



**BRAND
INDIA
SUMMIT
2016**



BRAND INDIA SUMMIT 2016

—

REPORTAGE



Table of Contents

1) Sponsors and Partners of Brand India Summit	2
2) Brand India Summit Facts	3
3) Founders – Brand India Summit	4
4) Opening Remarks by Mr. Yogesh Joshi	6 - 7
5) Chief Guest – Mr. Prakash Javadekar	8 - 9
6) Guest of Honour - Dr. Vinay Sahasrabuddhe	10 - 11
7) Shri Mahashay Dharampalji	12
8) Eminent Viewpoints: Day 1 Session 1	
- Ms. Sadhana Mittal	14
- Dr. S. Arunan	15
- Mr. Sam Balsara	16
- Mr. Nitish Jain	17
- Mr. Vikash Mittersain	17
- Dr. Jon-Hans Coetzer	18
9) Eminent Viewpoints : Day 1 Session 2	
- Mr. Bharat Dabholkar	20
- Dr. A. Velumani	21-22
- Mr. H R Gaikwad	23
- Mr. Pradeep Lokhande	24-25
- Mumbai ka Dabbawala	26-27
10) Brand India Awards	28
11) Eminent Viewpoints : Day 2 Session 1	
Brand India as seen by Foreigners	30
- Ms. Nurul Ashiqin Shamsuri	31
- Mr. Solly Moeng	32
- Ms. Iryna Zolotarevich	33
- Mr. Lorenzo Brufani	34
- Ms. Yanina Dubeykovskaya	35
- Mr. Zhao Dali	36
Brand India - Indian Perspective	
- Mr. Piyush Pandey	37
- Mr. Naunihal Singh	38
- Mr. Sharat Bhattatiripad	39
- Mr. Maheshwar Sahu	40-41
- Mr. Sandeep Ganjoo	42
12) Glimpses of Brand India Summit	43-45



presents



**BRAND
INDIA
SUMMIT
2016**



Gold Partner



Associate Partners



Media Partners



Supporting Partners



Special thanks to following personalities who helped make
Brand India Summit a Grand Success

Mr. Roger Pereira

Internationally Acclaimed PR Consultant, Mumbai

Mr. M R Chandurkar

Founding MD, IPCA Lab Limited, Mumbai

Mr. Pankaj Mudholkar

MD, Aakriti Promotions & Media Limited, Ahmedabad

Dr. Sanjay Masand

Vice President, Brand Strategy & Marketing Communication,
Reliance Industries Limited, Mumbai

Mr. Mehernosh Kapadia

Executive Director, Indian Hotels Limited, Mumbai

Mr. R R Shastri

Tata Sons Limited, Mumbai

Brand India Summit Facts

9
Countries




24
Speakers



82
Power Brands




14
CEOs



9
EDs



8
VPs



25
GMs/DGMs



23 Agencies



300⁺
Delegates



Founders

The Brand India Summit (BIS), was organized by the Association of Business Communicators of India (ABCI), a leading body of communication professionals with a nationwide reach. ABCI was formed in the year 1956-57, with an aim to promote, recognize and reward excellence in Business Communication. Ever since 1961, ABCI has been holding its Annual Event titled “ComFest” or the Communication Festival. In 2016, ABCI hosted the 56th edition of ComFest based on the theme Brand India Summit. The objectives of the Summit were to showcase the brighter side of India and augment India’s perception. This gave way to the quest to create the impeccable image of India, first among its citizens and then among the International audience. The theme was conceptualized by Yogesh Joshi, President - ABCI and Saurabh Uboweja, Founder - Brands of Desire.



Yogesh Joshi

A self-made, internationally acclaimed communication professional, with over 35 years of experience in Communications and Corporate Affairs. Yogesh spearheads ABCI and is widely regarded as a turnaround strategist. One of his outstanding and pioneering achievements was to felicitate Indian PR and communication professionals. He introduced this unprecedented concept in India by creating a coveted Fellowship of the “Brains Trust” and introducing an Elite Category of Awards for Communication Professionals from India and abroad. While face-lifting the organization, he knitted sources and resources together to make ABCI financially strong and self-sustaining.

His engagement beyond ABCI includes the Chairmanship of the World Communication Forum, Davos, Switzerland. Yogesh has taught PR and Communications at Bhavans and NMIMS, Mumbai. He is also trained in Indian Classical Vocal Music and has acted in theatre. He has been conferred with the “Hall of Fame” title by the PRCI in the year 2008.



Saurabh Uboweja

Saurabh Uboweja is an internationally known expert in branding. He is the Founder, CEO and Chief Brand Strategist at Brands of Desire, Asia’s leading brand consultancy. In the last 8 years of his career he has built a body of work that reflects his expertise in communication strategy, especially in creating new brand value. His portfolio includes some of the most successful Indian and global brands. He is also a member of the Executive Committee of World Communication Forum Association (WCFA) in Davos, Switzerland.

Considered as one of India’s leading brand strategists, he has worked with many top clients in Asia, Europe and USA. His area of expertise is brand strategy with special focus on solving complex brand architectures, creating new brand value and strengthening brand image using a structured approach to branding. Saurabh has worked with some of the most recognized Indian and global brands including Tata Power, Walmart, Nokia, Medtronic, ICICI Bank, Amity University, Koenig Solutions, HIRA Group and Liberty Shoes.



