

# CIB on wings

2015

January 2015

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Initiatives of Change  
Caux Initiatives for Business

Dear Readers,

Caux Initiatives for Business would like to take this opportunity to wish each and every one of you a very purposeful and joyous 2015. It is a joy to bring to you our updates on the first day of this New Year and we hope that it will make for interesting reading.

We are pleased to announce to you the launch of our new website – one that we hope will not only be comprehensively informative but also interactive.

The Japanese delegation that had attended the Indo-Japan Business Workshop in November – a summary report of which was shared with you in our last Newsletter – also visited several companies and NGO's in Mumbai and Pune as part of a planned field trip. In this issue, we have tried to briefly capture some of those experiences.

The Inaugural report of the Jamshedpur Chapter meeting and the second meeting of the Bangalore Chapter also make up the contents of this issue. Diverse as they are in approach we believe you would enjoy reading the perspective of each on the issue of ethics and yet how inevitably they always find common ground.

A colleague remarked in a conversation with another, “The basic acceptable notion of the purpose of business still does not have universal buy in.” He then queried, “How do we change that?” May this year be a step closer to achieve this.

**Mrs. Ishika Banerjee**



# Field Visit by Japanese Delegates

*A Report on their visit to Indian Industries and NGO's  
from November 10 to 13, 2014*

‘To hit the ground running’ is an idiom that we often use while wanting to describe one who gets to work immediately without much delay. The Japanese representatives of business and industry showed this with much enthusiasm the moment they arrived at Mumbai on November 10, 2014. The eight-member delegation that had participated in the field visit organized by Caux Initiatives for Business (CIB) were all set and ready barely 90 minutes on arriving the hotel. The three-day trip was planned to give the Japanese a first-hand experience of the working of a few companies and social organizations before they arrived Panchgani for the Indo-Japan Business Workshop on CSR.



Their first Indian company on the trip was to Transasia Bio-Medicals Ltd., India's No. 1 Diagnostic Company providing solutions for the prevention, early detection, diagnosis and monitoring of diseases. Executive Director, Mrs. Mala Vazirani accompanied by some of the company's senior management welcomed the Japanese at their head office and led them to a meeting that

would acquaint them of the innovative work done in the field of health-care. This served as a fitting precursor to the visit of the production facility at the Special Economic Zone in Mumbai. Led by their Production In-charge, the delegation was taken on a brief tour and explained the operations, quality parameters and employee welfare schemes apart from some of the CSR activities. Following the tour and a brief Q&A with the production team, the group revisited the HO for a presentation given by Mrs. Vazirani on Transasia's mission and vision. Dinner hosted by Mrs. Vazirani and a small memento culminated to leaving the Japanese impressed and pleased. End of Day 1!

Leaving early the next morning, the Japanese proceeded to Pune. The running continued for barely had they arrived, without even checking into the hotel, they were taken straight to the department of Social Initiatives at Forbes Marshall Pvt. Ltd. Greeted by the senior committed team of this department, they were taken through a rich presentation that portrayed their activities of over three decades. On meeting the 15 to 20 ladies from the self-help group, one striking point was the longevity of service put in by these ladies in service and the immense joy it brought them. Confidence and self-respect came through as distinct characters in these workers. Another was the fact that this department of social initiatives was initiated long before the recent Companies Act that mandated 2% of its profits to CSR.



Education, Livelihood and Health were the key areas that this department focused on and so the Japanese were shown how books were made available to economically backward children and how by means of mobile libraries and libraries in schools the young could have access to learning. Innovative activities of

producing bags and folders contributed to the livelihood of several families who participated in the initiatives of this department. The Japanese delegation did not need to wait long before they met the anchor and mentor whose active role and leadership was the key behind the Forbes Marshall Department of Social Initiatives – Mrs. Rati Forbes.

Following lunch that was hosted by Forbes Marshall, the Japanese drove on to Renata Precision, a second-tier supplier to Honda Motor Co. Ltd. Interacting with the team in the company they got a feel of the industry. They soon realized how passionate the MD, Rohit Thawani was especially in automation of manufacturing processes and achieving international standards.

