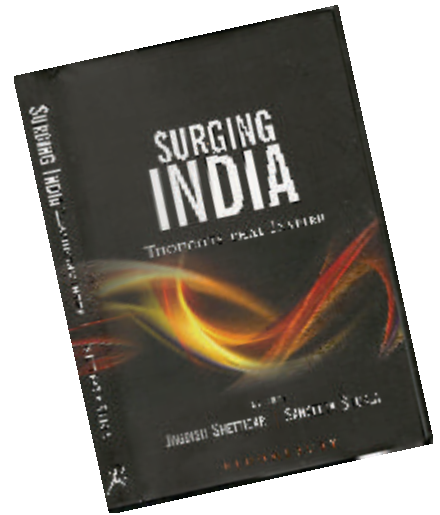


Surging India- Thoughts That Inspire

“Some books should be tasted, some devoured, but only a few should be chewed and digested thoroughly”
Sir Francis Bacon

Anita Tripathy Lal*



Surging India a repertoire of inspirational speeches of distinguished personalities from various walks of life delivered to the young minds of our nation is one such book which should be chewed and digested. The book is respectfully dedicated to the visionary, former President of India, Bharat Ratna, Dr. A.P.J. Kalam. It continues with a ‘befitting Foreword’ by Dr. Harivansh Chaturvedi and followed by a ‘noteworthy Preface’ from Dr. Jagdish Shettigar and Dr. Sangeeta Shukla before the thirty one jewels of the crown are discussed in eight different sections.

The book could not have had a better start than the first section titled as Success & Happiness and that too with the discourse from His Holiness The Dalai Lama- ‘The Happiness mantra’, which is all about having a calm mind and imbibing the art to experience the true recipe for happiness. Whereas, Shri Shri Ravishankar in ‘Decoding Success’ discusses despite being lost out how one can recreate everything with confidence. For this one needs to invoke the four things from within- Shakti (Energy), Yukti (Skill), Bhakti (Devotion) and Mukti (Sense of Freedom). This section comes to an end with Smt. Rajshree Birla’s thoughts inspired by the teachings of H.H. Dalai Lama. According to her, to succeed and be happy- one should have genuine compassion; mold the mind positively and be constantly aware of the law of impermanence to beat the game of expectations by always keeping the compass on the ‘Sunny side of Human Nature’.

The next section has six meaningful articles on Managing and Leading and begins with ‘Knowledge Society’ by Dr. A.P.J. Abdul Kalam. He discusses the profile of the knowledge based society as he foresees the world moving towards one and encourages them to transform India into a developed nation. In the next article ‘Probity the foundation for any sustainable entity’, Shri. Vinod Rai requests one and all to be ethical leaders so

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that they can set the tone and create a culture of honesty & integrity. Even Shri. R.S. Sodhi in his article, 'Integrity is the core of Business' upholds the lofty ideals of his idol Dr. Varghese Kurian and says one must never compromise on values come what may or else there cannot be welfare of the society. Whereas, Shri. Prabhu Chawala's, '3C's of Success' is a message for the current generation who are living in silos to be a manager of mission. To lead how one should carve a 'credibility' of their own, develop 'connectivity' with political system and enhance 'compatibility' with the colleagues in the business environment. Even Dr. Kiran Karnik in the next article discusses 'The Evolving Role of Managers in Today's World', is just not aiming at profitability QSQT but integrating work processes with values and ethics. He also justifies this should be a deep part of a manager's DNA and builds it into the company's DNA. Like others in this section, Shri. Sanjiv Mishra discusses the 'Emerging Levers of Power Balance' in this world and leaves the audience to focus on 3 perspectives of the current day scenario; 3 suggestions to achieve a task where individuals need to bring their best passion to the process and the 3 challenges which rests on the principle of giving back to the society and making the world a better place to live on.