1

**Introduction &
Inaugural**



YOGESH JOSHI

President, ABCI

Founder, Brand India Summit

That sparkle in India's eyes

It was a couple of days before Diwali and the skyline above Cuffe Parade, Mumbai's most posh area, was ablaze with the most extravagant display of fireworks. But inside the Ballroom at Vivanta by Taj, another kind of sparkle held everyone's attention. On the stage and among the audience were some of the most brilliant men and women from India and overseas. Some of them are known leaders and game changers in different industries of India. There were also renowned experts in communication management from other parts of the world. All of them had gathered here with one focus: to discuss the history, strengths and possibilities of brand India.

The event was Brand India Summit 2016, co-organized by the 'Association of Business Communicators of India' (ABCI) and 'Brands of Desire'. The Guest of Honour for the event was the eminent parliamentarian Dr. Vinay Sahasrabudhe. Each individual contributed to the Summit in the same manner as they have contributed to their respective fields, bringing unusual experiences and insights through their speeches & presentations, which ranged from the scholarly to the scintillating. Here's a recap.



It's the right platform and right time to showcase our strengths.

The opening address of Brand India Summit 2016 was delivered by ABCI President Mr. Yogesh Joshi. He set the tone of the proceedings by sharing an experience that sparked his patriotic fervour and a burning desire in his heart to strengthen the image of brand India. In 2010, when he attended the first edition of World Communication Forum (WCF) in Davos, he observed a peculiarity - people had pre-conceived notions about nation brands. There was a distinct positioning of each nation. For example, USA topped the world in innovation, France and Italy meant fashion capitals, Japan was synonymous with quality superiority and Germany stood for engineering brilliance.

These distinctions naturally led to the questions: what does India stand for? What are India's distinctive strengths? Are yoga, ayurveda and spirituality the only things that India can offer? Or, can we give something more to the global audience? The questions raged in Mr. Joshi's mind for a while but were eventually put on the back-burner. However, a few years later a chance remark about India reignited those questions. The remark came from a fellow member of WCF.

It was in 2014. The 'Nirbhaya' episode was still fresh in the public mind. A WCF member quoted the incident and said she would never visit India. The comment prompted Mr. Joshi to reflect upon how the glory of brand India was compromised by an unfortunate incident and how badly the nation's equity suffered. He also contemplated how to correct India's image using his expertise, experience, understanding and global exposure.

It was the questions and their answers that gradually helped to shape the blueprint of Brand India Summit. Questions like, which organisation has set the most powerful example of modern Indian innovation. The answer, ISRO. The most amazing example of Indian entrepreneurship? Thyrocare! The most successful social enterprise models? BVG Group and Rural relations! And so on.

As his confidence grew, so did Mr. Joshi's passion to manifest the idea into an international forum. Next, as they say "two minds work better than one", he was joined in this noble project and mission by Mr. Saurabh Uboweja, Co-Founder and Chief Brand Strategist of Brands of Desire. Together, they conceptualized Brand India Summit - a forum where the finest minds from the field of communications would examine, discuss and offer recommendations on brand India. The event included representation from 9 countries.

Mr. Joshi rightly pointed that his idea evolved into Brand India Summit at just the right time considering Hon'ble Prime Minister Mr. Narendra Modi's vigorous measures in the form of special initiatives like 'Make in India', 'Startup India', 'Stand Up India', etc. In the light of these nation-building activities, Brand India Summit becomes even more essential. It presents the right platform, at the right time to showcase our strengths, "first among ourselves and then to the global community", Mr Joshi said.



Mr. Prakash Javadekar Chief Guest

Hon'ble HRD Minister
Government of India, New Delhi

The Hon'ble Member of Parliament (MP), Mr Prakash Javadekar brought a much wider and historical perspective to the subject of brand India. His standpoint reflected not just his current experience as Union Minister of HRD, but also his experiences and insights from his memorable tenure as Minister of Environment. His words and insights prompted new thoughts on India. If one sees the subject in the larger context of world history, India has always been the central character, an attractive force whose reputation and charisma reached far and wide bringing invaders, plunderers, explorers, traders & emissaries from distant shores. It is pertinent to mention here that the last traders (who stayed on to become rulers) had also introduced their own brand of education which became the norm completely obscuring India's own, several centuries-old legacy of a highly evolved education model. In the minister's highly evocative speech, he effectively juxtaposed scenarios from two different eras: the ancient vedic system of education including the first universities vis-à-vis modern era's B-schools.

He opened his speech by saying he found Brand India Summit "very fascinating". He feels it is as important as branding in today's fast moving professional life. The erudite policy maker is well known for his ability to speak on a subject of great complexity using very simple words, as he did about branding and brand India. He said "While you have to be good, it is equally essential that people perceive you as good. So branding is as important as Brand India." He was happy to share his thoughts on education and branding, especially since he now holds the charge of HRD Ministry.

Education has a vital role in the development of any society in any part of the world. "It is important to educate a person and it is even more important to educate them with the aim to start branding the organization or nation, to make it vibrant and admired, as a role model" he said with reference to brand India. From the larger perspective of nation building, it is indeed the necessity of our times. In this respect, every Indian is a stakeholder. But as they say, some are more equal than others. For a policy maker like Mr Javadekar, it is an added responsibility to ensure the development of the nation is in line with the vision of the political leadership. He, therefore, considers it as a special challenge before his ministry as to how it can remodel education to create a vibrant Brand India. "We must ensure that education leads to the creation of vibrant Brand India". At this point, he shared a few examples from history which prove that Indian education system was once at the pinnacle of excellence.

