

CIB on wings



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India
Initiatives of Change
Caux Initiatives for Business

Editorial

Sometime ago, Dr. Amit Mukherjee and his daughter, Ms. Neha Mukherjee, visited a friend to capture his experiences, first as Managing Director of a company in Jamshedpur; and later as Chancellor of a University in Himachal Pradesh, a state in North India. This enterprising business leader and educationist had numerous snippets to narrate, ensconcing some of them in acronyms. We believe you would enjoy reading the write-up of him in the ensuing pages.

Asia Plateau, the conference centre of IofC at Panchgani, has published its program calendar for the new season, beginning September 2018. Our hope is that should you find a program interesting, you or any one you think may benefit from it, could consider participating.

Editor



No Free Lunches



Pradeep Srivastava is a man who is 'looked up to' by the entire country...why? Well, he is 7 foot 3 inches tall! However, that is not the only reason why people look up to him.

Pradeep has been a basketball player and has represented India in the Olympics. He completed his electrical engineering from National Institute of Technology (NIT), Allahabad; then did his Management in Business Administration (MBA) from Xavier's School of Management (XLRI), Jamshedpur and joined Tata-Yodogawa (TAYO) Rolls where he rose from a graduate trainee to the Managing Director. He then decided to join Indian Steel & Wire Products, a Tata Group Company, from which he retired as the Managing Director.

After he superannuated from the Tata's, Pradeep joined the Batti Technical University in Himachal Pradesh, as Vice Chancellor and is now the Chancellor. As he aspires to bring a difference wherever he goes, he has introduced "Ethics" as part of the course in a technical University.

Pradeep and his wife, Nalini have a wonderful family. Their son, Prashant and daughter, Gitika are both doing well for themselves. They both share with their father, the high family values and the perching view of the world. Interviewing him in his home in Delhi was a real learning experience for us.

His Inspiration

As a child, his family has been his biggest inspiration, especially his mother. They have been instrumental in instilling in him the value system that always guided him. Pradeep and his other siblings were taught never to compromise on their values. He says, at home it was a continuous learning process and values were reinforced into their minds multiple times. His father strongly believed that if one gives his 110% into whatever one does, he or she is bound to succeed; one must be honest with oneself...if we are honest with ourselves, we will surely be honest with others. Another learning that Pradeep got as a child was that life would have challenges. But every challenge throws in more opportunities. From his mother Pradeep learnt how to manage relationships and empathise.

One must focus on their strengths rather than their weaknesses.

The RED SHIRT

Srivastava was reminded of a story he heard as a child from his father. It was about the 'Red Shirt'. The moral of the story, is, if you work hard and do well, you will be noticed. Srivastava says he was naturally born with a red shirt because of his height. No matter what he did, he was noticed. It is a common joke among Pradeep and his children that they became good people by compulsion rather than by choice. Therefore, he could either just sit like a typical officer, enjoy the benefits of being a Tata employee and play basketball like he was asked to, or he could do his best and make a difference. Pradeep chose the latter. He tried to reach the optimum level at whatever he was doing, whether it was basketball or work. As a result of his hard work, ethical practices and good conduct, he soon became the Managing Director of Tayo Rolls, where he was working. Srivastava says, "One must focus on their strengths rather than working

on their weaknesses!" He says that many parents make the same mistake of highlighting their children's weaknesses. However, focusing on their strengths gives a wider range of possibilities that you can use.



BASKETBALL...the management guru!

Srivastava shared that sports (basketball), has been a very inspiring part of his career. He feels, a game of basketball teaches a person how to be a better manager than any 'B-school'. A team game teaches a person how to be lead and at times how to lead; one learns how to enjoy victory and how to accept defeat. This game also teaches a person to be aware of where the person stands in life. Similarly, at work, one needs to be aware of where they are; that gives them a better position to deal with situations. Srivastava says in life, one is not always successful. However, if one is a

sportsperson, one knows there's always another game tomorrow. The game teaches us how to assist, how to be a teammate and see the larger interest of the game/company. One may have to sometimes even step back to let a colleague take the lead. Another important lesson that Pradeep Srivastava learnt from life was that one must always grab the opportunities one gets and have consistency in one's performance. Having these traits helps a person to be successful.

Srivastava is very proud to have children who have been following the same value systems that he grew up with. His daughter has a company called Navya which takes care of Cancer patients who cannot afford proper treatment.

R - Respect for Individuals

I - Integrity

C - Credibility

E - Excellence

Pradeep Srivastava says all the values that he has inherited; and the ones his employer, the Tatas, follow, can be summed up in one acronym: 'RICE'.

R – Respect for individuals

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Ethical Dilemmas

Pradeep says facing ethical dilemmas was an everyday affair in his job. However, how he overcame them is a great learning experience. He mentioned to us a few of his challenges.

