

Go Kiss The World

Understanding Value:" Go Kiss the World"

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knowledge.wharton.upenn.edu/india/images/arch.

http://www.illdu.edu.in/file.php/247/Picture_1.png

The Writer

SUBROTO BAGCHI

Subroto Bagchi is a business leader and a 'Management Guru'. His inspiring writings and speeches have influenced many students who seek entry into the world of business and entrepreneurship. In 1999 he co-founded MindTree Consulting Limited where he works as the Chief Operating Officer. MindTree is an organization that provides a variety of services to the ever-increasing Information Technology (IT) sector in our country and abroad. It helps in the development and maintenance of large software applications, creates solutions, creates intellectual property and provides future vision to large companies. MindTree is among India's most admired companies across industries. MindTree has been rated by Hewitt & Business World as one of India's best employers for successive years. In an essay entitled 'The Making of the Mindtree', Bagchi says,

In April 1998, after a decade with Wipro, I moved to Lucent Technologies. Lucent wanted to set up their Bell Labs Development Center at Bangalore. While at Lucent, I had the opportunity to work on a strategic study of the future of the Indian Software industry. During the course of this study, my eyes were opened to several things. It was clear to me that the 21st century will be to the service industries what the 20th century has been to the manufacturing industries. I also realized that every thing that we see around us would be either software enabled or software constrained. Given that, I felt that there would be

insatiable demand for software services all over the world. Yet, companies who try to fill that need with just software skills will not be leaders. In fact, people who will lead in the emergent space will need to deliver not software, but what I call 'knowledge enabled software'. Many of today's software services companies will not be able to be leaders in the emerging future. Because knowledge enabled software requires six things. These are: domain capability, extensive use of tools, methodology, quality, innovation and brand positioning.

I felt that given early emphasis on these, an opportunity exists to create the next generation, post millennial software solutions company. In the process, I also wanted to create a value based, socially sensitive organization that would make an up front commitment to the societies in which it works.

<http://www.mindtree.com/downloads/story>.

Subroto Bagchi is an influential businessperson in India. He is a highly admired business leader and has recently published his first book *The High Performance Entrepreneur: Golden Rules for Success in Today's World* (Penguin, 2006).

(Read review and comments about this book in: <http://www.vinayahs.com/archives/2006/10/21/book-review-subroto-bagchisthe-high-performance-entrepreneur/>)

Mr. Bagchi writes extensively on a wide variety of subjects. Some of the titles of his essays are 'The Board Room of the Future and the Role of Professional Women', 'Leadership Challenges in the 21st Century', 'Our Search for Innovation', 'Defining Success', 'Lessons in Entrepreneurship from the Indian IT Industry' and 'Harnessing Knowledge using IT'. His Business World Column 'Arbor Mentis' and his *Times of India* column 'Times of Mind' were widely read and discussed.

To read these articles please log on to <http://www.mindtree.com/subrotobagchi>

The essay we study titled 'Go Kiss the World' was originally a lecture delivered by Mr. Bagchi to the class of 2006 on July 2, 2004 at the Indian Institute of Management, Bangalore, India.

ISSUES FOR DISCUSSION

1. Are values important in life? Is the modern world devoid of values or have new value systems replaced some of the older value systems. Are there some values that are absolutely essential for the existence of a civilized world?
2. Is the corporate world of business and commerce only concerned with profit making at any cost. Do ethics, morality and human values have any role to play in the world of business. Subroto Bagchi suggests in the essay that to be really successful in the world of commerce and business it is essential to have human values. It is only people with strong values who are able to rise above the ordinary and prove to be leaders.

3. Read the essay *Life lessons from Narayana Murthy*. Compare it with the essay 'Go, Kiss the world'. What similarities or dissimilarities do you find in the two essays?

4. It is presumed that the world of commerce is a world of hard reality and imagination has not place in it. But imagination is required to think of new projects, it is required to handle human resource effectively and efficiently. Imaginative corporate leaders are able to find interesting and innovative solutions to problems.

5. The values needed for real success in life that are highlighted by Mr. Bagchi are interrelated. For example if you value imaginative people you will necessarily be open to new ideas. This is what inclusiveness is all about. You can be inclusive only if you are compassionate and considerate about other people. This will make you less self-centered.

Exercises

1. Pick up today's newspaper. Do the following.

a) Mark out words and phrases that are new to you. Make sentences with them.

b) Mark out the news items that you think have helped you to know the world better.

2. Recollect and write about an event or experience in your life from which you learnt something?

3. What effect does this essay have on you. Do you think the ideas in the essay are relevant in today's world.