At Keihin FIE Ltd., a manufacturer of carburetors for Honda Motor Co. Ltd. and Suzuki Motor Corporation, the Japanese, still enthused with their experience were warmly greeted at the reception. A meeting



with fellow Japanese businessmen, who were part of the management, enabled the delegation to get a glimpse of the purpose of the industry. The tour of the factory then put all that they heard into perspective. Because of the sheer size of the factory, the group was divided into two to enable them to experience as much as

was possible in a short time. The six-sigma signs displayed and their adherence pleased the Japanese to no end as they quickly identified with these policies. At the end of their visit to the factory, much to the delight of the Japanese, a copy of their group picture taken at the start of their visit was handed to them.

Disciplined as the Japanese were, though tired from their long day, they still met to reflect on their visits and all that they learned. Two key impressions were gleaned from this time – one of being positively overwhelmed and another of being impressed. End of Day 2!

At Jayashree Polymers, the Japanese were not only given a traditional Indian welcome but were shown the dual side to the heart of Rajiv Bansal, the MD of the industry. For while they saw the factory and all it produced in rubber and metal components for companies like Yamaha Motor Company they also got a glimpse of the work that was being undertaken for the upliftment and welfare of society.

The interaction with students at the Gurukul School, an initiative supported by Mr. Bansal brought to the fore the kind of activities that were being carried out in the Indian context of social responsibility. This overwhelming experience helped the Japanese understand how alternate learning into activities such as pottery,



cooking, medicinal plant cultivation and the likes, exposed the young minds to the treasures that lay beyond the classroom. An afternoon treat with the children watching them perform acrobats, interacting with them, answering the numerous questions that came from the 5 to 14 year-olds and pose for photographs made the visit very special.

After lunch the delegates went off to visit Manas Automotive Systems Ltd., manufacturers of automotive rear view mirrors for major commercial and passenger car vehicle companies. During this visit they saw how the leadership brought in a transition that infused within each employee a spirit of inclusiveness, care and concern. It did not go unnoticed when the delegation saw photographs of the respective operators on their machinery s/he was working on with a sign that read, "This is my machine."

The last visit for the day and in Pune was to the Institute of Cultural Affairs run by Shankar Jadhav. The Japanese were taken on a tour to see how this research project funded by NEC Corporation cultivated through organic farming,

large size strawberries.

The soil was of coco peat (a kind of coconut husk)

and the water

for irrigation was obtained after the process of Reverse Osmosis was completed. So sophisticated was the equipment, even to monitor the temperature that given today's technology, it could be controlled from a control room in Japan. Needless to say, the cost of these berries was far more costly than what was available in the local market, yet as one client testified – the quality and taste was worth it.

Day 3 ended with the usual time of reflection before each one turned in. Their travel to Panchgani the next morning and an enroute visit to NIPRO, a manufactures of syringes, meant early rising.

Their experience at NIPRO was quite like being transported to Japan. The processes of gamma-ray packaging, high standards of hygiene and sterilization, unique expertise and world-class facilities all contributed to this impression.

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*Through active discussion with Indian managements and practitioners, we learned first-hand how Indian people see the role of company and what they think of and do as CSR*

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Sadly, because of the sheer size of the plant, the Japanese group could only see a part of the facilities, albeit from a glass wall. One key point that impressed those listening was the fact that it was the local people who were encouraged and provided employment. These were the ones who were trained and given opportunities to develop skills.

Upbeat with a feeling of gladness with all that they witnessed and experienced in the last three days, the small group of Japanese led by Hiroshi Ishida, Executive Director, CRT – Japan drove up to Panchgani to join the Indian delegates for the business workshop on Corporate Social Responsibility.

CIB is grateful to Sudhir Gogate (without whose help much of this would not have been possible), each of the companies, the social organizations, Basant Puli who accompanied the delegation in Mumbai and Ms. Vinita Saxena and Sunil Lokhande who escorted them in Pune. The valuable contribution of each added to making the visit of the Japanese to India very meaningful. A brief note from them (reproduced below) summarized how they felt.

