



GUJARAT TECHNOLOGICAL UNIVERSITY

REPORT ON

FIRST NATIONAL CONFERENCE

25th – 26th September 2010

“BUSINESS ETHICS FOR GLOBAL SUCCESS OF INDIAN BUSINESSES”

:VENUE:

**J. B. AUDITORIUM,
AHMEDABAD MANAGEMENT ASSOCIATION,
NEAR IIM, VATRAPUR, AHMEDABAD**

Sponsored by:



Shri Kirtibhai Doshi,
Chairman-Emeritus,
Shrenuj & Co. Ltd,
Mumbai

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Dr Dipchandbhai S. Gardi
Chairman,
Shri Mahavira Jaina Vidyalaya

www.smjv.org.in
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PRELUDE

Businesses globally have to examine their national operations and see to it that ethical practices are being followed across the organization and at all levels. The process has to be led by ethical leadership...hence the need of a National Level Conference on Business Ethics was felt by GTU.

The First National Conference on “**Business Ethics for Global Success of Indian Businesses**” was organized by **Gujarat Technological University** on 25th and 26th September, 2010 at J. B. Auditorium, Ahmedabad Management Association, Ahmedabad.

The main invitees in the conference included MBA Students, Faculty fraternity, Trustees, Directors of Educational Institutions and a large number of people from the corporate world.

The main sponsors of the conference were **Shri Kirtibhai Doshi**, Chairman, Emeritus, Shrenuj & Co. Ltd., Mumbai, **Honorable Dr. Dipchandbhai Gardi**, Chairman, Shri Mahavira Jaina Vidyalaya with cash contribution of Rs 100,000 each, as well as **QS – Apple, Singapore** (no cash but conference swap).

The Inaugural session started with vibrant speeches from **Shri Kiritbhai Doshi**, Chairman Emeritus , Shrenuj & Co. Ltd. (Chief Guest), **Dr. Akshai Aggarwal**, Honorable Vice-Chancellor GTU, **Dr. Rajesh Khajuria**, Convener and Director, C.K.Shah Vijapurwala Institute of Management, **Shri P.K. Laheri, IAS, Former Principal Chief Secretary, Government of Gujarat & Shri N.N. Bhuptani**, Registrar, GTU. Dr Dipchandbhai Gardi could not come from Mumbai on health ground, and was represented by **Shri Subodhratna Gardi** from Mumbai.

The **first day (25th Sept’10)** of the conference comprised of enriching sessions on various themes like **Creating Climate to Promote Ethics, Issues of Ethical Dilemma & Way Forward** and various live experiences of successful and unsuccessful businesses. The eminent speakers, from the academic & corporate world, enlightened the audience through their plethora of experiences related to ethics & practical spirituality. The day ended with a **GTU Round Table on Ethics**, chaired by **Dr. Satendra Kumar**, Prof. of Ethics & speaker, Round table on Ethics, Oxford University, UK. and eminent speakers like **Shri Subodhratna Gardi**, Educationist & Investor, **Mr. Karthick Sridhar**, Director, Wockhardt Foundation, Mumbai, **Dr. Akshai Aggarwal**, **Dr. Rajesh Khajuria (Convner)** & **Dr. Madhukumar Mehta**, MD, Anjaleem Enterprise & Mentropreneur.

The **second day (26th Sept’10)** of the conference had interactive sessions on **Best Ethical Practices** and **Role of Religion in Promoting Ethics**. The 12 best papers among 56 were presented on the 2nd day. The valedictory session was chaired by the chief guest **Shri Prakashbhai Sanghavi**, CMD, Ratnamani Metals and Tubes Ltd.

During interactive sessions, students asked questions that made the speakers ponder over various issues like handling ethical dilemma, importance of ‘practical spirituality’, being a ‘*karma yogi*’ in the 21st century and the like. The quality of question asked by the students and other participants was

evident enough to demonstrate that today's youth is inquisitive about handling ethical behavior with wisdom for successful business & having an elevating career.

The two day conference shall surely go a long way in imbibing spirit of ethical leadership not only among the top management but all the stakeholders of the society starting from the bottom-line... i.e at the individual level. Irrespective of the field of one's profession, it's going to help each and every participant, to surely confront our fears and transform life's difficulties, by making correct choices, by acting with wisdom. It has guided us towards strength and spiritual empowerment... It has taught that short-term joy & feeling of ecstasy through unethical practices can prove to be of great long-term pain & suffering, through unethical practices.

The National Conference on "Business Ethics for Global Success of Indian Businesses" will go a long way in our lives in making life's decisions....not just business decisions!

