

# CIB on wings



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Initiatives of Change  
Caux Initiatives for Business

Dear Readers,

The efforts of Caux Initiatives for Business to help build ethical organizations (or individuals) by sharing the experiences of its members with others who may be confronted by similar issues was exemplified when a couple of members from the CIB India team reached out to young business leaders of tomorrow when they participated in an event organized by the Pune University's Masters of Business Administration (PUMBA). In this issue you will read how Anil Chopra presented the Keynote Address and interacted with the students and faculty.

Further updates on the planning in the CIB India Working Group meeting and the CIB 2016 Conference in January occupy the other pages of this Newsletter.

We have also decided to include a Book Review of a colleague and author, Michael Smith from UK on his recently published, "Great Company".

We do hope you will enjoy reading what we have shared with you.

**Mrs. Ishika Banerjee**

# Nurturing a New Tomorrow

*A Report from an event at the Pune University Masters in Business Administration*



*(L to R) Sanjiv Mehta, Dr. B V Sangvikar, Anil Chopra*

As part of the Anupreksha - Induction 2015 program week that was conducted from July 29 to Aug. 4, 2015, Pune University Masters in Business Administration (PUMBA) invited Anil Chopra, Vice President (Technical Skill Development), Siemens Ltd. and Co-ordinator, CIB Mumbai Chapter to present the Keynote Address to the students of the 2015-17 batch. The talk that Mr. Chopra delivered on July 31, 2015 focused on the “Siemens journey - from Compliance to Sustainability, Ethical Challenges and Response Options.” His 90 minutes session included an active interaction with over 165 MBA students and 15 faculty members.

Mr. Chopra shared the details of Siemens’ corruption scandal that shook its foundation globally in 2007 and how the engineering giant took steps to correct it. From introducing new methods of control to challenges faced at implementation; how it addressed behaviour challenges and removed engagement of business partners; the no-cash transaction in business, and the introduction of classroom impersonal training – were some of the areas that he spoke on. Mr. Chopra illustrated how the overall culture within the company was influenced by regular training and behavioural inputs by all leaders from the top who lead by example. Speaking of the determination that Siemens had to ensure that all their business would be conducted with zero-tolerance for corruption, Anil Chopra continued saying that the company even went to the extent of withdrawing from customers where they felt that they may have to compromise on

their value system.

Students through questions and answers were keen to know if corruption was only relevant for that period. Did the company now revert to the old corrupt practices? Did the company members and its suppliers imbibe the company value system in their lives? Mr. Chopra answered that there was no reverting back and with systems in place and continuous training, there has been no slip-ups.

Mr. Chopra in another Q&A also shared his personal example of dilemmas where he insisted to pay his son's tuition fee by cheque even if it meant paying an additional 15% as the same is not accounted for by the tuition teacher.

Recounting his time with the students, Anil Chopra said, "It was refreshing to be amongst this young group." I challenged them with some of my dilemmas and provoked them to think ethically even in their personal matters on topics they face in their daily routine."



*Dr. B V Sangvikar, Professor and Head of Department, PUMBA welcomed Mr. Chopra and Sanjiv Mehta, Visiting Faculty presented a memento to Mr. Chopra on behalf of PUMBA*

# CIB (India) Working Group Meeting



Setting its focus fixedly on the activities that were planned in the coming months from September to January, the CIB India Working

group gathered at the Forbes Marshall Guest House at Satellite Towers, Pune on August 27, 2015. The agenda was clear from the beginning: fine-tune what was needed for the Round Table that was planned in Pune in September; then review the preparations for the other two Round Tables that were planned in Bengaluru and Mumbai in October and November respectively; and then prepare for the January 2016 Conference.