*The field visit, during which we visited seven Indian companies and three NGOs, was wonderful! Through active discussion with Indian managements and practitioners, we learned first-hand how Indian people see the role of company and what they think of and do as CSR.*

*Despite differences in the current focus of CSR activities (India: education, sanitation & health, community development focusing on women and children / Japan: corporate governance), we felt that we, Japanese and Indian people have similarities in fundamental ways of thinking, in particular, valuing “humane” aspect of life. This is something we could not realize without this field visit. We are grateful to CIB India as well as the companies and NGOs that hosted us for giving such a great opportunity. We look forward to exploring further collaboration between India and Japan to make a positive impact in the world.*





# CIB (India) Jamshedpur Chapter

## Inaugural Meeting Report

November 29, 2014

Venue: Library, Russi Modi Centre for Excellence



The steel city of India witnessed business heads discuss that – if business and industry is the backbone of the economy of a country and if unethical practices in this sector affects all aspects of life; what can be done to change this?

A few posers were thrown before the gathering that formed the basis of the deliberations. Some of these were:

- What are the factors responsible for this?
- Can we change this? Is it possible to change the situation?
- Looking to the changing times in India and the World is it essential?
- Can it be sustainable?
- What are the experiences that are indicative of future direction?

Ten members of the newly formed CIB Jamshedpur Chapter representing nine organizations in Jamshedpur and Kolkata deliberated on these questions to see how one could find answers to these pertinent questions. Another objective through these discussions was to determine if they could jointly try to influence the others, and if so, how?

Unfortunately owners of four medium-scale companies could not make it to the Inaugural meeting as roads to the venue were blocked for the visit of the Prime Minister of India, Narendra Modi and Mrs. Sonia Gandhi, leader of the Congress party, both of whom were in the city on the same day canvassing for their parties in a state that was due to elect

a new government. The platform of the campaign being development, clean governance and transparency constituted some of the very topics that these business leaders deliberated on.

Mr. Bodhanwala, owner of the largest Transport & Construction Co. owner, shared his concept of ethics in business. He felt that ethics meant fulfilling his responsibilities towards his employees, being



responsible for the industry and the surrounding areas. He shared that if the neighbourhood was happy with the presence of the industry then it had fulfilled its role. He expressed however that what should be discussed is whether business was a victim of corruption or part of it. Sharing

his view in response to his own question he said that he felt that they were victims in most cases.

Mr. Mishra, owner a small-scale industry, shared his perception of ethics stating that corruption was only when the business deprived some others and took advantage of the system. Otherwise it was justified.

The former MD of a Tata Company felt that each one in business were willing victims and asked if we were ready to pay the price of honesty, or not? Sharing some of the fall-outs of this stand he described how he was still implicated in a false case because he stood up against corruption.

A Union Vice President said that we should be ready to suffer initially. Only then could we establish honesty in our lives and the company's processes.

A Deputy GM of an American company felt that values could be imbibed from the leadership in the company. "If he did not follow it," he shared, "then it was difficult for others down the line to do so." He described how his company's head was very clear that it was better to pay the

penalty than pay the bribe.

The Head of an organization in Kolkata felt that if the organization was aware of the situation around, in the locality, and was responding to it, ethics was being followed. Elaborating on this by way of example, he described how his consultancy firm was earning enough for them to spend time in uplifting the self-confidence and connectivity of deprived children in the urban slums. “They have evolved a unique system by which children write letters with drawings to describe their situations to other children in far off parts of the country experiencing similar conditions,” he said.

The deliberations ended by a decision to widen the scope of the CIB group and further discussions with owners of small & medium scale industries to evolve a methodology to tackle this menace of corruption. Meetings should be held quarterly and the experiences shared should be portrayed in a positive manner.