"Indian education system was the top-most," he said. "Thousands of years ago there was indeed a Brand India in the education sector. We had Nalanda, Takshashila, Vikramshila, the world's best universities in India." In the current era, the world's education tourism is largely concentrated towards Harvard, Cambridge and other B-schools. But history shows us that students came from near and afar to study at ancient India's universities. So Brand India was already established back then. Its glory and sparkle did not diminish but were damaged due to aggression of invasions, wars and a changing political landscape.



We must ensure that education leads to the creation of vibrant Brand India

The Hon'ble MP believes we must “restore the education system called Gurukul and teach Vedic Mathematics, Astrology, Astronomy and the other disciplines of science and arts.” He pointed out some more of India’s well-known historical distinctions – “We had 25% of the world’s GDP and we controlled 33% of the world’s trade.” Indeed, the country was quite prosperous with many treasures that attracted invaders, explorers and traders from around the world.

In today’s times, the IITs (Indian Institute of Technology) and IIMs (Indian Institute of Management) are somehow upholding the legacy of our ancient universities. They “are doing a wonderful job in terms of producing students of calibre, although they don’t feature in the global ranking.” At this point Mr Javadekar emphatically said that “communication professionals need to help them (students) to project proper image; hence, perception management is a crucial aspect of branding that you all can do”. The Ministry is also doing its share and making concerted effort to address this issue about the global perception of our students and our education system. Many academicians and distinguished alumni have put their minds together “to present our case very strongly to improve our global ratings. I am sure our institutes will also contribute with their best efforts”, he said.

He also echoed the general view that “Brand India has become a very important aspect of India’s diplomacy on the global platform in the last two years, especially since Shri Narendra Modi Ji, the Hon’ble Prime Minister of India, stepped into the international arena; and that he is the main architect of Brand India.”

He explained this by sharing recollections of an international conference, on green and renewable energy, that was held at Copenhagen. At the time he was the Minister of Environment. “India was not being presented in the right perspective. In fact, there were certain external forces acting constantly to create hurdles in bringing India onboard.” Since then, the scenario has changed quite dramatically. “Today India is at the centre of all talks and negotiations because of the strong leadership and corrective actions taken by Shri Narendra Modi Ji. Our entire focus during that conference was on solar energy and setting new targets for our renewable energy & green energy. Our entire approach and focal point was changed. Thus, we could establish Brand India in the environment conference.” That is now a success story.

He believes that “Brand India would serve the important role of educating Indians about their own motherland”. He also made the most encouraging statement that “we are open to new ideas and suggestions. We welcome your thoughts, ideas and we shall take up those which are easy to implement instantly. We shall do it to take Brand India to the next level and that is our commitment.” There can be nothing more heart-warming than seeing an eminent policy-maker inviting and accepting suggestions as Mr. Javadekar does. This could be one of the finest examples of citizen participation in governance.



Dr. Vinay Sahasrabudde
Guest of Honour

Hon'ble Member of Parliament, Rajya Sabha
National Vice President, BJP, New Delhi

The Hon'ble Member of Parliament (MP) brought his erudition and keen insights to the presentation. "The world today is perception-driven", he said. He pointed out lucidly how "there are people who are not good but appear to be good; and there are people who are genuinely good but fail to appear to be good". Therefore, the "discourse around brand building is all about managing perceptions". He demonstrated the similarities and differences between brand building and pre-election campaigning.

He said that for the entire process of brand building, it is "necessary that we perceive, establish and strengthen the relationship between the association that develops between a person's mind after seeing a particular visual, symbol or emblem and the emotional response in the mind". The response may range from affection to a sense of ownership which is "essential for the strengthening and empowering of the brand". Regarding the media's role in brand building, he said "media can make or mar a brand", and regretted the sporadic decline in credibility in the print, electronic and even the digital media. He felt it was perhaps time for "experiential communication". He explained that when people "become part of an experience, see through their eyes and their experiential learning develops a body of knowledge, then perhaps they are better convinced".



**Let's bridge
the divide
between 'India'
and 'Bharat'**

The Hon'ble MP also shared an incident that took place some 15 years ago and offered an outsider's view of brand India. He was traveling from Berlin to Paris. His co-passengers included 3 or 4 young German students, one of whom began a conversation saying he had been to India some time ago and had decided to extend his stay.

Upon being asked why, the youth replied that he saw crowds and garbage and lawlessness everywhere he went in India. Yet, he was overwhelmed by the genial warmth of Indians. He was clearly enchanted and came back with many insights about Indian society. The Hon'ble MP said, "we must develop such an insight about our own country and people. There has to be respect for diversity, experience and awareness leading to conviction about all our strengths as a civilization."



Another point that he emphasized was our family system and values. They have been key factors in the survival and sustenance of our civilization. He felt that brand India enjoys much goodwill among two-thirds of the global population. The remaining one-third are a little ignorant of India and hence, do not respect us as much as we expect them to. The Hon'ble Member of Parliament very candidly observed that he had just made a sweeping statement but explained why he did so.

He has travelled extensively and was always received with great respect when he said he was from India. But he regretted that we do not present a unified picture to the world. "There is a division between India and Bharat", he quoted agricultural scientist and political activist Sharad Joshi. Some introspection, he felt, would make us see our own strengths and limitations objectively and deal with them more effectively.

On the positive side, one of India's greatest treasures is the value system which gives character to the society. We follow values like honesty, integrity, sincerity, taking pains to achieve something, commitment, etc. In the western world, the post-industrial revolution era has created another set of values, such as management, professionalism, presentation and productivity, which are also equally important for any society. It is essential that the two value systems be complementary to each other rather than contradict each other. This point explained his initial observation where he said that genuinely good individuals need to appear good as well. He closed his keynote address by saying that the quest for building brand India is a laudable endeavour and it must continue.