With regard to the Pune Round Table, each member identified leaders from industry whom they could pursue so that these could confirm their participation. Thanks to the unflinching support of the Forbes family, the all-out effort by the CIB Pune team and the detailed planning by the Secretariat, a very vibrant group of senior leaders from



business participated and deliberated on the theme, “Is business ready to change itself to change India?” A detailed report of the Pune Round Table that was held on September 25, 2015 is being prepared which will be shared with you in the October issue of CIB on Wings.

At the Working Group meeting, gratitude was expressed to Kirloskar Electric Company Ltd., in Bengaluru and Siemens Ltd., Mumbai for willingly agreeing to host the upcoming Round Tables. The team assured their support to suggest names of business heads in these two cities who could participate in the events planned on October 30 and November 27 respectively.

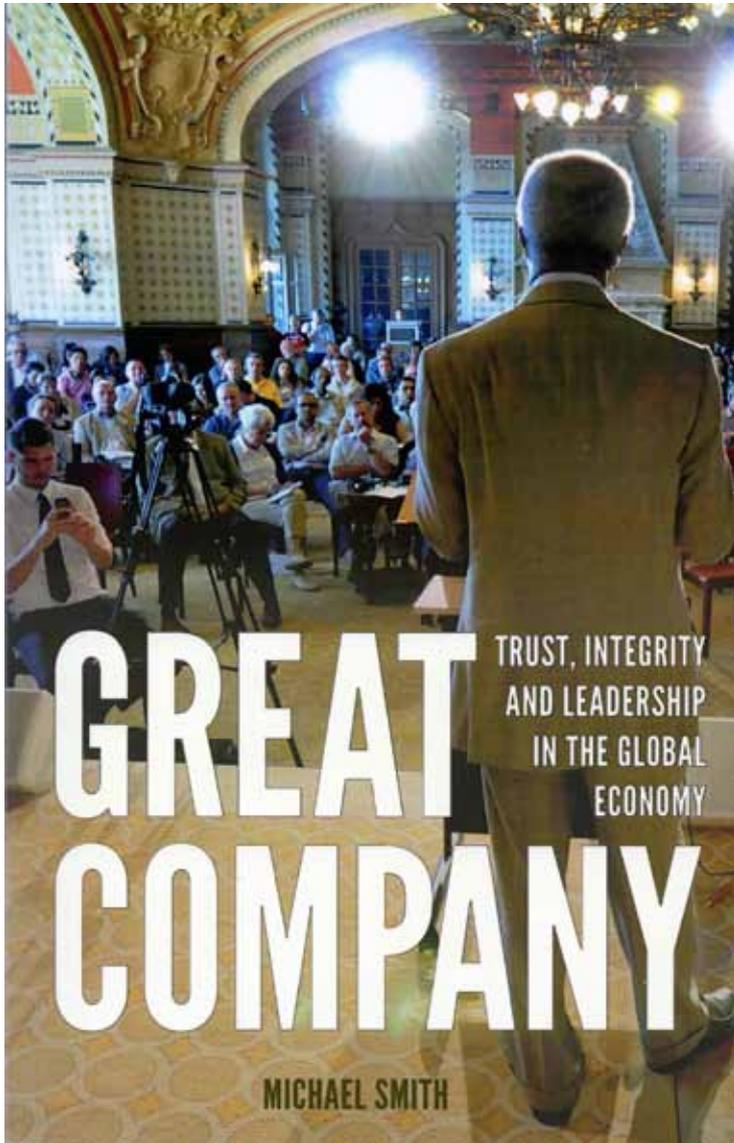
Firming up the program for the CIB 2016 Conference, the team reviewed the names of business leaders who have agreed to speak and tweaked the schedule with some minor changes.

Thanks to the energetic and enthusiastic attitude that each showed, a very meaningful group meeting ended with laughter and a lot of bonhomie over coffee and biscuits.



# Great Company: Trust, Integrity and Leadership in the Global Economy

*A Book Review by Philip Birch*



Michael's book is packed with real examples of real people in the real world changing the way that their own business and communities are making real and positive social impact across the whole globe. These are well worth reading about.

