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**ILLUMINATION FROM BANKER TURNED NOVELIST CHETAN
BHAGAT**

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Abstract

There is a close relationship between literature and life. It is, after all, a life that is the topic of literature. The basic material on which literature imposes an artistic form is life. Chetan Bhagat is an Indian author and columnist who was born on April 22, 1974. In 2010, he was named to Time magazine's list of the World's 100 Most Influential People. Bhagat earned a bachelor's degree in mechanical engineering from IIT Delhi and a master's degree in business administration from IIM Ahmedabad. He began his work as an investment banker, but after a few years, he left to follow his passion for writing. Many of his novels are adapted on big screens. This paper focuses on all the aspects that the youth of our country can swallow to build a better tomorrow. Bhagat being a motivational speaker along with writer has influenced a huge mass.

Keywords: Enlightenment, Literature, Career, Marketing, Youth Power, Feminism, Job Crises, Goals, Indian English Fiction.

Introduction:

As we all know, England is not the only country on the globe that produces English-language literature. India is the world's third-largest producer of English-language books.

Given that post-1980, Indians made a considerable contribution to English literature, this contribution is notable. Hundreds of writers have published novels in English as a result of the Salman Rushdie phenomenon. Only a few of them have received international recognition.

Language is essentially a communication medium. There are numerous languages spoken throughout the world. English, on the other hand, has developed cult status among other languages. When it comes to English literature, it is a huge platform with a lot of flexibility. Because of this, every English writer has carved out a place for himself.

However, clever readers who poured their heart and soul into serious reading kept Indian English literature in their hands. A large portion of the population ignored the concepts offered by those writers in an inflated manner of writing. Chetan Bhagat's first novel, *Five Point Someone*, was published at that time. This book had a lot of energy. The trajectory of Indian pulp fiction has shifted. The readers were enthralled by Bhagat's storytelling style, particularly his use of metaphors. Young people seemed to find it appealing. Bhagat has



released eleven books since the publication of Five Point Someone. All of the books went on to be national bestsellers.

1) Marketing strategy

Chetan is a skilled communicator who adds value to his firm by effectively communicating with his target audience. Through his books, he has been able to create a strong brand and fit his products (books) to the needs of his customers (readers). So, though his writings may not be considered "A-class literature," he has found out how to effectively advertise to his target population. Building a brand isn't simple, but Chetan's credo of satisfying his audience may help entrepreneurs succeed.

2) Try to look at the bigger picture.

Bhagat goes to great lengths to get attention and stir up controversy. He is constantly picking fights with what he refers to as the "literary elite," claiming to deliver the kind of straightforward reading experience he seeks. The desire of India's new English readers to stand out from the crowd has clearly benefited him. He asks his readers to focus on the positive side and work outside of the box.

3) Pursue your dreams.

Many statements from Chetan's books might teach entrepreneurs a thing or two, particularly about listening to one's inner voice. The voice that you can easily dismiss because you are distracted, busy, or simply too comfortable in life, is actually telling you what you really desire.

Chetan's life journey has been one of chasing dreams. Chasing his dream as an author, led him to quit his job and pursue what he wanted to do and his success further punctuates the importance of pursuing one's passion through to the end.

4) It makes no difference if the revenue is generated through self-promotion.

There is one recurring theme in all of Chetan's works. At the start of each one, he emerges, listening to the story he is about to tell. It may be offensive to the well-read, but it serves as a reminder that the book in the reader's hands is a Chetan Bhagat product. This is known as "real estate" in marketing. If you have a space to display your brand or goods, you must make use of every square inch of it.



5) You don't have to be flawless to be successful.

You don't have to be perfect at everything; instead, concentrate on what you're working on. Being successful has nothing to do with being flawless in all aspects of life. Chetan is a best-selling author, but it doesn't imply he's the best. He has stated that he is not the finest writer, but he is working hard to improve his writing style, which is well-liked by children.

6) He inspires the youth.

He is the youth icon. May it be career hassle, employment mishaps, relationships, or social issues his stories instigates more about the youth struggle. Most of the protagonists are the common men who are poverty-stricken. He even wrote a letter to youth asking them to reduce the time of their phone consumption. He asks them to make India rich and humble by making their mind productive and utilizing it for a better cause.

7) How to heal mental disorders?

Chetan Bhagat being a motivational speaker has been lenient on speaking about the topics which Indians are shy from. India is a difficult country to live in. It's quite difficult. Life for an average Indian is tremendously challenging, from finding a competent hospital for delivery to acquiring a job, commuting to work, buying a house, and even surviving the monsoon. Because everyday life is so difficult, it's natural to feel frustrated, angry, disturbed, sad, disappointed, and anxious. Unlike other diseases, however, mental health problems can be treated in a variety of ways. Medication is one of the solutions for mental health. A therapist can sometimes assist in determining what is causing the difficulty – a lousy job, significant losses, a relationship, or a highly competitive career (such as show business) from which you must withdraw to resolve the issues. He asks people to be open and comfortable to discuss their anxieties. Bhagat writes in one of his articles that "Making India sensitive to mental health would be a much better tribute to Sushant".

8) Overcoming job crisis

India's job condition was the subject of a Twitter poll. More than 20,000 people took part in the event. There were two questions posed. To begin, how tough is it for a typical graduate to get work? It was challenging to very tough for 87 percent of respondents. If this is how college graduates are treated, one can only imagine what is happening to people who are less educated. Chetan Bhagat had highlighted three main areas for job crises.



- Messed up government and private sector
- Failure of Made in India campaign
- Education sector

He also paves way for the job seekers by advising them to focus on learning new skills while seeking a job. He insists them to ask their parents to not spend a massive amount on their wedding. This amount could be a great investment for a new start-up.

9) Investment in the '20s

- 20 minutes of doing something is more valuable than 20 hours of thinking something.
- Investing in big things
- Setting a clear goal
- Reasons behind that goal
- Finding a group
- Detailed action plan
- Setback dealing mechanism
- Faith

This formula of Bhagat helped many youngsters in giving their exams and building their careers.

He insisted to invest time and dedication in the '20s so that their life will be more fruitful in their upcoming years.

10) Women are on an equal footing with males.

Chetan Bhagat has compiled a list of socio-feminist challenges that exist in today's society. He explains how the social structure disturbs and portrays the Indian image. He wants women to have the same opportunities as males in all aspects of life. In some manner, the characters he creates in his novels have an impact on society. Indian women have discovered a method to balance their lives. Even in marriages, girls today insist on having their own thoughts and choices. In the past, a marriageable boy or girl was obligated to marry the match of their parents' choosing as a religious obligation to discharge the debt of parentage. The best example will be Priyanka, who, like in *One Night @ the Call Centre*, makes her own marital decision, despite her parents' expectations. In *2 States*, Ananya struggles to the end to persuade her parents to marry her beloved Krish. Bhagat's writing, as a result, is more feminine than masculine.



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