



## OF ASSURANCE

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### ABSTRACT:

Someone assures to give money. Lovers assure for love. Thus assurance has both quantitative and qualitative value. As such it has both classical and commercial success as well. So assurance is noted for having this rare uniqueness.

### KEYWORDS:

**ASSURANCE, COMMIT, FORWARDNESS, PROMISE, GOODWILL.**

### INTRODUCTION

Creative writing is based more on manifestation rather than on expression. It does not inform rather reveals, so this style of writing 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 pleasure of reading can be enjoyed by the common mass. As you may know Francis Bacon (1561-1626), the immortal essayist, 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 i.e., his unique style kindled the imagination already in me and encouraged me as well to write essays, in the light of creative writing, thus to get relief through Catharsis.

### ARTICLE

Assurance means to commit. It is to commit someone for something. It is a two-sided event. One assures and the other waits. It inspires confidence for its forwardness. Where there is uncertainty, crisis or scarcity there exists commitment. Man assures infinite times from cradle to grave. Also man gets numerous assurances during his entire life span.

Thus human life may be described as series of assurances. A serious person always keeps promise. He leaves no stone unturned to keep his promise. He knows that assurance is all.

To him word is law. It determines good will which is more valuable than money even and a judicious character considers it as one of the chief ingredients of a solvent

character.

But some callous persons assure merely for the sake of assurance only but seldom to keep. As such a lay man easily is befooled by such an uncertain opportunist. So an intelligent person judges the concerned character before getting and giving assurance simultaneously.

Assurance is a positive declaration that a thing is true. It is a solemn promise or guarantee. It is to tell somebody something positively or confidently, especially because they may have doubts about it. It is to cause oneself to be sure or feel certain about something. It ensures something. It means confident belief in one's own abilities and powers. It is a promise or a statement expressing certainty about something. It has a convincing capacity. Thus assurance means to give word. Such a word of hope diminishes the anxiety of any person. When the hope is fulfilled then the anxious heart becomes really happy.

To give word is one thing and to keep word is another thing. The first word is necessary but the second word is sufficient condition to maintain a relation. The former is theoretical and the later is practical. There is gulf of difference between theory and practice. It is equally true in case of assurance also.

Someone likes to keep promise. Someone likes not to keep promise. This keeping and not-keeping manifest the personality trait of the concerned person in question.

There are some people who sometimes keep promise and sometimes keep not. They keep promise if they like, they keep not if they like not. It is purely a personality trait. This difference in trait makes individual difference. Their mood and motif are gloriously so uncertain. So cent percent guarantee of assurance is quite absurd. Because sometimes one cannot keep promise due to some unprecedented or unexpected factors which are beyond his control.

In such a case the person cannot be accused. Also both giving and getting depended on Fates of both and especially of the receiver. In fact we cannot control situations rather situations control us. Since probability never becomes zero, man hankers after assurance.

It is easy to give promise but difficult to keep it. All cannot keep promise. All do not keep promise. A rich man may not keep promise. If a poor man keeps promise then he is richer than the rich man. He who keeps promise is honored everywhere and by all for his Goodwill. Goodwill, like brand of any company, gets much value in the market.

Some communities are famous for keeping promise and some others are defamed as betrayer or irresponsible.

Sometimes the person, who commits, notices that the person whom he assures leaves the place without any intimation. This happens for two probable reasons. Either, the waiter doubts the capacity of the committer or the waiter avails an alternative being afraid. Also he may be a fickle-minded person having vacillating character. This fluctuation of mind manifests the lacking in manners or etiquette. It hurts if the desire of the waiter is not fulfilled. But it causes anger to the committer. As such in future the committer may not assure further. So, one should not expect something from someone whom he does not believe at all. Yet if he believes he should wait at least for the sake of courtesy. Both suspect and belief cannot and thereby should not stay together.

Promissory note assures its bearer to pay the definite amount of money. The merit of promissory note is that it keeps its promise to its bearer. The demerit of promissory note is that it keeps its promise to its bearer. In both the cases it does not judge whether the money earned by honest means or through dishonest way. It shows its impartiality and equality and thereby pays equally to all. So, in monetary transactions, assurance is perfectly democratic in its nature and behavior. It levels all through its leveling capacity.

To it poor or rich, low birth or high birth, literate or illiterate, honest or dishonest etc. i.e. people from all walks of life are equal and at par. However, assurance behaves like a banker.

A sentimental lover does not marry, if betrayed. Such a sentimental soul even commits suicide. Both these two events punish the parents of the victim only. An evil soul can betray at ease. To it betrayal is easier than keeping promise. But to a pious heart it is just opposite. It is a matter of orientation.

Childhood is the best time to build the character. Character is destiny. It determines the rise and downfall of any concerned person. Some people are afraid of giving promise, lest they fail. They are nervous in nature. So they hesitate always for having vacillating character. A confident person speaks in calm, assured voice. Assured income smoothes the life. Thus assurance is a warm feeling.

A promising artist shows remarkable assurance on stage

for one so young. Authors always give personal assurance to the editor that the novel will be finished within deadline, though many times they fail successfully. And their successful failure paves the way for utter frustration of publication. Despite all and repeated assurances to the contrary, parents are seeing examination standards dropping. Good achievement of a politician assures a room in the history books.

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He who does not keep promise is ill-famed. Again for breach of contract one is punished by the judiciary system. Thus for any failure one is blamed and liability is fixed upon the defaulter. But if life does not keep its promise, man has nothing to do. Because the span of life is quite uncertain. In this respect man is cent percent helpless. For life cannot be punished. Rather life punishes all severely and mercilessly. For this reason a welfare state covers the lives of its citizens through insurance. Here insurance is the alias and akin to assurance.

In this world everything is uncertain except death which is only sure and certain. In fact birth of any person is not certain. Nobody knows when a man will be born. Even a man may not be born. It means a couple may not have any issue. Now, if a man is born, nobody knows when he will die. Thus arrival and departure i.e. birth and death of an individual is uncertain. Similarly, time of their occurrence is quite unpredictable also.

## CONCLUSION

Death of a man is certain. But its occurrence is uncertain. Thus certainty is controlled by uncertainty. Conversely, occurrence of uncertain death is certain. So, uncertainty is also controlled by certainty simultaneously. This is equally true in case of assurance also. For a person may assure for something. He may or may not keep that assurance. In fact the whole creation is infested with the mere events of these certainty and uncertainty.

## REFERENCES

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