Mike comes from a family tradition of commerce and trade. He himself decided to take a slightly oblique route with his own business activity through writing and journalism; latterly by working for Initiatives of Change, the global charitable organisation. It is from here that he has garnered the bulk of his real world examples. It is

from his work with genuinely ground-breaking entrepreneurs, leaders and, very importantly, humble, motivated and passionate individuals from all levels and sectors of society. Old and young, poor and wealthy, these stories are inspiring; these people are inspirational.

It is all too easy these days to raise the unremarkable to the status of remarkable; to create celebrity and fame from TV show ratings, to reward image over content, to worship at the alters of superficiality and consumerism. Thankfully, Mike and the people at Initiatives of

Change are not satisfied with this. They have genuine passion to bring values into business and into the daily lives of us 'normal folk'. I was personally most keen to delve into the chapter on values; chapter 3, The Five Pillars of Trust. I was, and am still, pleased, engaged and a little pleasantly surprised. It was this particular chapter that switched my attention into over-drive. Why? Because Mike made it real....

In essence, it is people (and their relationships, values and intentions) that create the world and there are some people out there that are making huge strides in creating and developing commercial and social solutions that are shining examples of how social enterprise can and

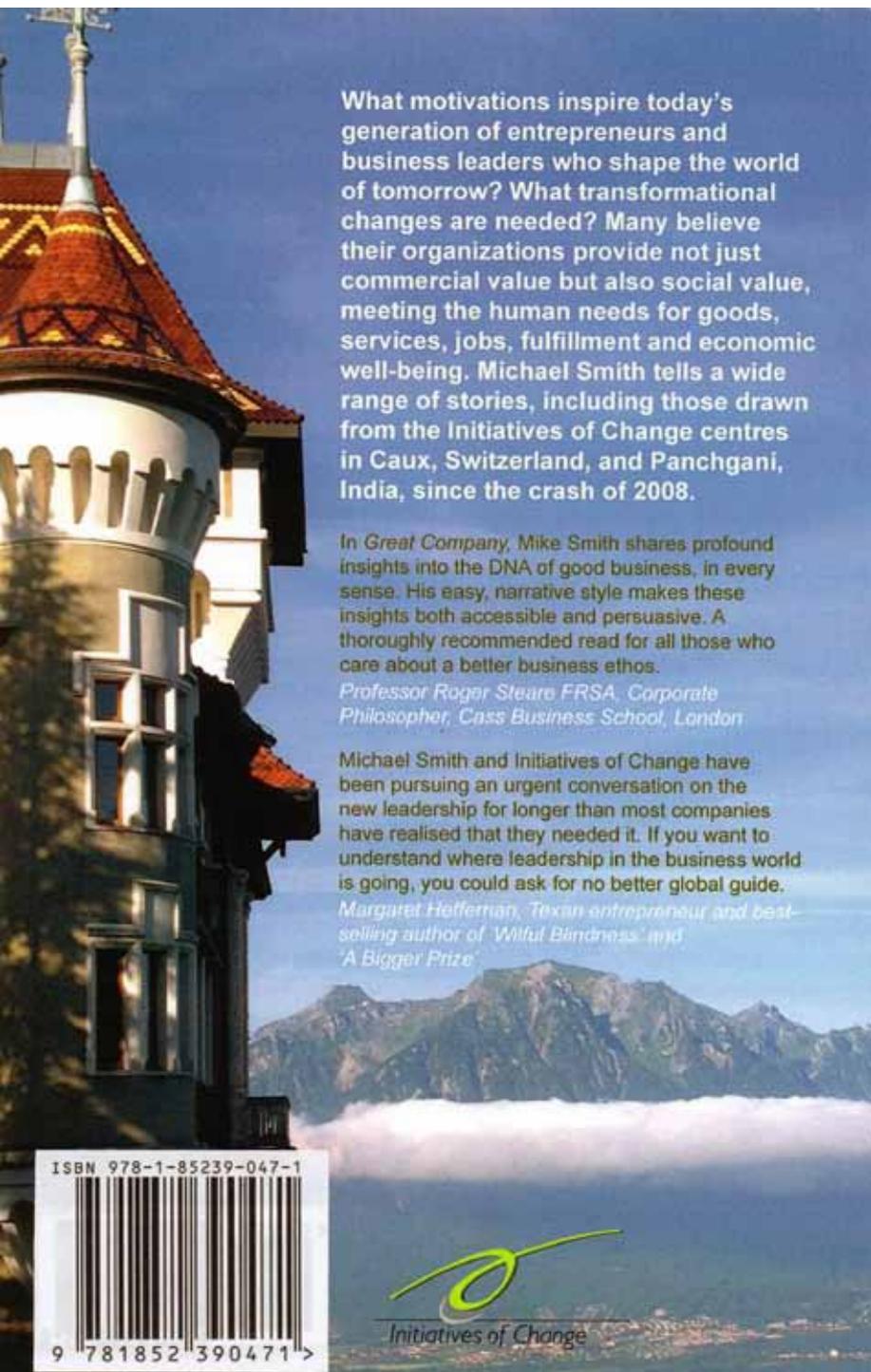
must be 'enterprising' and how commercial enterprise can and must be more socially aware and responsible. In fact, with trust and integrity.

