

CIB on wings



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Initiatives of Change
Caux Initiatives for Business

Dear Readers,

Though the first month of India's monsoon season began poorly, sparking fears of a drought, the month of July more than made up for any deficiency. Green hillsides, paddy fields and the gentle cluster of droplets from trees has brought amazing colour and vibrancy to the place around.

Two events that took place in Pune brought great encouragement. First, there was the Pune Chapter meeting that saw several people attend, share and put their hearts together in a concerted effort to "connect, co-relate and collaborate" in making Pune an ethical city. Another important decision was that the venue and date would be a fixed and regular one. The Pune Chapter team has therefore decided to fix the MKCL Auditorium as the venue and the second Saturday of each month as the date. More details of this are in the ensuing pages.

The second event that took place in Pune in the last week of July was a Conference jointly organized by Symbiosis Institute for Information and Technology (SCIT), the international computer giant, IBM Corporation and Caux Initiatives for Business (CIB). The Conference that witnessed a participation of nearly 200 delegates revolved around Integrity and Ethics. We are pleased to bring you a report of the proceedings in the pages of this Newsletter.

A short report of what CIB is doing in South Korea and a little more information on the upcoming Indo-Japan Business Workshop in November 2014 will keep you updated on the other things happening in the background.

Happy Reading!

Mrs. Ishika Banerjee

CIB (India) Pune Chapter

Third Meeting Report

July 12, 2014

*Venue: Maharashtra Knowledge Corporation Ltd. (MKCL)
Conference Room*

“Can we convert Pune to the most ethical city in India using the gifts of participants present in the room?” is a question that was posed not only to the delegates at the third CIB Chapter Meeting of Pune city but is one that conscientious individuals can ask of themselves regardless of the city they belong to.



Taking a cue from the feedback received, the Pune Chapter has decided to sustain regular meetings going forward. In this context the MKCL Conference Room was selected as one of the venues and the second Saturday of each month was decided as the meeting date.

Sanjiv Mehta, MD, V Hire, welcomed the delegates and briefly recapped the last meeting held on June 6, 2014. Explaining the need to ascertain the direction that CIB Pune Chapter should take, he explained to the delegates that the feedback form was designed with four sections. The first section he shared, requested the delegates to write down

their expectations from these meetings, right at the start. The second section asked if the expectations were met. The third section asked the delegates, whether they were interested in participating in CIB activities and if interested, in which manner would they like to contribute. The fourth section requested for suggestions that could help make the City Chapter a vibrant body. Sanjiv Mehta urged the audience to fill up the first section before the commencement of the session and said that the rest of the form could be completed before departing from the meeting.

For the benefit of the first timers, T P Mukherjee, the Convener of the CIB Pune Chapter, introduced CIB by way of a short presentation that explained the purpose of IofC and CIB. “Initiatives of Change,” he shared, “is an International movement spread over nearly 60 countries and had 44 branches around the globe. The basic idea of this movement,” he continued, “is to help people take initiatives to rid themselves of a problem beyond just complaining.” He took the opportunity to thank the management of MKCL and its General Manager, Uday Panchpor for being magnanimous in providing the facility for this event and for their hospitality.



In sharing a story that could encourage the delegates present, Rahul Shirodkar, Sr. Manager – Technical Purchase, Bosch Chassis System India Ltd. expressed one of his inspiring experiences at work. Narrating the incident he spoke of how he was asked by his superior to accompany a supplier of one component to another competitor supplier of the same component in the guise of a company employee. This act would enable the first supplier to copy the process developed by his competitor. Sharing his dilemma, he contemplated his options. Could he refuse his boss and risk getting on his wrong side or embrace a corrupt vendor while ignoring the gentle tug in his conscience that had a foundation based on values? Sharing how he mustered courage

to approach his boss, he chose to stand firm on his ground of ethics. Explaining the situation to his boss he conveyed the reasons why he felt this would harm the interest of the company more than help the business. As a result of his voicing his values the vendor was not enlisted and Mr. Shirodkar continued to serve the organization with the monkey off his back, knowing that he had made the right decision and acted upon it.