He remembers a rather funny incident where, for a very huge tender, the Minister concerned asked Pradeep for a bribe/gift. Since he ignored the situation, the Minister's office gave Srivastava a call asking him to meet the Minister urgently. Reluctantly he went to Delhi. The Minister had called Pradeep home, but had to suddenly go out of town on some urgent matter. The Minister's assistant, wife and daughter greeted Srivastava. The daughter asked for an autograph as Pradeep was still a famous sportsman. After signing, Pradeep took out a packet from his briefcase and gave it to the Minister's daughter. The PA who did not seem to be in a good mood since the arrival of Srivastava now suddenly had a big smile. The three went in with the packet. After a while, the PA came out very annoyed and asked why the packet had chocolates. To this Pradeep asked him what gift he expects for a child. This time Pradeep took out another packet and again managed to annoy the PA as it contained a book; a book on the Tata's Code of Conduct!

If a compelling competitive advantage is created for the user, they can triple your product.

Pradeep says, "I was determined that I will lose the order if I have to, but I will not pay a penny". Surprisingly, before he reached Jamshedpur from Delhi, the order copy was on his table.

He told us about another challenging incident.

When Pradeep was looking after marketing, he faced a dilemma in their electrode-manufacturing unit. Though their product had no match in terms of quality, the buyers preferred the electrodes from the competitor. The reason was the gift vouchers that the competitor was packing along with

the electrodes. Since many company's code of conduct does not allow bribes, they usually let the distributors do the job for them. His team gave Srivastava similar ideas, as the product's cost could not be lowered due to quality reasons.

As his father had always taught him to think out of the box during difficult situations, Pradeep came up with the idea of conducting a free health camp for all the welders working for the buyers. These welders were working with the electrodes and inhaling the fumes that were produced from it. The health camp proved that the welders were falling ill from the fumes they inhaled every day. Thus, the buyers rejected the competitor's electrodes and thereafter bought only from the Tatas.

Pradeep says, "If a compelling competitive advantage is created for the user, they can triple your product". He also says if one's value system



does not match with that of the organization, then there are very limited options. Either, one should compromise with one's own values and follow the company rules or find the strength to fight it or quit because there is not much scope of growth in such situations.

A large, bold, blue letter 'E' graphic that serves as a background for the text on the right.

envision
empathise
educate
empower
execute
energise
ethics

BATTI TECHNICAL UNIVERSITY:

After working for all those years, one would think after retirement, that it is now time to relax. However, Pradeep's energy was at an all time high. He joined the Batti Technical University as the Vice Chancellor and is now the Chancellor. He feels, in order to bring change in society, we must start early.

Srivastava strongly believes that all students come to college with a good value system. Unfortunately, the college environment spoils them. They take

on to drugs, alcohol and smoking. Therefore, the college is fully responsible for the present day generation. Pradeep feels that if colleges cannot add values, they should at least sustain the values that the students come with. Hence, he says good education is the key to this problem.

Srivastava intends to start inputs for universal value systems, including meditation sessions, as part of the curriculum. His vision is to have:

- A Project-based learning
- Value-based learning
- Personality Development learning

According to Pradeep, every problem, when put into perspective, will find a solution to manage situations without compromising the value system. The entire eco-system is driven by the concept that unless one pays money, nothing will happen. One cannot complain about the system while being part of it. The once flourishing IT firm, Satyam is a great case to showcase that a company cannot survive for too long with wrong doings.

Every problem, when put into perspective, will find a solution to manage situations without compromising the value system.

Once when Srivastava went to a local politician for a work permit, the latter said he could give it only on one condition. The condition was that they would have to pay for the education of 2 children from their locality. It was a pleasant surprise that the politician did not want any money for himself, instead thought about the education of the children of his locality.

Pradeep Srivastava has a wonderful and unique way of creating acronyms to remember things that he has learnt from life. According to him, competency building is a very important aspect. One must have the following qualities

to build competency:

L – to have the ability to Learn

E – Execute and Empathise

A – Aggression and Attitude

R – Relationship – the ability to relate to people

N – ability to say NO to unethical things

T – Think

He then talks about the 7 'E's: Envision, Empathise, Educate, Empower, Execute, Energise and Ethics. Pradeep says these seven are another set of key qualities that he has inherited as part of his value system and are very vital in his everyday work.



Pradeep ended the interview with a short story.

There was once a king who wanted the all the wisdom of the entire world compiled. So all the intellectuals from all over the world came together and compiled a huge encyclopaedia that had 50 volumes. They took it to the king. However, the king got very angry and asked him to concise it. They did as they were told and brought it down to just one book. But the king got angry again and said one book was too much to read. The intellectuals then brought it down to just one page but the king still seemed unhappy. Eventually they came up with just one sentence... There are no free lunches!

Written by Ms. Neha Mukherjee, Asansol

Asia Plateau Program Calendar

September 2018

- 3 to 6 Effective Living & Leadership Program for Industries
19 to 22 Heart of Effective Leadership Program for Industries

October 2018

- 10 to 13 Effective Living & Leadership Program for Industries
24 to 27 Heart of Effective Leadership Program for Industries

November 2018

- 12 to 16 Education Today, Society Tomorrow - Educators
21 to 24 Heart of Effective Leadership Program for Industries
28 to 2/12 Lead for Change

The design of the Effective Living and Leadership programs for industries is prepared for shop-floor workers; while that of the Heart of Ethical Leadership is for middle-level and senior managers.

Programs mentioned below are subject to change.

For enquiries and confirmation, please write to programs@in.iofc.org

For more information, please visit www.in.iofc.org