Shri Mahashay Dharampalji

Founder and Chairman, MDH Group, New Delhi

By age, Mahashay Dharampalji, 94, represents that generation which made great sacrifices and attained independence for India. By his life and work (he is the Founder-Chairman of MDH), he represents the true spirit of Indian youth who strive and struggle against all odds to carve out their destinies and achieve success on their own. Mahashayji personifies one of the main qualities that remain an essential feature of Brand India: a sense of serving people. He said values are important in everything that we do, everything that we build, be it a brand, a business or even brand India.

His presence at Brand India Summit was the focal point of the evening. All eyes were on him. Dignitaries from around the world, present in the audience, marvelled at the elderly person who walked into the hall. He was dressed in traditional Indian attire and his personality reflected great strength of character and resolve. Despite his advanced age he stood dignified without any assistance and spoke with extraordinary clarity in Hindi. Mahashayji was also awarded Brand India Summit 'Indian of The Year', after which he addressed the gathering.

Before his speech, an audio-visual presentation played out the amazing success story of the ever-energetic monarch of masalas. His journey began in Sialkot, (now in Pakistan), where he sold hand-ground spices. He started business by renting one shop selling ground spices. Business grew, two more shops followed, then three and by 1968 he had opened a spice factory in Delhi. Today MDH spices are sold around the world bringing in huge revenues, from which he generously donates towards numerous charities and CSR efforts.



Your character will be the character of your brand.

He has established hospitals, schools and charity trusts in the memory of his late parents. Though he's 94, he wakes up at 4.15 a.m. every morning and works non-stop until 11 p.m., overseeing factory operations, sales, marketing, production as well as the schools, hospitals and charitable organizations under MDH Group.

His work and business principles are simple, yet time-honored: "Be honest and loyal in life, work very hard, always speak with sweetness in your words, and then leave everything to God and the blessings of your parents will surely bring you success". These simple words of wisdom were acknowledged with a standing ovation by all in the audience. In his short speech he pointed out that India has a glorious history and has given many things to the world – in the areas of spirituality, academics, science, maths, healthcare and arts. He also urged people to be charitable and always work in the spirit of serving others. In closing his speech, he said that his entire outlook on life and his work can be summed up in single statement: "respect values and be strong of character – it will eventually reflect in the brand you manage or promote".



2

Eminent Viewpoints

Co-chaired by :
Mr. Solly Moeng
Mr. Lorenzo Brufani



Ms. Sadhana Mittal

Dy. G. M. Corporate Communication
Indian Oil Corporation Ltd., Mumbai

Ms. Mittal spoke about growing brands - the story of growth in the LPG (Liquefied Petroleum Gas) industry. Over the last two years there have been major changes, during which “LPG has come to occupy centre stage and there have been a host of initiatives that have been driven jointly by the government, the ministry and the oil industry”, she said. She likened the goings on with the making of a “pot-boiler (cinema) with a lot of drama, a lot of tension, confusion, ambiguities, etc.” She quoted a senior colleague’s words that “bringing about change in the public sector is like making an elephant dance”. She also shared a profile of her Fortune-500 listed organization that enjoys an almost 50% share of the market in India and hence, is the leader. The details included production, nationwide distribution and reach across retail outlets.

She provided a vivid picture of rural India saying there are many remote villages that still do not have LPG gas, which was a challenge IOCL is working to meet. Among the other operational challenges faced by IOCL, she shared the issue of subsidy leakage to sectors and recipients that did not need it. The success in meeting these challenges have resulted in a transformation, a key driver of which was the Hon’ble PM Mr. Narendra Modi urging people to ‘Give Up’ the LPG subsidy. The government’s ‘PAHAL’, a ‘direct-transfer’ subsidy scheme, has been listed in the Guinness Book of World records as the world’s largest cash transfer scheme to households involving 168 million customers.



Making an elephant dance

She observed an important aspect of the resulting transformation from these initiatives. The insistence on giving a connection to women with a prerequisite of having a bank account (for the direct transfer of subsidy) has resulted in women empowerment.

To a question posed by Jairam Menon about IOCL’s future plans with regard to green energy, she said some initiatives are being planned, such as piped supply of natural gas and solar energy panels, at all retail outlets.

Dr. S. Arunan
Director, Mars Orbiter Mission
ISRO, Bangalore



Dr. Arunan attended BIS 2016 on behalf of Dr A. S. Kiran Kumar, Chairman, Indian Space Research Organization (ISRO), who was invited as one of the main speakers at the convention. Dr. Arunan shared the story of the space research agency's birth and growth. In August 1969, a very small 50 g rocket was launched from atop a church building in Trivandrum. That humble launch marked the beginning of a scientific quest that is today known for exemplary accomplishments and inspiring milestones. ISRO has launched 141 missions since its inception in 1969. Of these, 36 consecutive Polar Satellite Launch Vehicles (PSLVs) have been successful - a unique world record in itself. ISRO has also indigenised a "cryogenic engine which is meant for lifting of a satellite into geo-orbit meant for communication and weather forecasting".

Dr. Arunan also shared other successful projects undertaken by ISRO in the recent years. Out of them, the 'Remote Sensing Satellite' programmes are acknowledged as the best in the world. He then listed out other future space missions planned for the years ahead. "In the area of disaster management support, we have launched successful satellites that disseminate information and fore-warnings of approaching forest-fires, landslides, cyclones, floods and assessments thereof", he said. All this information is benefitting the society directly, as envisioned by the founder-scientist Vikram Sarabhai. He also highlighted ISRO's distinction of not losing a single spacecraft in outer space, a natural outcome of "optimizing the operational efficiency of our spacecrafts". Another important observation he made was that the planet Mars offers us a picture of "whether planet Earth is going the same way as Mars".