Dinesh Oswal who runs a small business of automobile spare parts was another who shared his story of courage of conviction in values and the result of his ethical decisions. Recalling how he first came across IofC in 2001, he shared how till that point he used to run his business. “All transactions in his trade were either verbal or without a proper bill,” thus evading legitimate taxes he recalled. “This situation continued till 2005 when I decided to extricate myself from this situation and operate my business with proper bills and authentic transactions, thereby complying with applicable tax laws of the land.” Concluding with the results of his decision, he shared how ethical practices made his business grow multifold and his life, stress free. Confiding his desire to the participants, Mr. Oswal shared how he wants to help small entrepreneurs follow an ethical path and be much more productive & profitable in doing so, going forward.

Providing an overview of what happened in earlier chapter meetings, Lt. Col. Allan Burby (Retd), revealed expectations based on the feedback received. He also shared that in most cases, delegates expressed a desire to help in event management and organizing meetings. Speaking very briefly about the difference between ethics and law, he expressed that most of the delegates dreamed of an ethical and corruption free India. “It was important that we form a coalition of like-minded to work collectively towards such objectives,” he said.

Arun Wakhlu, the Founder and Chairman of Pragati Leadership and



a renowned coach cum trainer spoke briefly about ethics in business. He started by asking the audience the meaning of the word, 'Namaste'. The word, he shared, literally means, 'The divine in me salutes the divine that is in you, so I bow to you with utmost respect and humility'. Then speaking about ethics he said, "Ethics is all about interconnectedness - the connection with your inner self, connection with other people in your life and the connection with nature. The essence of such a connection should be based upon Purity, Honesty, Unselfishness and Love (PHUL) and the source of 'PHUL' is divine, he stated.

The start to his session was then followed by a quick round of introduction where each of the participants shared the gifts, talents and skills they possess. He then invited each participant to leverage these gifts and talents in contributing to the CIB initiative, in Pune and elsewhere.

Arun Wakhlu then raised the question, "Can we convert Pune to the most ethical city in India using the gifts present in the room?" Sharing very briefly the common ground with



the "Poorna Pune" project that he was stewarding, he said that great things are happening in Pune but there is hardly any communication or meaningful linkage with one another. "If there is to be a result," he told the listening audience, "there must be Connection, Co-relation and Collaboration."

Abhay Vaidya, Editor of the local weekly, "Golden Sparrow" that focuses its publication on positive and constructive journalism gave

an overview about the newspaper, calling it a 'People's Paper'. Talking about the need for journalism to be more positive and constructive, he lamented the way it is currently in the main stream media. "If you scan through any newspaper today," he rued, "You will find nothing but negative news. News reporting is only about adverse/negative news which sells and is sensational that is preferred, rather unfortunately."

Lalit Kathpalia, Director, Symbiosis Institute of Computer Studies and Research (SICSR) then spoke about his contribution to making Pune an Ethical City in India. He invited CIB and all participants to contribute with their talents, experience and gifts in building better academic institutions by helping create more wholesome leaders of our future. Prof. Shaji Joseph, Faculty, Symbiosis Centre for Information and Technology (SCIT) spoke about making Pune a "Green Pune" by avoiding plastic. Gautam Banerjee, Sr. VP – Sales & Marketing, Ador Welding Ltd. offered to provide a support system for teaching ethical standards that were followed globally.

Prof. Shaji Joseph took the opportunity to invite all present to a Conference on Integrity and Ethics that was being organized jointly by SCIT, IBM and CIB. Sharing a glimpse of the event, he said that the Conference was to be held on July 26, 2014 at SCIT Campus in Hinjewadi from 10:00 am to 5:00pm.

Requesting all to block their calendar for the next meeting, Sanjiv Mehta said "It's you who are the initiatives of change, going forward!"

The meetings of the CIB Pune Chapter
is scheduled to commence at 5:00 pm
on the 2nd Saturday of each month at the
MKCL Conference Room on the 5th Floor, "B" Wing,
ICC Trade Tower, Senapati Bapat Road, Pune

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Conference on Integrity and Ethics

Organized by SCIT, IBM Corporation and CIB

Integrity and Ethics are fundamental values espoused by all mankind from the beginning of time. A deviance from this was looked down upon and seen as undesirable. The age in which we live in however is witnessing a rather skewed understanding of success and misplaced, selfish, priorities that it has allowed itself to view the wrong as right. Albert Einstein speaking in this context once said, “Try not to become a man of success but rather try to become a man of value.” Elaborating further on his understanding of the word, ‘success’ he went on to say,



“One should guard against preaching to young people success in the customary form as the main aim in life. The most important motive for work in school and in life is

pleasure in work, pleasure in its result, and the knowledge of the value of the result to the community.”