This is a quite wonderful book. It is written with a gentle humility. It contains real people, real stories and real inspiration.

*Philip Birch is the author of 'Ethiconomics-principles and practices of ethical business for the 21st century'*

**Great Company by  
Michael Smith**

ISBN 978-1-85239-047-1



What motivations inspire today's generation of entrepreneurs and business leaders who shape the world of tomorrow? What transformational changes are needed? Many believe their organizations provide not just commercial value but also social value, meeting the human needs for goods, services, jobs, fulfillment and economic well-being. Michael Smith tells a wide range of stories, including those drawn from the Initiatives of Change centres in Caux, Switzerland, and Panchgani, India, since the crash of 2008.

In *Great Company*, Mike Smith shares profound insights into the DNA of good business, in every sense. His easy, narrative style makes these insights both accessible and persuasive. A thoroughly recommended read for all those who care about a better business ethos.

*Professor Roger Steare FRSA, Corporate Philosopher, Cass Business School, London*

Michael Smith and Initiatives of Change have been pursuing an urgent conversation on the new leadership for longer than most companies have realised that they needed it. If you want to understand where leadership in the business world is going, you could ask for no better global guide.

*Margaret Heffernan, Texan entrepreneur and best-selling author of 'Willful Blindness' and 'A Bigger Prize'*

ISBN 978-1-85239-047-1



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Initiatives of Change

## Some Speakers at the Conference

### Plenary Sessions:

- *R. Gopalakrishnan, Director, Tata Sons Ltd., Mumbai (India)*
- *Rajeev Dubey, President – Group HR, CS and Aftermarket Sector, Mahindra & Mahindra Ltd. (India)*
- *Crispin Sonn, Director, Gamiro Investment Group (South Africa)*

### Open Interaction with CEOs:

- *Sunil Mathur, MD & CEO, Siemens Ltd. (India)*
- *Shishir Joshipura, MD, SKF India Ltd. (India)*

### Russi Lala Memorial First Lecture:

- *Rajmohan Gandhi, Professor, Author, Historian and Grandson of Mahatma Gandhi*

### Meet the Author:

- *Michael Smith (UK), Author of the book, “Great Company”. In addition to interacting with Mr. Smith, his book will be made available during the days of the Conference*

Confirmation of Speakers are awaited from Japan, Europe, other African and Asian nations.

### *Did you know?*

The CIB Conference has been planned during a weekend with an Indian public holiday immediately following (January 22 to 26, 2016). This is to allow business leaders to take time from their busy schedules so as to participate in the Conference.