

# Essay on Ideas Rule the World

*Ideas rule the world and thoughts decide the way of life. It is the mind which sculptures one's destiny. If one thinks positively, if one thinks in the right direction, one achieves the goal, what one aspires for.*

A great thinker, writer, the philosopher says, "Life consists in what a man is thinking of all day". Ideas are nothing, but an outcome of one's detailed thinking. The shape and determine the destiny of human beings, and contribute to the growth and well beings of civilization. Every great achievement whether in the field of religion, science, medicine, space technology, information, and communication sector or in any field, was at the first stage an idea. The most scintillating success, the astonishing scientific discovery, the splendid technological feats like splitting the atom, heart transplantation, cloning of sheep, unraveling the secrets of Mars, walking on the surface, of Moon, have all the results of an idea in the beginning.

The success of a man depends mostly on his thoughts and self-confidence that helps in achieving something he desired, on his positivity on the hard work and perseverance. A single brilliant idea can change the life of a person. Our forefathers have worshipped the Moon as God, the Mars has also been adored as God of war, the idea of conquering these planets whenever came to the mind would have positively been ridiculed by others. Some might have described such ideas as mere fantasies but came out as a real achievement. The fact remains that idea however strange unorthodox or heretic they might have seemed at the initial stage, can ultimately wreak miracles and brought revolutions. Despite all odds, if the thinker has the confidence and courage to persist with his idea, and act on it, he can get wonderful results, even if he has never himself imagined

earlier.

Have we ever think of the present revolution in Information Technology two decades back? It was the vision of Azim HashmPremj i, N.R. Narayan Murthy, as also the late Dewang Mehta, who catapulted India among the superpowers in the IT sector, making the first two Mr. Premji and Naryan Murthy, enter the elite Billionaire Club. Ideas with knowledge, lead to action and success comes to you with hugging hands. Knowledge is power, when one applies his knowledge and understands the problems, analyze the prevailing situation, with hard work and perseverance, the solution is not far to reach, and when one knows the answer, the success is yours.

If one thinks of success, one creates a climate opposite for success, if one thinks of failures, one sets the stage for it.

The flash of a new idea strikes those who have worked hard and given full thought to the problem. See the historical example of Archimedes jumping out of his bathtub screaming ‘ Eureka’ to find out the solution, the idea for a razor with a cheap disposable blade came to Gillette while he was shaving.

It was the noble idea of Alfred Nobel inventor of Dynamite, to use his fortune for the establishment of annual awards to people, who contributed outstandingly in the field of Physics, Chemistry, Medicine, Literature, Economics, and Peace. An idea just in mind or on paper without implementation is no idea, we are talking about. How to handle and implement the new idea is the most important thing to realize the goal. “Ideas are like rabbits, you get a couple, learn how to handle them and pretty soon you have a dozen “John Steinbeck. Ideas scribbled by writers such a Karl Marx, Leo Tolstoy, Chanakya, Bann Bhatt, have proved as the heralds of change, revolutionizing the whole nation, stirring the public beliefs, and caused the rise and

fall of empires. In the field of marketing and advertising, it is the idea that changes the fortune of a company. The idea of developing a Network Marketing chain, first introduced in the Indian market by 'Amway' has revolutionized the concept of marketing, now being copied by the Modi group and the Hindustan Lever Ltd. Ruth Handler's creation, Barbie Doll, still rules the heart of millions and billions of children throughout the world. The world's richest man Mr. Bill Gates had a vision of a computer on every desk at a time when computers were still in their nascent age, but the idea and vision of Mr. Gates became a reality.

A systematic combination of ideas is called creativity. Creativity is defined by Mr. John Mee "Creative thinking is the process of bringing a problem before one's mind clearly as by imaging, visualizing, supposing, musing, contemplating and then originating an idea, concept, realizing or picture along new or unconventional lines".

A creative idea is an entirely new or different concept which occurs several times by chance from the subconscious mind's concentration on known ideas related to the problem on which the mind is pondering over subconsciously to find the solution.

This is the age of globalization, where ideas can do wonders. We are in the age of Test Tube babies, Cloning, Robot surgery, and Eco-technologies nurturing white, blue, and green revolutions for the sustainability of agricultural products. The idea of BGP slogans, 'Feel good factor, 'India shinning' for winning the election are no less important and other parties couldn't find any matching slogan to counter them and have no option but to criticize.

In brief, it is the ideas that verily rule the world and also the minds of people. Idea and determination to translate it into practice can do wonders.