In the third section, Society and Culture has four articles to charge you up, where Dr. Subramaniam Swamy at the outset urges everyone to take pride in 'Being an Indian'. He insists, the young minds should learn as much as they can, read as much as they can, question as much as they can and develop a risk taking attitude accordingly. Only then they can succeed innovating. The following article by Dr. Ashok Vajpai's arrests the attention of the reader as he describes, how over the years people in our country have been 'Caught between Eternity & History'. He requests them to get out of the west obsessed amnesia by being a spokesperson to the world, as India is a story not yet fully told as it has been one of the greatest civilizations in the past and would continue with the saga. 'Disagreeing to Disagree' by Dr. Pavan K. Verma rightfully harps about the new form of informed intellectual shallowness which is brewing in the minds of the current generation. He appeals to every Indian to move out of the near complete intellectual inertness and have a civilized dialogue to retain its civilization. Eventually, 'Life is a Mission' says Dr. Pritam Singh, as he takes every reader to the banks of the mythological wonders and shares the 5 mantras that can serve as the guiding principles in one's life. One needs to go through the article to decipher the mantras.

The fourth section has three stimulating speeches on Change & Innovation where Dr. Robert Kaplan's study, 'Nothing so practical as a Good Theory: Reflections on 30 years of Putting Innovative Ideas into Action' discusses the framework where he has redefined the process of conducting research as an academician in a professional school in 4 simple steps. He further explains the applications of the research methodology out in 4 different streams of management - Costing; Performance Measurement/ Strategy Execution; Risk Management and Health Care Value Framework. The next article by Dr. Arun Maira on the 'Theory of Shared Value' is indeed a great epilogue to Kaplan's article. He empowers every individual to stand up against what one do not want & create what one wants and shares that we need to have integrative vision to unite us and a balanced score card to guide us. Then Dr. R. A. Mashelkar revolutionizes the Indian Innovation Movement in his discourse, 'Unlock your Creativity' where he inculcates creative thinking in every Indian's mindset. He vouches that every Indian by practicing 3 things encapsulated in the word 'TI' i.e., if we 'Think India' with the 'Team India' would only lead to 'Total Innovation' and can rightfully take India to the top of the comity of nations.

The fifth section discusses five bold topics on Business and Social responsibility. Here Dr. Jagdish Seth's starts the discussion on how marketing can be a positive societal force and ends with seven traits of social marketers where he focuses 'Business of Business is more than Business'. The high point of his talk is on the

'Firms of Endearment' (FOE) i.e., how world class companies Profit from Passion and Purpose. The next article by Shri. Pradeep Kashyap bridges 'Business & Society' through social Marketing. He explains how social marketing is a big business opportunity and deserves special focus in all developing nations. He elaborates on the 4 P's of Social Marketing: Purpose; Passion; People and Partnership. Whereas, Shri. Anshu Gupta moves the audience by describing his social entrepreneurial journey of 'Goonj'. His actions echo in the minds as it is 'Time to Challenge the Status Quo, which is possible by pondering over the realities and by being an iconoclast one can bring about the overall societal changes. Although Shri. Salman Khurshid makes all realize that 'Corporate Social responsibility' is a growing and evolving thing. He also envisages the emergence of Indian Model of CSR and which could be India's contribution to the world. Shri. Sitaram Yechury further confirms in 'Policy Shift for Social Change', the route to achieve the millennium developmental goals is through CSR and to influence the policy direction in the country through the big joint venture which could have a policy orientation and have inclusive change.

There are three engaging articles in the sixth section, Management Education, where Dr. M. M. Joshi in his address, 'Management –The Indian Way', puts his thoughts together to bring about a new regulatory or model to manage the entire life in this planet. The new CEO of the world tomorrow would be known as the Chief Environmental Officer. India with its rich background can take a lead in this movement by mobilizing a new breed of entrepreneurs who could lead the governance of the globe due to their eco consciousness on one hand and their entrepreneurial mindset on the other. 'Learning is a Life Force' by Shri. Arup Roy Chaudhary's compliments the earlier trail of thought by believing the value of a Good Institution is in training the young minds to absorb all the fresh invaluable intakes like a sponge. He also alerts the youngsters that during their career, they are bound to come across people who would shelter them like a banyan tree, so one needs to acknowledge their selfless support with humility. At the same time be a banyan tree to other travelers in their career path. Then the 'Role of Academic Institutions in Public Policy Thinking' by Shri. Jairam Ramesh is all about overcoming the various national challenges like poverty, unemployment etc.,. He insists on driving the public policy, in order to bring around a development in the Indian sub-continent.

