



OF STRATEGY

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ABSTRACT

Strategy is often contrasted with tactics. It outwits the opponent. It is cunningness that pays today but seldom tomorrow. Strategy may not give immediate output like cunningness. But during urgency where instant decision is a must then strategy should be taken instantly. Thus cunningness is akin to slyness and depends on presence of mind. But strategy is the output of knowledge or wisdom. As such only a learned can fix strategy seldom an illiterate.

KEYWORDS: STRATEGY, PLAN, AIM, SKILL, CALCULATION, TACTICS, POLITICS, JUDGEMENT, PRUDENCE, SHREWDNESS, SLYNESS, CUNNINGNESS.

INTRODUCTION

Creative writing is based more on manifestation rather than on expression. It does not inform rather it reveals, so it bears no reference. The best creative writing is critical, and the best critical writing is creative. The present article is the outcome of creative writing meant for lay readers. As such free style is the methodology adopted so that the pleasure of reading can be enjoyed by the common people. As you know well that Francis Bacon (1561-1626), the immortal writer, wrote many essays, and notably "Of Love", "Of Friendship", "Of Ambition", "Of Studies", etc. The myriad-minded genius rightly pointed out that all the words of the dictionary can be the themes of essays one can write. But little has been done, in this regard since his death, in order to finish his unfinished monumental works. In fact Bacon's way of presentation and his unique style kindled imagination and inspired me to write essays, in the light of creative writing, thus to get relief through Catharsis.

ARTICLE

Strategy is a plan designed to achieve a particular long-term aim. It has Greek origin strate`gia means generalship. It is the process of planning something or carrying out a plan in a skilful way. By careful strategy an office personnel manages to get the office next to that of his boss. Strategy has various forms and features. They are planning, calculation, tactics, politics, judgment, prudence, shrewdness, slyness, cunningness, etc.

Also strategy is the art of planning and directing military activity in a battle or war. In game or war strategy plays a vital role since it directs attack and position to defeat the opponent. The superior strategist wins the battle always. Everybody, be they thief or saint, has philosophy of life and they achieve the same through proper strategy. The strategy of a thief is based on slyness. In contrast the sage follows the avenue of truth.

Truth always wins at last. Wise soul knows it seldom a

foolish. As such it adopts the path of lie and invites sorrows and sufferings. In contrast the sacred heart enjoys intense heavenly delight.

Life is a continuous struggle for existence. And the fittest survives due to best strategy. In an industry a project must be technically feasible and economically viable, only then strategy acts properly. In share market strategy finds its most important use. The sell and purchase of shares follow a prefixed strategic avenue. When to purchase, how much to purchase, when to sell and how much to sell are quite mysterious. Common people experience huge loss in the share market, since they cannot understand that strategy and language of shrewd brokers. The brokers do not play straight. In fact it is not a game of straightness. Here, yes means no, no means yes and sometimes yes means yes and no means no. Thus manifestation and interpretation of affirmation and negation, through various permutation and combination as per their sweet will, render the situation very critical and complex as well that bewilders a novice at ease. And their strategy remains obscure to the common mass in general. As a consequence, common people experience huge loss investing in the share market.

Strategy is often contrasted with tactics. It outwits the opponent. It is cunningness that pays today but seldom tomorrow. Strategy may not give immediate output like cunningness. But during urgency where instant decision is a must then strategy should be taken instantly. Thus cunningness is akin to slyness and depends on presence of mind.

But strategy is the output of knowledge or wisdom. As such only a learned can fix strategy seldom an illiterate.

Strategy depends on practical knowledge. Theoretical strategy may not have practical utility. Some strategy is theoretically sound but practically invalid. So strategy must be fixed in the light of reality. Reality takes the acid test of all and everything. Only a judicious brain always keeps it in mind. They say ability without feasibility is also disability. As such, a lame man should not think for

marathon race. The proverb goes, cut your coat according to your cloth. So strategy must be practically sound and proportionate with the capacity of the concerned person. In any industry any project is judged, prior to implementation. Otherwise there lies every possibility to fail and frustrate. A beggar should not fix strategy like a millionaire or to be a millionaire. But, a millionaire becomes penniless due to wrong strategy.