Members expressed the hope that if the Prime Minister actually delivered on his promises of more transparency and lesser controls by the government on business & Industry, then the future of our country would definitely improve, leading to growth and prosperity. Envisioning the outcome of such policies they concluded by believing that opportunities would increase for youngsters with a new culture of transparency and fast growth, yet not at the cost of the environment.



# CIB (India) Bangalore Chapter

## Second Meeting Report

December 19, 2014

Venue: Siemens Ltd., St. Mark's Road

Invitees of the second meeting of CIB's Bengaluru's chapter on December 19 were greeted with a flurry of balls. Early birds were taught a juggling 'trick' by Krishna Kumar, who explained the benefits



of the exercise, including improvement of hand-eye coordination and enhancing memory. The 'trainer' is transiting from selling nano technology to teaching juggling in schools and companies.

That set the stage for the interaction on the objectives of the Bengaluru chapter of CIB. The event saw ten members assembled at Siemens office in central Bengaluru, which was also the venue for the inaugural meeting on November 28. At the outset, Sarosh Ghandy, Director, CIB, spoke about the origins of 'Initiatives of Change' and CIB. He reiterated CIB's belief that it is possible to conduct business—and run industry—ethically, while remaining competitive.

"In 2002, a regional chapter of CIB was started. The first conference in 2003 was held with globalization as the theme," he recalled, adding that the programmes in the region are held in collaboration with the Japan wing of CIB. "City chapters have been set up in Mumbai, Pune and Bengaluru, while Jamshedpur and Delhi chapters are in offing,"

Mr Ghandy said. He also told the audience about how Siemens is transitioning from “rules” to “values.”

Mr Ashok Swaminathan of Siemens listed some takeaways from the previous meeting in Bengaluru:

1. Being ethical does it come ‘cheap’.
2. Let’s go for bigger companies first.
3. Collect a few issues; brainstorm, and share solutions.
4. We need to increase the size of the team.

“Working ethically together can make the journey enjoyable,” a participant quipped. To a question about the objectives of CIB chapter, Mr Ghandy referred to the eighth meeting of Mumbai chapter held recently. “They are planning to reach out to heads of 11 business schools with a presentation. They will approach three chambers of business to involve SMEs. They will like to interact with students, to impart the message that business can be done ethically,” he said, while mentioning about Symbiosis, Pune’s decision to send some of its students regularly to IofC centre in Panchgani. He also referred to IofC activities in Jamshedpur and a conference hosted by Pune chapter, with IBM, for Symbiosis students.



*(L to R) Mr Raja Seevan and Mr Srikumar presented details of Vigeye to Prof. A.V.R. Rao, Mr Krishna Kumar, and other participants*

Raja Seevan and R. Srikumar, of Indian Centre for Social Transformation, talked about developing mobile applications to bring transparency. They presented details of Project Vigeye (vigilance eye) to report corruption <vigeye.org>. “It empowers the citizens,” they said, while emphasizing on

use of technology for tackling corruption. Available globally, including on Android phones, it has the facility to upload video, audio, photos or text. The questions raised by the audience included: How do we tune it to business needs? Can we tweak it to focus on specific issues? Can we use a tool to highlight corruption in business? It was decided to discuss these issues further in the next meeting on Friday, January 30, 2015.

S G Iyengar stressed on the difference between activism and creating awareness. “When we need help to solve a problem, CIB is a vehicle that can help,” he said.

The meeting concluded with a declaration to focus on increasing membership among businesspersons and industry leaders, with each participant trying to enlist one or two CEOs or senior managers of companies to the CIB Bengaluru chapter.

*by Pravir Bagrodia*

### Next Bangalore Chapter Meeting

Date: January 30, 2015

Time: 3:30 pm

Venue: Siemens Ltd. St. Mark's Road

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### Next Mumbai Chapter Meeting

Date: January 3, 2015

Time: 3:30 pm

Venue: Kumaram, Worli Seaface

RSVP: Anil Chopra at [cib.mumbai.india@gmail.com](mailto:cib.mumbai.india@gmail.com) /

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