The three articles in the second last section A Corruption Free India are very upright in nature. The first being 'Participative Democracy' by Shri. Arvind Kejriwal, where he discusses how corruption has seeped into the various departments of Government and has spread into the political system like an insidious cancer. He invites the youth to bring about the change by entering politics not to experience power but to participate in retaining the democracy. The next article is by Justice Santosh Hegde is all about 'Strengthening the Pillars of Democracy'- legislature; the executive and the judiciary. This is possible only when our society at large starts boycotting the corrupt and respecting the honest. The 'Courage of Conviction' by Dr. Kiran Bedi enthralls the youth to be courageous and not to compromise and if required stand alone. If one believes in the concept of Trust, Empowerment & Alignment (TEA) and apply Mahatma Gandhi's Talisman whenever in a dilemma along with perseverance and conviction every individual can withstand the lonely battle against corruption.

The concluding section on Growth & Economy has four articles to make one accountable and begins with 'Managing in a World of Change' where Shri. T. V. Mohandas Pai discusses the innovation cycle is being reduced as the machines are speedily replacing the human beings. So he guides the younger generation on how to hone their analytical mindset and develop a flexible approach by being culturally sensitive. For this one needs enormous passion and energy to succeed in the global arena. Dr. Venu Srinivasan believes, 'Disruption to Change' at the market place is bound to create outstanding success. At the same time he thinks it is today's youth who can create the future of India based on values by being grateful to parents & teachers and to

overcome the odds of life one needs to have faith like the proverbial bamboo- bending with the storm and standing tall post the storm. Although, Shri. Yashwant Sinha depicts the real picture of India and how we need stability in our country by maintaining moderate growth rate in 'Economic reforms in VUCA Times'. He also thinks, this is possible only when the current generation is ready to work for excellence with ethics and has the courage & commitment to pursue it. Even Shri. R. C. Bhargava in 'Accelerating Growth' highlights how India despite having the potential has not been in the list of developed nations. So he earnestly requests the fortunate lot who got an opportunity to get educated in good Institutions than many who are deprived off, to learn from failures and bring about the changes to improve future performance.

After reading the book, one can infer that the book 'Surging India' being an assemblage of discourses by eminent personalities who have scaled new heights in their lifetime by sheer dint of merit, are very insightful and has relevance to the current economic, social & political scenario. It is amazing to find out that they all have a similar kind of vision for the country and youth today. It is very difficult to rate the speeches because all the thirty one articles in the book are unique in itself and yet have an interconnectivity. The book's iconic title with just subtitles for eight sections and with the judicious sequencing of the subsections & the articles within, grabs the attention of the reader. Further, the lucid expression of the speeches along with the apt readability index helps the reader to get the message in context and excites the reader to move to the next article as each one turns out to be a repository of new thoughts. The speeches have the power to ignite the mindset of every individual from all age group & walks of life across the globe, that it is never too late to learn and redefine success. It is by upholding the values of integrity and honesty one can uproot corruption and transform one's life by making this planet a better place to live in for the forthcoming generations.... This book is a must read for all segments of society as it has a slice of cake for one and all. Moreover, it seems to be portable magic as one can refer to it many a times not only to gain knowledge but also to motivate self & others and eventually learn to speak and write better. At the same time wishing for an opportunity to listen and interact with the great leaders of our times.

Finally, while going through all the articles, one experiences a range of emotions having a joy ride of learning, unlearning and relearning many things. At the end, one can't help but remember Author John Green,



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