

Alok Kumar, **the World's Only Original Thinker-cum-Author**, through his 5th book, **Zero Hour**, tries to help everyone understand the importance of the crucial moment one is in or finds oneself in to arrive at or eke out badly or urgently a solution to a crisis. Attempting or Finding no answer to a crisis can lead to serious troubles, temporarily or permanently, during the course of the crisis or existence. Any attempt to look sideways and/or delay in finding or implementing the solution can wreck heavy casualties difficult, if not impossible, to bear, avoid or ignore.

Times or Circumstances do come in our individual, social, national lives when we mustn't delay even a single moment or second to find and arrive at a solution to a crisis or a problem. Our infamous and habitual tendency to delay or look sideways come handy but gradually the problem becomes bigger and bigger to a point or level where we find ourselves neck deep into it and condemned to go through it with no solution in sight or attempt a solution unpleasant and very costly. It leaves its scars for centuries, for generations to come. But do we learn or try to learn from our past mistakes or blunders?

When we come across a moment or situation wherein either we are under compulsion to take a decision to come out winning and successful or risk being exposed to the extent of not only being a failure but also start having doubts about our capabilities, what do we do? When we are faced with a circumstance where zero tolerance is expected and decision making is not only imminent but becomes unavoidable and compulsory and for all this we are left with no time as well to plan and execute our decision, what do we do? These testifying situations may arise or arrive in our individual, social, familial, financial, environmental, national and global levels.

Our disposition and orientation towards our life will determine the degree or extent of our success and failure vis-à-vis solutions. But whether we are purposefully inclined to tackle or resolve such moments or not will determine our

preparedness. The more prepared we are, the more is the probability of our coming out a winner!

As an individual, we come across several such moments in our life when we are pushed to the wall and a timely solution becomes the necessity. Few among us try to face it squarely and majority will be either buying or waiting for the opportune time. Thus, the difference between a leader and a not-leader is violently visible. For that matter why to talk of an individual alone, the same is truly applicable for a family, society, country or any generation as well.

If you prefer or choose to ignore the vociferous calls of the timeliness to resolve an issue that is going to leave an indelible and long-lasting mark or impact, it had better be attended to and tried to be addressed. We, as a race, as a society, as a civilization, are currently facing many such issues that are calling for our undivided focus and attention to be paid for their cure or solution. If we want to survive as a cohesive and closely-knit unit and to be defined as capable of resolving the problems that we are facing as a race and civilization, then we need to understand the true definition of Zero Hour. **Zero Hour** means all important time or session, **Zero Hour** means all-out effort, **Zero Hour** means all come together, **Zero Hour** means all work together, **Zero Hour** means all achieve together and **Zero Hour** means all celebrate together.

So please be a co-traveler in our effort to understand, explore, experience and apply the true definition and approach of **Zero Hour** and then bear and enjoy its tasty fruits that can take you to the zenith of your personality. Believe me **Zero** means everything and **(H)our** means we which means **We are everything**.