

e-Vasthraa

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Bringing you the best! Bringing the best in you!

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Compete with others, become bitter.
Compete with yourself, become better.

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Elderly oracles in our childhood used to broadcast: "**World is such a competitive place; you have to beat the competition to be the best**". Some of us convey a similar message to our next generation. It's **no different for organisations - big and small**. Big companies demonstrate their might to beat the small ones resoundingly - sometimes, buying them outright! Small companies compete hard adopting **cutthroat techniques** just to keep their heads above water.

What's wrong with this "**survival of the fittest**" approach? Well, spare a moment. If you **compete purely to score a point over others, it only leaves a bitter after-taste**. Should you therefore stop competing and search for "tree of enlightenment"? That doesn't seem to be right either.

The secret is... **Don't compete with others; compete with yourself!** When you go down that path, you can **leave behind your bitterness towards others**, no matter how big or small they are. If you, as a student got a "**Competent**" rating this term, try aiming for a "**Highly Competent**" in the next; "**Excelling**" thereafter. Then, irrespective of your peers, you are always on the way up! **You can smell success in its richest fragrance!**

So, compete with yourself, become better!

Vasthraa Silk's approach is to compete with self and become better than what we were yesterday. This betterment is visible in the form of offering new products, sourcing from many reputed manufacturers / suppliers, releasing fresh categories, provide festive promotions, to name a few.