With this as the backdrop, it was heartening when an educational institution like Symbiosis Centre for Information and Technology (SCIT) teamed up with a business giant, IBM Corporation and an organization that holds the philosophy that it is possible to do business ethically while still being profitable as the heart of all its programs –

Caux Initiatives for Business (CIB) to organize a one-day Conference on Integrity and Ethics on July 26, 2014 in Pune, India. What was even more encouraging was the fact that the Auditorium at SCIT, Hinjewadi, Pune witnessed a rare conglomeration of around 200 people – professionals such as Industrialists, Corporate Managers, Academicians, Post-Graduate, Graduate Management and IT students, apart from others.

The major objective of the Conference was to inculcate a culture of integrity and ethics among the student community – those who are soon to enter work life. The focus of the event was to increase awareness on what constitutes unethical behavior and the fine line between ethical and unethical behavior; to understand implications of unethical behavior on the individual as well as the company and highlight the sustainable business value that a company reaps from having a reputation of an ethical & trusted brand for its clients and the community at large. Following sharing of experiences by individuals that had themselves led large institutions – business or education, the event saw delegates actively involved in discussions to debate on whether strong governance within a Corporation can insure a culture of integrity and ethics and how a platform for academicians and corporate executives could be created so as to work together towards the cause of spreading awareness on integrity & ethics in business.

After the traditional lighting of the lamp, the delegates were treated to an inspiring song sung by the SCIT students, “It is better to light



a candle than to curse the darkness...” While giving the Welcome Address, the Chancellor of Symbiosis International University and Padma Bhushan awardee, Dr. S. B. Mujumdar recalled how as a hostel Warden he witnessed the agony of an international student suffering from jaundice in his

room, consuming little or no food. “This incident touched my heart,” he said and decided to start Symbiosis which is based on the values of ‘Vasudaiva Kutumbakam’, which means the world is one family. He spoke about the challenges and the dilemma of being an ethical organization and said that ethics is the spirit of the human being and society at large.



Kishor Chaukar, Chairman, Tata Business Support Services Ltd. in his Key-note Address recalled incidents from his professional life where he had to grapple with ethical dilemmas. He spoke of how he dealt with issues and stuck to the principles that guided him, come what may. “Ethics is an all pervading concept; it touches every aspect of human life,” he said, reminiscing the illustrious life of JRD Tata. “There were various occasions he encountered cross-roads, yet each time he took the high ethical stance,” Mr. Chaukar said of the man whose philosophy has helped mould the culture and values of the Tata group. Narrating an incident to illustrate his point, he spoke of when Mr. Tata decided to suffer a loss of Rs.20 crores in liquidation of a company valued at Rs.100 crores to ensure that justice was done to the employees losing their jobs. (A crore is equivalent to ten million.) Speaking of another incident in his career, Mr. Chaukar recalled how Mr. Godrej suffered a huge loss because he chose to do what was right instead of debating on who was right. Sharing the episode he said that Mr. Godrej decided to bear the loss caused by a wagon-load of cattle feed which was damaged by water leakage in the wagon. He took this decision even though transporting the feed to the destination was not his responsibility; he owed his client the trust in

Ethics is an all pervading concept; it touches every aspect of human life



the brand he stated.

Prof. Deepak Phatak, Dept. of CSR, IIT Bombay in his speech spoke to the gathering about walking the talk when it comes to practicing ethics in one's daily life. "To be ethical, sometimes you need to be different even to the extent of being branded as mad." Prof. Phatak narrated an incident when a national Chess player and his friend travelled by public transport to the Chess Association office, though he was eligible for taxi travel. He did this because he felt that he would have done the same thing if it was his personal work. "This," concluded the professor "was integrity to one's own self."