What makes ISRO a leading global brand in space research.

This was achieved by putting into action the frugal engineering concept that the ISRO team believed in. Satellite images of Mars provide clear evidence that the red planet must once have been similar to Earth with the presence of water and some form of life. The most prominent feature of all ISRO mission successes is their incredible low cost.

He closed his speech with the quote "The world is not changed by those who do not take risk... Every single ISRO mission was full of risks, just as any start-up in any industry or business is. And we are no less competitive than any other nation today". In response to a question, Dr. Arunan revealed that ISRO is today a top global brand in space technology. It has come a long way from the time when it was denied technology components due to an embargo placed by the US. "We were not allowed to import any component from America", Dr. Arunan said. "Eventually, the day came when they realized our competence in this area and came to us with their payload".

Before introducing the next guest, co-chair Solly Moeng made an important point that, "creating a brand is a long term process, like planting a tree. You have to keep nurturing it all the time".



Mr. Sam Balsara

CMD, Madison World, Mumbai

Before going on stage Mr. Sam Balsara was asked what he felt was a rather unusual question - "Why have you not sold Madison like other agency owners have sold theirs?" This prompted him to begin his presentation with an overview of the advertising scenario. The prevailing trend was that advertising professionals would establish an agency, gain clients, grow in billing and then sell the agency to multinational networks.

"There are five global advertising networks that tend to gobble up local agencies around the world, making them part of their own growth", he said. He explained what led him to set up Madison 28 years ago when he was "happily working at Mudra". He already had 16 years of experience. Looking back, he said, he was happy that the growth of his agency reflected the same spirit with which he had started it: 400 clients managed across 9 verticals - media has 6 sub-units and 3 brand-names, so each CEO does not have to handle 6 or 7 clients, ensuring senior level attention to each client.

He shared the set of beliefs which have held him in good stead - "a good adman must be a good craftsman and not a manager of men or money". It is essential to be a domain expert rather than a manager. "God is in the details" - he explained that one must get into the details no matter what stature one grows to; "the most important skill today is 'salesmanship'" - regardless of what your occupation or situation, you need to be able to sell, persuade others to accept your view/product/idea/design; "real success comes only after real failure"; It is "important to be efficient but more important to be effective"; "Big ideas will beat big budgets any day" which we can see happening everyday - he offered some examples.



If it's safe, it's risky.

"Growth should be a by-product and not a focus area"; "If it's safe, it's risky" - an insight that had proven true on many occasions with campaigns and even with business decisions. "We work with budgets and not with targets". He concluded by saying he hoped these beliefs answered the questions he was asked before he began his presentation.

**Mr. Nitish Jain
Chairman**

S. P. Jain School for Global Management
Mumbai, Dubai, Singapore, Sydney



Mr Nitish Jain heads S. P. Jain School of Global Management, an educational institution which prepares students in a way that they can manage business in any country. The redesigned B-school education model works on the premise that there is no universal way of doing business. Laws, taxes, industrial infrastructure, etc., differ from nation to nation. The market environment and prevailing atmosphere would be different from one country to another, presenting a challenge to a non-local manager. By providing a solution to this challenge, SPJ has demonstrated to the world, the competitive edge that Brand India always had in the field of education.

He said SPJ stands for “modern and relevant education” distinguishing itself from the existing model of education where somebody stands in front of a classroom and talks to a group of 60 to 80 students, a scenario that “is so outdated”. The Indian-owned institute has also challenged the status quo in the space where business management education was dominated by legacy B-schools like Harvard, Stanford and London Business School. A key aspect of our times is the disruption by technology. “If everything is being disrupted by technology why should education be an exception?” he asked. At S. P. Jain School for Global Management (SPJ) students go through training and internship in three different campuses in 3 countries. The exposure to different business and work cultures prepare students for a career in any organization around the world. A degree from SPJ makes them preferable for employment at the global level. Mr. Nitish Jain also said that technology and automation offered huge advantages like cost reduction; so it only makes sense that a modern institution leverages it to redesign its curriculum to make it more relevant.



**Running the
world’s first tri-country
undergraduate
programme.**



Session Moderator
Mr. Vikash Mittersain
CMD, Nazara Technologies Limited
Mumbai

He explained with an example: “When a big and famous company steps outside its home country to do business, they make fundamental errors. They assume that the other country is no different than their home country.” Multinationals offer a good example of this. A graduate from SPJ “understands the nuances and business practices of other countries”, he said.

“Our students tend to get the best jobs in the world”, he said. S. P. Jain School of Global Management is ranked 10th in the world by Forbes in the 1-year MBA category, based on student outcomes.” He said Indians should be proud of the fact that SPJ is recognized as “the world’s first tri-country undergraduate programme”.



Dr. Jon-Hans Coetzer

Chief Academic Officer,
Glion Institute of Higher Education, Montreux, Switzerland

Dr. Jon-Hans Coetzer is looking to establish a high-end school of hospitality management in India. Hence, his presentation reflected his business goals even as he offered insights into how India is perceived and respected abroad. He said that though Glion business tradition is proudly Swiss, practical business sense demanded that Glion seek out other horizons to expand by “offering business management programmes, hospitality programmes, events, sports and entertainment programmes and more importantly luxury brand management”.