There is good strategy. There is bad strategy. Also, there is neutral strategy. It is obvious that the best strategy wins always like survival of the fittest. Those who are serious about life always hankers after strategy. But a casual person never suffers from anxiety. As such he has no strategy. To him no strategy is also a strategy, like no politics is also a politics or no style is also a style or no statistics is also a statistics. Thus the so-called casual wise enjoys tension free life. He is pious in nature. Honesty is the best policy. He adopts that track of truth. He depends and thereby surrenders on the mercy of the

Almighty God. And they say it is the greatest, wisest and brightest strategy among all.

A religious person surrenders to Almighty. He argues that everything is God's will. So strategy is solely God's concern. Thus the blessed soul enjoys peaceful life remaining free from cares and anxieties. He believes that he, who does not rely on Almighty, thinks for strategy. Thus a strategist suspects the ability of God. But this doctrine is opposed by a worker. He says fortune smiles on those who work hard. Man is the architect of his own

Fate. He argues: be honest, work hard and have faith on Almighty then success is must. A lazy person cannot shine in life. Thus idle brain is devils workshop. He who works must have strategy. An idle man has no strategy. According to him the sacred soul is an escapist. He is a lazy person. So, the ability of Almighty cited by the devotee is a lame excuse to save him lest he is ill-famed as lazy and be asked to work hard.

CONCLUSIONS

A passenger purchases ticket for journey. Driving is driver's look out never of the passenger. So driver fixes strategy how to drive safe, secure and in time. Thus the passengers remain aloof fixing liability upon the driver. A good driver earns much and acquires fame. He does not hanker after money rather money hankers after him. His strategy is so sound that wins acid test and crowns him as a confident expert and laurels him as a successful and real strategist from practical point of view as well.

ABOUT THE AUTHOR

Pal, Dibakar is a Retired Executive Magistrate in India and PhD Student. Though he is a Civil Servant yet he is genuinely interested in diversified academic fields. As such, he holds master degrees in M.Sc(Math), M.A(English), M.A(Bengali), M.B.A(HRD), M.C.A, P.G.D.M(Marketing), L.L.B, D.C.E(Creative Writing), M. Phil (Business Management), UGC- NET(Management)-2008. He attended an International Conference at IIT, Mumbai, India and five

International Conferences at U.S.A; though he gets invitation to present papers in many International Conferences at home and abroad round the year. He presents papers on Computer Science, Management, English Literature, Linguistic, Philosophy, Philology, Psychology, Sociology, Humanities and Poems. He presented a paper on Computer Science and Chaired in 2007 IEEE Conference at Richmond, Virginia, U.S.A. Also another paper on Fuzzy Logic was accepted by IEEE Conference 2010 at USA. He serves as Session Chair, Presider and Reviewer. He serves as reviewer of American Marketing Association, Journal of Common Ground; Australia, IEEE Transactions, IJEAPS, AJHC, Journal of Supercomputing.

He has more than two hundred thirty (230) publications and among these one is as Monograph in International Journal on Management Science, one Monograph is in Journal of the World Universities Forum, one is in Consumer Behavior, two are in Computer Science, one is in Neuroscience, one is in Linguistic and rests are Creative Writing of English Literature. In Creative Writing two papers have been incorporated in SSRN's Top Ten Download List three times in November, December 2010 and April 2011. In ResearchGate his papers have reached a milestone through more than 130000 reads. Scholars' Press and Lambert Academic Publishing House, Germany have published twelve books between the months July to December, 2016. New Texas, A Journal of Literature and Culture, Sul Ross State University, Alpine, Texas, USA has published ten essays in February 2018. International Educational Scientific Research Journal (E-ISSN : 2455-295X) and Research Chronicler & Research Innovator (ISSN: 2347-503X; 2348-7674) publish Creative Nonfictions every month regularly. Now he is pursuing his PhD thesis in Business Management in University of Calcutta, India. Also he is currently focussed on the Extension Works of Huffman Code i.e., Coding Theory and Pattern Recognition through Fuzzy Logic (Pattern Recognition, Image Processing, etc) of Computer Science.

His hobby is Creative Writing (Nonfiction). He says:

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REFERENCES

No reference, since the present article is an outcome of Creative Writing.