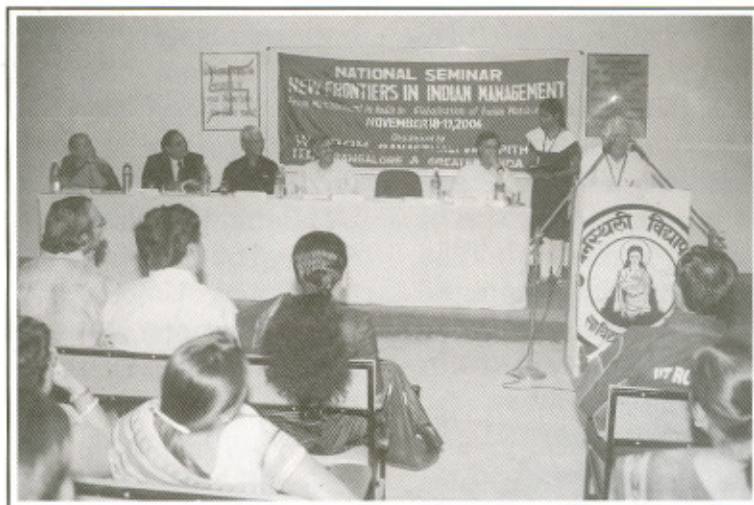


National Seminar on New Frontiers in Indian Management

From Management in India to Globalization of Indian Management



Prof. Diwakar Shastri President, Banasthali Vidyapith addressing the august gathering. Also seen on the dias Prof. Chitra Purohit, Treasurer, Banasthali Vidyapith, Mr. B.M.L. Jain, Director IBA, Prof. M.B. Athreya, Director, Athreya Management Systems, Prof. Subhash Sharma Dean IBA & Prof. Siddharth Shastri Dean, WISDOM, Banasthali Vidyapith

During recent years the idea of "Indian Management" has been emerging as a result of success of Indian corporates and Indian organizations in varying fields. The idea of Indian Management has evolved from 'Management in India', wherein focus is on transplantation of management ideas from abroad to integrative indigenization to conceptualization of Indian experiences of developing world-class organizations and institutions. Now a stage has arrived when Indian Management has been finding global acceptance and visibility.

Since its inception in 1996, WISDOM has been at the intellectual forefront of spreading the idea of Indian Management. In 1998, WISDOM was associated with the conference entitled "In Pursuit Of Indian Management" held at Bangalore. This was followed by another conference at WISDOM in Nov 1999, under the title "Indian Management for Nation Building". In continuation with its earlier efforts, a national seminar "New Frontiers in Indian Management, From Management in India To Globalization of Indian Management", was organized at WISDOM in collaboration with Indian Business Academy, Bangalore and Greater Noida on 18th - 19th November, 2006. The seminar aimed at discussing the Development of Indian Management Thought. The discourse was divided into five themes viz.

- Development of Indian Management Thought
- Organizational Models of Indian Management
- Institutional Models of Indian Management
- Management Mantras and Leadership Models of Indian Management

- Globalization of Indian Management, Contribution of Indian Diaspora

The keynote address was delivered by Prof. M.B. Athreya, of Athreya Management Systems, New Delhi who emphasized the relevance of Indian thoughts for managing Nation building. He brought into focus Indian concepts such as Vasudeva Kutumbh Kam, Loka Sngraham, Srestha Dharma, Prajaa Dharma & Purursharthas for managing Indian organizations. He talked about the need for preparing detailed case studies of good Indian management models and the need to learn from relevant global models. This was followed by the presentation of a concept paper by Prof. Subhash Sharma, Dean IBA Greater Noida, who threw light on the New Frontiers of Indian Management.

On this occasion Prof. Diwakar Shastri, President Banasthali Vidyapith, released a book titled 'Women In Management And Development,' published by WISDOM. In his presidential remarks he emphasized the importance of adopting Indian culture and the need to build an Indian vision for managing organizations.

In the first technical session Prof. K.B. Akhilesh, IISc Bangalore, discussed the Models and Metaphors of Indian thought towards evolving management paradigm. Dr. Sangeeta Menon, NIAS Bangalore, followed him and spoke on the psychology of self and consciousness studies.