Glion contemplated India. He asked the audience what a premium brand stands for and offered the answers himself - “elitism, expensive products, a status symbol, a reflection of power and influence, something that is iconic, and also to make a personal statement.” When Glion came to the Indian market, it faced a lot of negative feedback, though it was reputed to be the second best in hospitality management education. Glion leadership was prompted to make a closer study of the Indian market.

India, he observed, “is a celebration of huge bio-social diversity; whereas elsewhere one is afraid of the other person’s difference”. He also pointed out that what unites Indians is “your value system”. He also shared some optimistic statistics of the higher education market in India which established that “the rest of the world is in love with India”. Indians “need to stand proud, stand tall and guide us because you can show us how we can work together”.



**Sons and daughters
of India, stand proud,
stand taller before
the world.**



Mr. Adrian Aritmov
Special Invitee, Romania



3

**Eminent
Viewpoints**

**Day 1
Session 2**



Bharat Dabholkar

Brand Guru, Playwright, Actor, Mumbai

Mr. Bharat Dabholkar appeared very candid and self-deprecating as soon as he began his speech. But it turned out to be an ‘act’ - an intended feature of his presentation. A skilled actor and orator, he had the audience roaring with laughter every few seconds as he delivered a speech that was generously peppered with witty one-liners, funny anecdotes and insightful observations.

He talked about how he began the ‘Amul’ campaign – his most renowned work. The assignment involved working on a medium that very few people stopped to read or look at - hoardings (a.k.a. billboards/ outdoor media). Despite the challenge, Dabholkar made such an impact with his lines that even today, the campaign is celebrated as one of the best of Indian advertising. His approach in the execution reflected advertising legend David Ogilvy’s view that “unless you can create a visual scandal on the billboard you will not catch people’s attention”.

He narrated the journey and history of the brand Amul or ‘Anand Milk Union Limited’, started in a small district called Kheda in Gujarat. The man behind the innovation and the path-breaking endeavour was Dr. Varghese Kurien who hired adman Sylvester Da`cunha. The Amul mascot girl was conceptualized by adman Da`cunha and drawn by illustrator Eustace Fernandes. Kurien’s engagement with the ad agency was also exemplary from an agency’s point of view. He gave the agency free rein, never interfering, always allowing them to experiment, to test and create outstanding advertising.



**‘Trust in India’
is essential as
‘Make in India’.**

The campaign was always well received in the market, except in a few instances. A few of the hoardings faced some objection, yet in the end, every little controversy only added to the appeal of the brand. He then shared a series of hoardings in the campaign. It reflected the freedom that the agency had, but they never crossed the line of decency or honesty.

Dabholkar also shared an important insight that, though critical, was true to some extent. Indians are unfortunately also known for their ‘jugaad’ mentality where compromises are made for the sake of maximizing profits, or to save time and effort. He said that it’s important that we inspire “trust in India” compared to “make in India”. Dr. Kurien was a good example of inspiring trust in his product – he made it clear to the agency that if it carried the name ‘Amul’, honesty was more important than profits.

Dr. A. Velumani

Founder & CMD,
Thyrocare Technologies Limited, Navi Mumbai



A self-made man and a first generation entrepreneur, Dr. Velumani spoke in a very down-to-earth manner and with easy charm. His speech was light-hearted and peppered with colloquial Hindi slogans coined by him, though he is of Tamil origin. The overall effect was as expected: all eyes and ears riveted to his presentation for a good three quarters of an hour. He said his success does not surprise him, because he was challenged by his circumstances to achieve more. He was born in a village to a poor family of landless farmers. He sees the poverty as the reason why he is so successful. As he once said to his daughter, “Lucky are those who are born to the poor because they have the luxury of poverty”. It propelled him to go the extra mile and take more risks, especially because he had “nothing to lose!”

The dare with which Dr. Velumani ventured into entrepreneurship echoes the essence of the rags to riches story and the legends that inspire youths from villages to migrate to cities in pursuit of their dreams. India’s business landscape offers numerous instances where the entrepreneur, before beginning a venture, has little or no capital, no rich friends or relatives to rely and, in some cases, even no inkling of what one is getting into. The future, for many of them, is but a question to which time will provide the answer. Their village is where they hone their instincts, build their resolve and nurture their dreams. For most of them the village is their school or university of life.

For Dr. Velumany too, the village was his first university. He said, in a village environment everything that people do is “problem solving. It is 100% practical and no theory”. He went to school “with a slate and a plate”. Going to school offered him the luxury of the mid-day meal which the Tamil Nadu state government had introduced, “so we were not all that poor” he added. His village had no electricity and the school’s ‘classroom’ had no walls – one sat on the open ground with a dozen other students following the teacher who stood and wrote on a blackboard. In 1978, he managed to graduate, despite the hardships. And what motivated him to do so? “All graduates in a 10 mile radius had a fair and pretty wife, which was a very good incentive”. With time he progressed, acquired an M.Sc. and got a job at BARC.

His rise to prominence was a journey lasting approximately 3 decades. A very interesting description of this journey was offered by him, with 3 milestones: In 1982 a colleague at BARC asked him “where is thyroid?” Velumani didn’t know the answer. In 1992, he got a Ph.D. in Thyroid Biochemistry. In 2002, he was running the world’s largest thyroid testing laboratory. Life has taught him some very unusual lessons. One of those is “If you do what you have studied you will survive. If you do what you have not studied you will be the leader”. “Try to do something different” he added. “There are two kinds of people: One who is successful, the other who did not focus.”



