the path of success and growth.

**கொக்கொக்க கூம்பும் பருவத்து மற்றதன்
குத்தொக்க சீர்த்த இடத்து.**

A stroke though equipped with all requisites for effective fishing, will wait for right/crucial time to catch the fish. Likewise an enterprise or a worker may have all resources/ talents/ skills to execute a plan to achieve a



desired, pre planned objective or a target. This alone will never bring success. One should wait for the crucial time to execute their plan, only this will ensure them success.

LEARNINGS FROM THE STUDY

1. If an employee/worker/ executive execute the plan at the right time, he can surely achieve the pre planned objective or a pre fixed Target, else he may face a loss / failure in his work.
2. only when a worker is clear about the right time to execute a plan and only when he is clear about the tools like; Technology, Skill, Manpower, Money, Delegation etc that is required to complete a given task , he can Succeed in the given target/ work.
3. Business environment is an ever Changing one. One needs to cope with the changes of business environment by upgrading/ updating the technology, adopting new methods of production, following new ways of training the labors etc. which will ensure the organization to gain Competitive advantage over its competitors and ensure its success and profit.
4. In the Business Environment, Where the competitors are more one must wait for the correct time to face and outrun them. Open word of mouth or open challenge to our competitor will not ensure us success. Planning and executing our plan at the right time alone will ensure us success.
5. Succeeding in Business is not a joke or an easy task , since it is full of competition and hindrances. So one must stick on to his target with patience and execute his plan at the right time so that his success would be a confirmed/ assured one. One should never lose hope during the time of hardship in a business.
6. In a Business condition when we face tough challenges from our competitor in whatever area it may, we should not lose our hope or get panic. In turn as like a sheep during a fight we should wait for the right time and crucial condition in order to give toughness to our competitor and succeed him.
7. Sometimes one may face problems like internal politics in an organization, one can get negative feedback from his superior or subordinate , face blaming from his or her colleagues etc for which we should not react immediately. One should wait for the right time, prove our self in a positive/ productive way and make our oppositions feel guilty.
8. In an organization an employee may not have everyone as his friends, few may be his friends and few may not. One should be patient when he gets negative reaction from his foes. He should wait for the right time to show his talent and win his foes or to convert them as his friends.

9. In Business / organization not everyone gets an opportunity to show off their talents. Only few may get an opportunity to do so. When an opportunity is given to a worker, he should avoid saying blame excuses, should utilize the time properly and effectively, only that will lead him to the path of success and growth.
10. An enterprise or a worker may have all resources/ talents/ skills to execute a plan to achieve a desired, pre planned objective or a target. This alone will never bring success. One should wait for the crucial time to execute their plan, only this will ensure them success.

CONCLUSION AND FUTURE RESEARCH

Researcher has attempted to bring out the thoughts of Valluvar with that of contemporary Business ethics research. It is important to note that Resources, Technology, Factors of Production, Man Power, Skill etc alone will not lead to success of a business/ organization. Crucial timing to execute a Plan is required to succeed in today's modern business arena. This has been well portrayed in Thirukural.

Future study can be undertaken in same literature Thirukural to study about the concepts of Leadership, Wealth Management, etc which are also a crucial factors for succeeding in today's business arena.

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