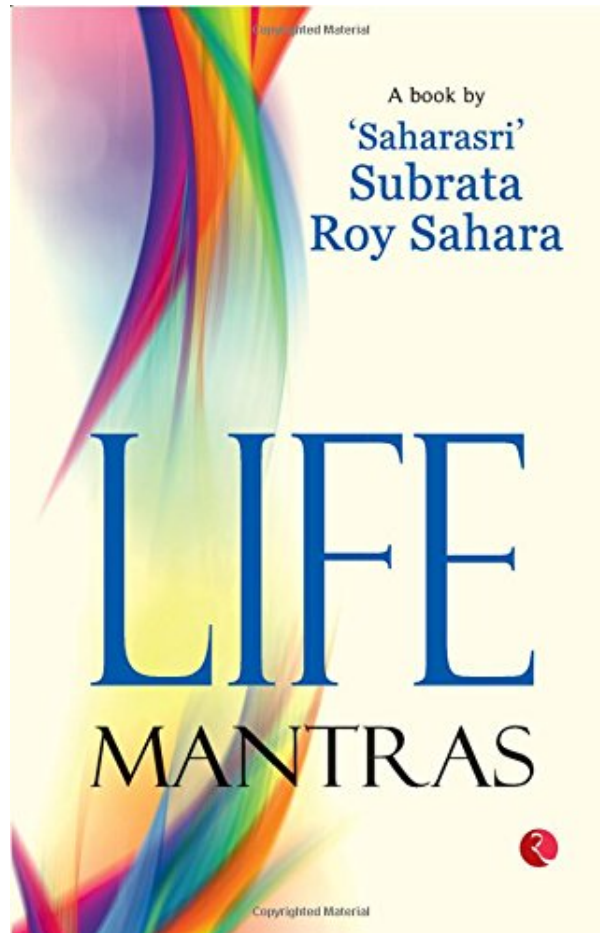
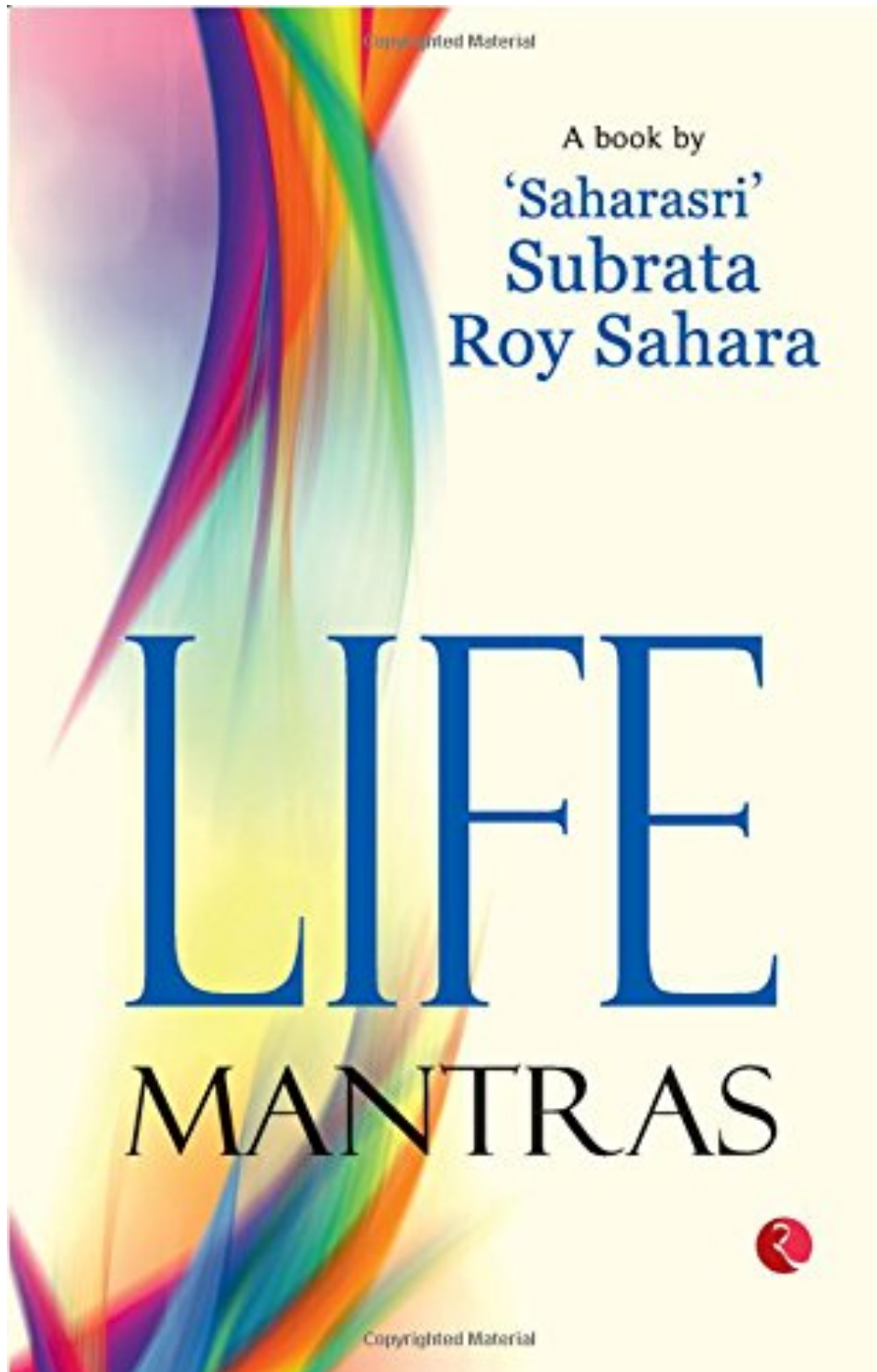