Ms. Desiree Giler Mann, Trust and Compliance Counsel for India/South Asia at IBM Corporation spoke at length about the best practices in her organization and how the IBM fraternity keeps integrity at the core of their values when conducting business. She said that in IBM, when a survey was



conducted among the senior executives, 65% of them felt that ethics is the most important factor in achieving the organizational goal. Sharing her concern on the alarmingly high figures of unethical practices in industry as revealed by Transparency International, she stressed the importance of being ethical in a measurable and sustainable manner.

Speaking about the need for greater collaboration between industry and education, Dr. (Mrs.) Rajani Gupte, Vice Chancellor of Symbiosis



International University spoke of instances from her own career as an educationist and of the times when she was at crossroads with values on one hand and the issue on the other. Encouraging her listeners, she narrated how she tackled these situations. Dr. Gupte also talked about her association with

Initiatives of Change (IofC), the parent body of CIB and how she was impressed by the training imparted by them.



The post-lunch session, saw Anil Chopra, VP (SAS SCM-PRL), Siemens Ltd. narrate how Siemens turned around when it decided to practice "absolute ethics" across the board. Impressing upon the audience that there is always a price to be paid, he spoke about the cost of being unethical. "Siemens AG (Globally) was staring at figures of approximately Rs. 170 crores in a particular year before they made zero-tolerance for unethical practices their mainstay policy." Sharing of the challenges one faced in both the professional and personal fronts, he encouraged the delegates to keep the faith and the virtue of being good despite threats and hurdles one could come across while following the righteous path.

A short documentary of the story of a medium scale industry located in Belgaum, a town in north Karnataka, India served as an inspiration to all those present. T P Mukherjee, a senior management professional and the Convener of the CIB Pune Chapter while introducing the documentary urged the delegates saying, "After listening to the sharing of all Speakers, let us see a remarkable example of how a businessman who walked the talk." Listening to how the late Suresh Hundre of Polyhydron Industries made the turn-around decision to conduct his business ethically, the audience saw the steps he took to make his firm a 'temple of ethics'.

A short satire on how the "Character Bank of India" is getting bankrupt due to the unethical withdrawals was then showcased by the students of SCIT. The Conference also provided a unique opportunity for the delegates to network with each other and share common thoughts and ideas to one of the crucial problems faced around us.

There were various breakout sessions organized on topics like “Messaging and Communication Integrity”, “Fair and Consistent Enforcement of Ethics Code”, “Creating a Culture of Integrity” and “Careers in Ethics and Integrity” where the students, professors and the corporate leaders discussed case studies and shared their experiences. D. P. Singh, VP-HR, IBM India and South Asia; Lt. Col. Allan Burby (Retd.), GM, Tata Quality Management Services; Ajay Dua, Compliance Counsel, IBM; George Zacharia, Chief Learning Architect at Lchange Catalysts; Ms. Anjali Gupta, Leader-Brand Systems, Digital Marketing & Strategy at IBM and T.P. Mukherjee, Convener, CIB Pune Chapter moderated each of the above clusters. At the end, a member of each group made a short presentation of their team’s discussion thereby converging the lessons learned.

The Conference ended on a positive note with a heart touching song by the SCIT students’ choir. The students were the key beneficiaries from such a discussion and a vote of thanks by Dr. Dhanya Pramod, Director SCIT emphasized just that at the end.



Indo-Japan Business Workshop

The Indo-Japan Business Workshop that is being planned for business leaders from companies in Japan and India is to focus on the theme, “Collective Impact towards Sustainable and Humane Development”. The same is however open to companies from other countries too.

The chief purpose of this Workshop is to try and better understand how Corporate Social Responsibility (CSR) works in countries and how we could cross-fertilize ideas to improve the practices which we use.

In order to achieve this, we have planned a number of sessions that could enable delegates to gain. One of the sessions will focus on CSR planning at the Corporate level while another would revolve around CSR planning at the Grassroots level. At these sessions speakers would Identify Challenges regarding CSR and prioritization of CSR issues and activities.

Caux Initiatives for Business

November 13 to 15, 2014



Collective Impact towards Sustainable and Humane Development

An Indo-Japan Business Workshop

A Panel discussion on issues relating to worker’s health and safety, mental health, business relationships, etc. is another feature in the Business Workshop.

Should you feel inclined to participate or depute any senior member

from your company, please write to us and we will get back to you with more information. The Workshop will be held at Asia Plateau, Panchgani from November 13 to 15, 2014. As there are limited seats, it would be good if you register early.