His business model was based on cost disruption (very low pricing), attractive franchisee terms (giving higher slices of the profit), air cargo (bringing specimens from different metros to Mumbai) building island monopolies into a cloud business; and technology – Thyrocare’s web server is the oldest server in India in healthcare industry. One of his most brilliant pointers: “if you wish to venture into a business and you look at the competition, then you are not seeing the opportunity. And if you’re looking at the opportunity then you will not see the competition”. The thought reflects a Tamil saying “If you see God in a stone, then you will not see the stone. But if you only look at the stone then you will not see God in it.”

....1995 in a 200 sq. ft. rented garage in Byculla, near the Zoo. Today Thyrocare owns two 400,000 sq. ft. buildings besides 15 acres of land in Mumbai - because “I charge too little” he said. It reminds him of what he had come to Mumbai with – Rs. 500.



Comfort zone is actually danger zone.

His unique style, the catchy slogans coined by him and the street-smartness with which he carved his path are no doubt impressive to say the least. But these qualities can be acquired over time. It is only when he expressed his approach to business that the real Velumani revealed himself. He said in building a brand (or business) one must always maintain TTT: Trust, Truth and Transparency. In this respect, Thyrocare represents the quintessential Indian brand where values remain at the core of its being and dictate the choices & actions taken by its stakeholders.

As an aside, he shared a light joke about his name. He said his father once told him about the hidden meaning in his name ‘Velumani’, pronouncing it as two different words “Value – Money”.



Mr. H. R. Gaikwad

Founder & CMD, BVG India Limited, Pune

Mr. Hanmantrao Gaikwad shared his inspiring story with the audience. From his humble beginnings in Satara village to running an organization with nationwide presence, he has come a long way. It all started with a noble ambition to do something for the society. He started a social enterprise Bharat Vikas Pratishthan right after graduating in engineering and during his first job at Tata Motors. Pleased by his extraordinary work at Tata Motors, the management asked him what he expected as his reward. Gaikwad mentioned that a few youngsters from his village were looking for jobs. The TM management promptly offered him a contract where these youngsters could do housekeeping for a manufacturing plant.

This is how Bharat Vikas Pratishthan was born, with a team of 8 young, ambitious and hardworking people. The fledgling social enterprise gradually evolved into a facility management company with a nationwide presence and 65,000 employees - the Bharat Vikas Group (BVG). The company's clientele includes Rashtrapati Bhavan, Prime Minister's residence, Prime Minister's office, the Indian Parliament, Supreme Court of India, Patanjali, Mercedes Benz, Hyundai, Volkswagen, Fiat, and Hindustan Unilever to name a few.



An effort to do something for society.

It serves 700 locations across the country. India's most prominent pilgrimage centres are also maintained by BVG: Tirupati Temple and Shirdi Sai Baba's temple. It's also known for providing free of cost maintenance services to temples like Bhimashankar, Trimbakeshwar, Mahalakshmi and Pandharpur. In 2013, Gaikwad also started an emergency medical service for underprivileged sections of the society in Maharashtra's villages.

The service now runs 950 well-equipped ambulances each of which has best-in-class equipment, and qualified medical personnel onboard. In Madhya Pradesh, BVG launched Emergency Police Response Service with more than 1000 vehicles reaching out to people in crisis. It has also diversified into various other areas such as green fuel technology, solar pumps, LED bulb manufacturing and herbal agricultural pesticides.



Mr. Pradeep Lokhande

CEO, Rural Relations, Pune

The increasing digitization of business processes and social interactions has nearly obscured the long prevailing image of rural India. If one were to illustrate the society's transition to the current era, where communication across thousands of miles takes place instantly, the previous scenario can be best represented by the postcard. And, it is this humble postal stationery that led Mr. Lokhande to the goldmine of rural database. In the process, he also discovered the faces, the aspirations, the skills and the dreams that power development in India's villages.

Mr. Pradeep Lokhande's made a highly charged presentation that revealed a completely different picture of rural India compared to what most in the audience had imagined. The reality of Indian villages is nowhere similar to what people have come to assume from Bollywood movies, TV soaps and picture postcards handed out to tourists. He told the audience how he and his family wrote 60,000 postcards every month to people in remote unreachable villages, seeking simple information, e.g. when is the weekly market held, who is the village head, etc.

One measure of his success is receiving more than 700,000 letters from the villages. Yet another indication of achievement was offered by him regarding his first year as a social entrepreneur. He remembers how he had no money to buy 'chappals' (Indian footwear); but later in the same year he bought himself a Mercedes Benz car! A most vivid picture of aspiration meeting success.

His first break came with an offer from Tata Tea, after which he never looked back. He built a vast database of Indian villages that provide a wealth of information that can never be expected from government demographics or statistics. This database now enables multinational marketing companies and even the government to reach the population in rural India in a planned and far more effective manner. Lokhande's organization Rural Relations now has a "database of 49000 villages which in turn cater to 3 lakh villages of the country".

The other unique aspect of his business model is the free library he has opened for school children from the villages. "Every working day we open 3 libraries in remote villages for schoolchildren". He has also launched a new concept named "Village weekly" adding information of 85 villages every day.

In 20 minutes, Lokhande presented a most encouraging picture that showed the "brighter side of rural India". The biggest transformation happening is education. Today "we are the largest elementary education system in the world". He explained that "15 crore students study our primary schools which is more than half the population of all of Europe. Of these 10.5 crore students get mid-day meals." Primary education is today "available within 1.5 km radius; just 15 yrs ago it was 8 km radius." He regretted that despite these very impressive numbers, people tend to harp on about a few stray incidents creating a negative picture.