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Subrata Roy Sahara (born 1948) popularly known as 'Sahasri', is one of the most successful, bold, vociferous and talked-about figures of corporate India. When he laid the foundation of Sahara India Pariwar in 1978 with a capital of `2,000 (about \$32) and three workers, who would have imagined his company's meteoric rise to a worth of `1,80,000 crore (about \$27 billion) within a span of thirty-seven years! A teacher, guide and a proud guardian to his over 1.2 million fellow workers, he ascribes his success to his philosophy of 'Collective Materialism' which means continuous collective growth for collective sharing and caring. Renowned institutions like Harvard School of Business, USA; the Indian Institutes of Technology; the Indian Institutes of Management; and Banaras Hindu University have invited him to address their faculty and students, besides which, a host of awards have been bestowed on him that include the 'Indian Business Icon of the Year' at the Powerbrands Hall of Fame Awards in London; the Doctor of Business (honoris causa) by the University of East London; and the highest honorary degree, 'D. Litt.' by the Lalit Narayan Mithila University, Bihar for his contributions in various fields.

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"After having gone through the book, you will definitely and convincingly realise that to achieve peace, true happiness, contentment, satisfaction and also to attain continuous progress in life in terms of material gains, respect and love, you need not depend on anybody in this world. It all depends on you. It is all in your hands." 'Sahasri' Subrata Roy Sahara. "Nobody does anything for anyone. All do for themselves either for more and more material gains or to save and escape from any kind of material losses or from mental-emotional dissatisfaction or for getting more and more mental-emotional satisfaction. Therefore, no one sacrifices for anyone. When no one does anything for anyone, there is no justification in expecting any returns." The author goes on to explain that to make life truly beautiful, one also needs to understand the basic truths with which we are born or the basic instincts inherent in us all. So for a positive outcome one has to learn the psychological or the emotional aspects of life, in other words, the realities of life or the entire philosophy of life. As you get immersed in the potent energy of these 'Life Mantras', you will slowly find a change, a sense of fulfillment, a self-motivation coming in you. You will thus be led to the ultimate realization that the journey of life is indeed a truly blissful and an enlightening experience.

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'Life Mantras': A Review

By Atishya Awasthi

This book, written by Subrata Roy Sahara, during his judicial custody in Tihar Jail, is the first from the

trilogy "Thoughts from Tihar". Life Mantras, offers a fresh perspective on Saharasri's illustrious life as a business tycoon and sheds light on his thoughts on love, life, knowledge etc.

The book is not an autobiography, but in most parts, feels like an honest diary entry. It has been reproduced in its original state without any edit, by Rupa Publications India. Therefore, any errors or discrepancies in the book have been solely accounted for by Subrato Roy Sahara.

The language is straight from the heart, simple and sophisticated. The book uses repetition as an intentional device for driving home a point. This book is appealing to the middle aged audience. The 'cultured mindset' (page 221) of Saharasri, may not go down too well with the young readers. "The wife too has a host of duties, the foremost being the maintenance of peace in the family, organising good food, proper maintenance of the house, looking after husband's needs like food, clothing etc." (Page 210), suggests deep-rooted patriarchal values that are hidden under the garb of "cultured-ness".

All in all, to be able to enjoy the essence of this book, one must read this book at leisure, one lesson at a time.

I give it three stars out of five

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