EXCERPT BY THE LEAD SPEAKERS

Dr Rajesh Khajuria, Convener –GTU’s Business Ethics Conference, Director –SMJV’s CKSV Institute of Management, Vadodara

Topic: Conference Theme “Business Ethics for Global Success of Indian Businesses”

Excerpt:

- He discussed global trends in 21st Century viz. Productivity, Market Economy, Ethics and Skills.
- New Goal for Ethical Business: Triple Bottom Line.
Financial Goal + Social Goal + Environmental = Responsible Business Enterprise.
- By developing trust and social capital, the business can achieve economic growth.
- Greater openness to public leads to ‘Better Corporate Governance’.
- He discussed about the various global ethical standards.

Shri Kirtilal K Doshi, Chairman Emeritus, Shrenuj & Company Limited, Mumbai

Topic: ‘Business Ethics: A current perspective’

Excerpt:

- Modern businesses are expected to be responsible stewards of community resources working toward the growth and success of both their companies and their communities.
- Markets become free and remain free if their players are responsible and respect the basic values of honesty, reliability, fairness, and self-discipline.
- A business needs committed, productive employees, agents, and suppliers to create goods and services.
- The principal predictor of an effective business ethics program is the culture of the organization itself.
- Responsible owners and managers will shape their management, ethics, compliance, and social responsibility practices to address nuances of the enterprise’s organizational culture.

Mr. B K Basu, Chief Executive Officer, L&T, S&L Limited

Topic: ‘Ethical Leadership’

Excerpt:

- He discussed on factors that shape ethical norms.
- Good ethics and governance are essential behavioral traits for the organization that strengthen brand equity and help ensure stable growth.
- Ethical leadership is knowing one’s core values and having the courage to live them in all parts of life in service of the common good.
- Robust training and learning culture, blended with strong HR processes and professional management is the way to create climate for ethical leadership at the work place.

Ms. Geeta Goradia, President, Federation of Gujarat Industries, Vadodara

Topic: 'Creating Climate to Promote Ethics'

Excerpt:

- Sharing of her corporate experiences in the long run sustainability. Example of her own company Jewel Brush Ltd, Vadodara with Hindustan Unilever Ltd, Mumbai.
- Short-term profitability by unethical practices leads to an unsustainable situation in the long-run.
- Live experience of commitment of TATA towards its employees and society after the 26/11 tragedy was brought in.

Dr. Madhukumar Mehta, MD, Anjaleem, Mentopreneur, Technopreneur

Topic: 'Dilemma in Ethics – Sharing thoughts and experiences'

Excerpt:

- Most businesses shall need to go Global business.
- Difficult to sustain “double standards” in organization for India and global operations.
- Not epitome of “ethics”.. but “honest attempts” by individuals at all spheres of life to follow ethics.
- He shared his thoughts and experiences on handling ethical dilemma.

Ms. Irmel V. Marla, (Sociologist/Anthropologist) Chairperson IIHRVA, VC RBHFI

Dr. Kamal Taori (IAS rettd.) Chairman RBHFI, Partner & Advisor IIHRVA

Topic: 'Ethics - Dilemma and Way forward'

Excerpt:

- If **IT for the Masses** should bring any sustainable development, it has to be oriented on local necessities and local shortcomings like power failures, internet connectivity, etc.
- Sustainable development should bring in inclusive planning and implementation, supported by competent persons in administration and in the local elected bodies.
- It should be supported by institutions of higher education with commitment to practice and implementable models.
- Improving professional and ethical patterns through CIP (Continuous Improvement Process) and CPPP (Continuous Pinching, Punching, and Pushing) of Non-Performers.
- He stressed to act in a rationalistic, realistic, and professional way to bring in holistic development in the economy.

Dr. Satendrakumar, Prof. of Ethics and Speaker, Round Table on Ethics, Oxford University, UK

Topic: 'Spirituality: An Effective Tool to Bridge Value Gap'

Excerpt:

- He focused on understanding the nature of Business Government Relationship.
- He explored the nature of surveillance, the Government Agencies have over the business organizations.

- He identified important factors which cause the atmosphere of distrust between business and government and the measures currently undertaken by them for building trust.
- He proposed strategy for creating ethical / spiritual environment.

Mr. Karthick Shridhar, Director, Wockhardt Foundation, Mumbai

Topic: 'Business Ethics'

Excerpt:

- The teachings given by the Management Gurus with respect to ethics should necessarily be followed for long-term sustainability of industry.
- There is no short-cut to success.
- Organizations should realize their Corporate Social Responsibility.