CIB Korea Report

May 26 to June 8, 2014

Folker Mittag from Germany and Luis Gomes from India joined Yeon Yuk Jeong to further efforts that CIB could take in exploring partners with Korean business, industry and university. In addition, the team looked at ways to adapt the existing and successful, Heart of Effective Leadership (HEL) programs that are conducted in India and more recently in Switzerland. HEL is a three and a half day residential program designed for around 25 senior managers. The team also looked at conducting Round Table deliberations – a three-hour event for around 30 CEO's of industry and how this could be adapted to the conditions of South Korea. In order to do this, the team devised program schedules and discussed the same with some CEO's and Human Development Institutes. They also explored venues that could meet the program needs of the RT and HEL programs.

Yeon Yuk Jeong had done much to arrange several meetings and this is what gave Folker Mittag and Luis Gomes opportunity to meet with



them. Some of the people who gave their valuable time to discuss the plans of CIB were a Director of a multinational aviation company; the Head of a chemical company, a Manager of a construction conglomerate, a Senior

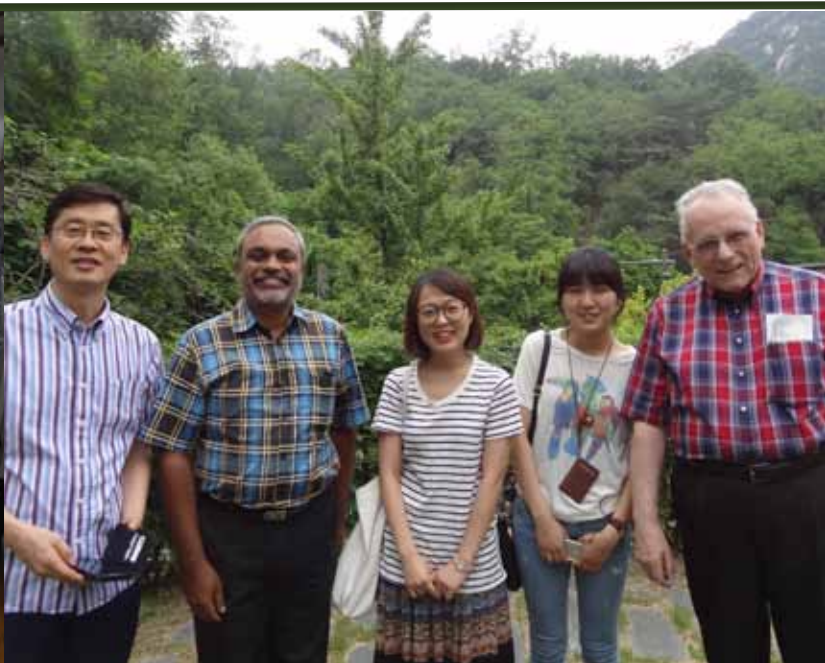
Partner of a chartered accountant firm and the Head of an HR consultancy. They also met with a Dean and Professors of three Universities in Korea among others.

Further follow-up and contacts are being planned by Yeon Yuk Jeong to take action for the next steps.

During this visit, Folker and Luis also addressed the program organised by MRA Korea on Frank Buchman's Birth Anniversary and 76th Anniversary of the Declaration of Moral and Spiritual Re-Armament. In another meeting, they addressed the Board Members of IofC Korea on CIB work and attended the meetings of IofC Korea. It was worth noting that Folker and Luis were inspired after listening of their Interview Project. They also met Ms. Vo Nguyen Tra My, an Intern from Vietnam; Ms. Ahyun - office staff; volunteers and board members of IofC Korea; old Asia Plateau and Action for Life Interns including Ms. Minhui (and her family); Kim Chae Nam (and his family); Ms. Eunbi Lee; Ms. Sooyoung Park; IofC friends from America and others. Folker and Luis are indebted to the hospitality, care and friendship they received from their dear hosts Yeon Yuk and Joungsuk; and from all the dear Korean friends they met.



Folker Mittag, Germany (centre) and Ms. Vo Nguyen Tra My, Vietnam (standing left) with IofC Korea Board members



Yeon Yuk Jeong, Luis Gomes and Folker Mittag with former Asia Plateau interns