The second technical session commenced after a lunch break where Swami Someshwarnanada, from the Vivekananda Center for Indian Management

Indore talked about the practical cases of successful Indian management practices. A very interesting insight was provided by Prof. K.R. Maitriye, CIO/CEO of National Innovation Foundation. She showcased the indigenous knowledge and creativity of simple people who used their common sense and designed innovative products to make their day to day tasks simple. Fire sparked in the gathering when the last speaker Mr. Raghunath Medge, President NMTBSCT popularly known as 'The Dabbewalas' came to the dais to address the students. The students were wonder struck when Mr. Medge told them he is a simple graduate and under him work 5000 employees with average literacy rate of 8th standard, producing an annual turnover of Rs. 36 crores. Everyone marveled at the management skills of Dabbewalas knowing that their technological backup is almost nil and their Six Sigma is 99.99. Their mantra for success is 'Placing their customers above everything'.

The second day of the seminar commenced with a powerful presentation by Prof. N.C.B. Nath, FAIR New Delhi, who shared with the present audience his ideas about the new frontiers of Indian Management saying that there is a prime need of viewing age-old practices in a new perspective. He brought into focus the paradox that even though there was growing literature on Indian management but it is still a lens and not an overarching philosophy. He said that Indian management could be a self contained world view with distinct epistemology and ontology. Indian management as a global alternative will have to be unique and culturally sensitive.

Prof. Sunita Singh Sengupta, FMS, New Delhi was the next eminent speaker who spoke on Promoting Hyzologic Thinking in Organizations. She said that by applying 'change heart theory' advocated by Mahatma Gandhi we can promote hyzologic thinking in the organizations.

Prof. Rajen Gupta, MDI Gurgaon, raised a very pertinent point in the discussion when he talked about the need for vigilance and scientific spirit in theorizing about Indian Management ideas.

In the afternoon representatives of SEWA interacted with the gathering. Jyoti Ben, General Secretary SEWA, told how the indigenous household talent of poor rural women is being utilized at the economic frontiers. She recounted the history of SEWA and gave details about the various activities of SEWA. In a spirited speech, she spoke about the capacity building exercises conducted by SEWA. The various learning exercises that were conducted at IIM Ahmedabad, not only helped them to better understand management skills but were also an eye-opener for the professors of that institution. Hence, it proved to be a mutually beneficial learning session

for all. Mr. Vivek Agarwal from AMUL enumerated the success story of AMUL. He showed a documentary film elaborating how AMUL has reached the place where it stands today. The management students were forced to dwell on the thought that to achieve the zenith of success the thing most needed is dedication, hard work and perseverance.

This was followed by paper presentations by various scholars, who had been working in the area of Indian management. Mr. Ashish Pandey, MDI Gurgaon enchanted the audience with his paper presentation on 'Theorizing in Management: Plausible Contributions of Indian Ancient Wisdom'. In his paper he discussed the concept of a human being from a basic atomistic/economic unit to a Amritasya Putra (Multi dimensional/multi potential dimension). Ms. Sony Kumari explored the relationship between E.Q., H.Q.Q. and the Guna theory topology. Ms. Divya Kirti Gupta talked about CSR in Service Sector organizations. She sketched the contributions of Indian organizations to the society and discussed the ideas of Trusteeship & Loksamagraha.

Dr. Neetu Jain presented insights from Ancient Scriptures on Corporate Development. She discussed the Panchsheel model and its implication for managers. Er. K. Balasubramanian and Er. Rudra Rameshwar from IIT, Roorkee beautifully weaved the use of technology with efficient water management, in a metropolitan city like Chennai, using Gandhi's Three Monkeys Model. Mrs. Amrita Chaudhary, Faculty of Social Sciences, Banasthali Vidyapith highlighted the shrenis, which were corporate organizations of India during 1-6 century A.D. In her paper she discussed the various types of corporations and terms of agreement, membership conditions and the organization of the Board of members in these shrenis. Dr. Vinita Singh from the Faculty of Education, Banasthali Vidyapith emphasized upon effective self-management practice in teacher education. Lastly, Ms. Jaya Shrivastava, WISDOM, Banasthali Vidyapith talked about Gandhian insights into sustainable development. She outlined Gandhi's vision of self sufficiency and peaceful co-existence in harmony with one's natural environment.

The seminar drew a good response from the academic as well as the corporate world. It was made all the more interesting by the experiences shared by members of SEWA, AMUL, NIF and Mumbai Dabbawalas. Hence it was a perfect blend of academic knowledge and practical wisdom.