Mr. A P Singh, Former Sr. VP (HR), Reliance Industries Ltd., Vadodara Manufacturing Division

Topic: 'Best Ethical Practices'

Excerpt:

- He spoke on the issues of different perspectives of 'ethical dilemma' with examples.
- Performing one's duty honestly is the stepping stone of ethics.
- Knowledge is neither 'good' nor 'bad'. Its application based on time, place & context determines whether it ethical or unethical.
- 'Collaboration' is the key-word for corporate sustainability.
- Education & learning must bring humility.
- He focused on 'situational approach' for taking managerial decisions.

Sh. S K Sharma, MD, Siemens Hearing Instruments, Bengaluru

Topic: 'Business Ethics Implementation'

Excerpt:

- "The tone from the top" has to be lived and communicated throughout all management levels.
- Even big corporate houses, can follow ethics in it's practices through various programs like organizing a structured Compliance & Audit Program, observing zero tolerance & having a transparent communication channel with all the stakeholders.
- Continue fostering on an integrity culture.
- Encouraging an independent third party audit in addition to Compliance Pact of the organization for conformance to ethics.
- Work with peers, government and society to pave the way for an anti-corruption culture.

Dr. Pradeep Sheth, M.S. Fellow of Retina Foundation (Consultant Ophthalmologist)

Topic: 'Towards Better Health Care'

Excerpt:

- He focused on the new reality & uniqueness of Health care system.
- Different dimensions of medical ethics.

- Sustainable and efficient healthcare delivery is no longer rooted in physical assets & financial capital alone but on effective channeling of intellectual capital in formatting positive synergies of various providers in an innovative manner.
- India has capabilities & potential to play a mainstream role in global health care with a right blend of science, technology, ethics and culture of synergy.
- Discussion on the responsibilities of the healthcare industry towards society.

Swami Nikhileswarananda, Ramkrishna Ashram, Vadodara

Topic: 'Role of religion in promoting ethics'

Excerpt:

- Religion doesn't mean rituals...performing one's duty well is defined as religion.
- Ethics can be defined as being 'UNSELFISH'.
- Journey starts from focusing on 'Self' not the world. Perform your own duties selflessly without comparing with others.
- Experiences from Swami Vivekananda's life was discussed.
- Focus on 'practical spirituality' & not on mere chanting of '*mantras*'.

Dr. Nilay Yajnik, Professor and Chairman – Information Systems Area, NMIMS Mumbai

Topic: 'Indian Management Thought and Modern Information Technology Management'

Excerpt:

- The teachings of persuasion and motivation from our ancient heritage would help manage large IT projects in a much better way.
- Large number of IT projects fails because the IT people did not think of the viewpoint of all the stakeholders.
- He covered the issues on vision and Change Management.
- Look at our past to understand and manage our future.

RECOMMENDATIONS

SR. NO.	CATEGORY	RECOMMENDATIONS
1	Educational Institutions	Education & learning must bring humility.
		The teachings of persuasion and motivation from our ancient heritage would help in teaching the management of large projects in the organization.
		Robust training and learning culture, blended with live experiences from corporate world should be the basic pedagogic style to create climate for teaching ethical leadership to the “would be” managers.
2	Industry	By developing trust and social capital, the business can achieve economic growth.
		New Goal for Ethical Business: Financial Goal + Social Goal + Environmental = Responsible Business Enterprise
		‘Collaboration’ is the key-word for corporate sustainability.
		‘Situational Approach’ should be the basis for any managerial decision.
		Corporate houses can follow ethics in it’s practices through various programs like organizing a structured Compliance & Audit Program (third party audit + compliance pact of org.), observing zero tolerance & having a transparent communication channel with all the stakeholders.
3	Individual	Focus on ‘practical spirituality’ & not on mere chanting of ‘ <i>mantras</i> ’
		Not epitome of “ethics”.. but “honest attempts” by individuals at all spheres of life to follow ethics.
		Handling ethical dilemma through wisdom, at all walks of life
4	Government	India has capabilities & potential to play a mainstream role in global health care with a right blend of science, technology, ethics and culture of synergy.
		Responsibility of government towards healthcare industry to be fostered for a healthy society
		Markets become free and remain free if their players are responsible and respect the basic values of honesty, reliability, fairness, and self-discipline
		If IT for the Masses should bring any sustainable development, it has to be oriented on local necessities and local shortcomings like power failures, internet connectivity, etc.
		Improving professional and ethical patterns through CIP (Continuous Improvement Process) and CPPP (Continuous Pinching, Punching, and Pushing) of Non-Performers.*
		*For industry as well.