

Konosuke..
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Konosuke Matsushita!!

This chap is absent today too! Sighed the class teacher silently in a small classroom in Wasamura. This was getting a usual occurrence lately.

Konosuke was born in 1894 in a humble family. Life was not easy for them, and young Konosuke had to face many challenges. However, instead of letting difficulties define him, he used them as stepping stones to greatness.

At the age of nine, Konosuke started working to help his family make ends meet. This early experience taught him the value of hard work and resilience. But Konosuke was not just a hard worker; he was also a dreamer. He believed in the power of imagination and ideas to change the world.

The young boy with dreamy eyes and equally curious mind found it a struggle to make to the school. The family was not too well off, neither too struggling. Though they had a fair share of gloomy times. Konosuke didn't let that define his destiny!

Soon after Konosuke left the school, he moved to Osaka Electric Light Company. The brilliant yet curious minded fellow had multiple promotions in a couple of years. Life was easy towards this 22-year-old man off late.

One evening, while having coffee with his sister, Matsushita met Mumenno Iue. The dreamy eyed couldn't resist the chemistry! After a short courtship, Konosuke married Mumenno Iue. The new responsibilities were motivating Matsushita to new highs of creativity. One fine day while walking down the lane, Mumenno saw a beautiful Kimono. It has beige base of satin silk, with purple and pink embellishments. The broad deep blue border complemented the attire. "It is too expensive!" Exclaimed Mumenno looking at price tag. "No, it is priceless!" said Matsushita while looking at his pretty wife.

"You're our Electrical Inspector now onwards, and today's dinner is on me!" Said the boss.

At the age of 22, Matsushita was proving a lot. A happy mind and a peaceful heart is best recipe for a creative soul! Matsushita was no

different. He showed Mumenno a new and improved light socket that he had perfected in his spare time. The excitement with the tinge of passion was clearly visible in his eyes. Mumenno felt a sense of pride too. The boss, however, was not enthusiastic. "No! it doesn't seem very promising effort!" This time too, Konosuke didn't let that define his destiny!

'I am not leaving this behind. I know we do not have much money. But, still I want to pursue this.'

No! said Mumenno, we both want to pursue this, she continued.

With determination in his heart, and Mumenno by his side, Konosuke founded his own company in 1918.

As per peer review of situation like his, without capital, sans a formal education, or any experience in manufacturing, it was imminent for the company to fail before it even began. But he went ahead to set up his shop. With his wife, his brother-in-law, and several assistants in support, he began creating several samples of his innovative product. He attempted to peddle the samples to wholesalers. Entrepreneurship has never been easy!

Months passed, but he kept on trying. The assistants left the company, but the grit in the man didn't. "Money is not an easy thing Mumenno, but it is not that difficult if we know what we are into. For now, to make some more samples we need capital, I am not sure where to get it from!" Matsushita was discussing things with her business cum life partners.

'I have a priceless thing; we can get some useful value out of it for now.' Mumenno appeared with her beautiful Kimono in her hands. 'Mortgage it, let's capitalize for bright future.' Matsushita hesitatingly agreed and pawned her Kimono. Fuel for few more days was with them.

One bright sunny day, a huge opportunity rang, when they received an unexpected order for a thousand insulator plates for electric fans. This order saved the company and the couple from becoming bankrupt. From there, Matsushita continued producing his light sockets. Soon the product became popular as wholesalers realized it to be better in quality and less expensive than others.

Panasonic became Alive!

Konosuke Matsushita wasn't just a businessman; he was a visionary leader. He believed in putting people first – both his customers and his employees. He understood that success wasn't just about making money; it was about creating products that improved the lives of others.

As Panasonic grew, Konosuke's influence expanded beyond business. He became a symbol of social responsibility, emphasizing the importance of giving back to the community. His commitment to philanthropy and supporting social causes reflected his belief that a successful business should contribute positively to society.

Masses are seeking to be me,
Though its me who wants to flee,
The flight may take what I have away,
But the dream is to conquer, and to slay!!

Where is the place what am I to seek,
Where is the place to go once I am on peak,
They say you come and go alone,
Then what is this quest & what to adorn!!

For me the peak is start of life,
Here I find what others just strive,
For me the peak too has to go,
For me it gives the sky to flow!!

The quest is to seek, the quest is to fly,
Here is my soul which wants the sky,
A stride on cloud, a walk on grass,
The quest is to reach the ultimate solace!!



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Shruti is an IP Attorney with more than 16 years of experience in IP portfolio building.

It is a Fictional and Emotional adaptation of a real life story.

Panasonic



Panasonic launches the world's first Full HD 3D Plasma Home Theater System.

Introduces Lithium-Ion Rechargeable Battery

Panasonic introduces its first digital camcorder.

2023

Panasonic announces the development of a new CO₂-free green hydrogen production technology.

2021

Panasonic collaborates with Tesla to produce advanced batteries for electric vehicles.

2018

100th Founding Anniversary

2011

Panasonic commits to becoming the No. 1 Green Innovation Company by 2018

2008

1994

1990

Launched agitator type washing machine, monochrome TV, electric refrigerator, automatic rice cooker, tape recorder & home air conditioner.



Konosuke Matsushita
The Founder of Panasonic

1981

1971

First 3-tube radio is launched.

The company introduces a double cluster/two-way socket.

1965

1950

1931

1920

Founded by Konosuke Matsushita as Matsushita Electric Housewares Manufacturing Works and launched improved attachment plug.

1918

Panasonic introduces its first digital cordless phone.

Panasonic launches the first portable VHS VCR.

Panasonic introduces the world's first fully transistorized color television.

524 Consolidated Companies

Revenue > 7 Trillion yen

233,391 Employees

Global Leader in Consumer Electronics

Operating in > 80 Countries