The second biggest change in rural India is communication, he said, sharing details of satellite communication and mobile network penetration in remote areas. “There are more than 5 lakh D2H connections added every month in rural India”, and hence, the increasing consumerism.

The third change is ‘Minimum Support Price (MSP)’. With the Indian government ensuring fair prices for agricultural produce and commodities, the farmer today is better off than before and “has money to spend on other things beside land and gold”. The fourth change is ‘government spending’ which is far more than before. The fifth and most significant change is ‘Panchayat Raj’ – decentralization of power which has resulted in quicker decisions, better communication at the village level, participation and empowerment of women, etc. He closed his presentation by sharing a few of his optimistic expectations in the future. (Speaking of optimism, Lokhande is, by his own admission, a “dangerously optimistic person”). One of the most encouraging changes he expects in the near future is that more women in rural India would become decision-makers within their households and in society.



Dangerously optimistic about rural India

“Because the girl child in the village is now getting education”, which rarely happened in the past 6 decades. During the Q&A round he shared details of his other social ventures like Gyan-Key library and the innovative Non-Resident-Villager initiative. He believes the way to ensure transformation of a society or nation is by moulding the minds of “secondary school students”, as at that age they are highly impressionable and also able to think for themselves.



One of the oldest Indian brands, the Mumbai Dabbawallas, have some really unparalleled distinctions: it is the first, consequently the oldest (established in 1890) and only service of its kind in the whole world. It is an exemplary organization with a unique operational model. And it is the only business or service in the world to have earned the 6-Sigma rating for operational accuracy and efficiency. The even more amazing aspect of their story is that they achieved these distinctions without employing technology in their operations. To present their amazing story, Brand India Summit 2016 invited Mr. Subhash Talekar and Mr. Arvind Talekar, grandsons of the co-founder of the Dabbawallas. The presentation was made by Mr. Arvind Talekar.

Mr. Arvind said many people were fascinated by the Mumbai Dabbawalas – their way of working, their legendary accuracy, punctuality, discipline, etc. He talked about various aspects of his organization, beginning with what they do – quite simply, “we deliver food to the working population of Mumbai. The customer gets food that is prepared at his or her home and delivered on time before the lunch break. The food is packed by the customer’s family in a tiffin box which is known as ‘dabba’. After the lunch is had, the empty dabba is delivered back to the customer’s residence. And all this is accomplished within 3 to 4 hours. The name of the organization is ‘Nutan Tiffin Box Suppliers Association’. It was established in 1890 and his grandfather joined in 1920. Nearly all of the dabbawalas are school dropouts. The highest level of education among them is 8th grade schooling. They all belong to one district and are followers of the ‘Warkari’ faith. In numbers, today they are 5000 strong of which 3000 dabbawalas have had no education at all.

Mumbai ka Dabbawala

Five days a week they go up and down the three rail corridors that are considered Mumbai’s lifeline – Between Stations: Churchgate and Virar - 60 kms; CST and Kalyan – 60 to 70 kms; and Mumbai harbour line between Panvel and CST. Before and after the train commute, most of them have to carry a specially prepared wooden carrier that holds up to 60 lunch boxes, sometimes on their head, and sometimes precariously tied to a bicycle which they ride negotiating Mumbai’s congested streets. One dabbawala picks up the tiffin box from your residence and it is delivered by another at the destination. They currently serve approx. 200,000 customers which means daily 400,000 transactions. Their efficiency is unrivalled and accuracy 99.99% according to 6-Sigma certification.

In their 126 year history they have never gone on a strike, except on a single occasion when they came together to offer strength and support to the agitation ‘India Against Corruption’ led by Mr. Anna Hazare. Incidentally, that day happened to be a public holiday; so the dabbawalas’ record of not neglecting his duty to his customer even for a single day, remained untarnished. This is especially important because they also serve school-going children for whom even a day missed would mean having to go hungry or to stare woefully at classmates eating their box-packed sandwiches.



Even royalty cannot cause the dabbawalas to neglect their duty as was proved when HRH Prince Charles expressed his wish to meet them. It was on 4th November 2003. They chose the venue and the time for the meeting (with the royal) as they did for Brand India Summit. Work is worship for the 'dabbawalas'. Discipline is a part of their organization culture. Non-vegetarian food and drinking of alcohol is prohibited. And time management is absolutely vital. Delays are not tolerated. They use a unique coding system that is marked on the dabbas and only the dabbawalas understand and follow these markings. It's foolproof, failure-proof and therefore reliable. They ensure that the markings are indelible because "Mumbai is a cosmopolitan city with people of all faiths. So we have to ensure that the tiffin box of a Mr. Sheikh is not delivered to a Mr Jain." And "there is no retirement age for the dabbawala. Post 70 yrs of age a dabbawala works as a mukadam" – a supervisory position, Mr. Talekar said.

They are also invited to make a presentation at prestigious B-schools, IIMs, IITs, multi-nationals and various conferences. They were also invited to the wedding of Prince Charles. Mr. Talekar said he was grateful to Prince Charles for his kind attention which catapulted the humble dabbawala into the limelight. The dabbawalas are also big-hearted as Mr. Talekar demonstrated through their social initiatives like Roti Bank (providing food for poor and pavement dwellers) and 'Kapda Bank' (taking used clothes and distributing them among poor tribals). They are also invited to make a presentation at prestigious B-schools, IIM, IITs, multi-nationals and various conferences. They were also invited to the wedding of Prince Charles.



No retirement age for the Mumbai dabbawala.

They also run dharamshalas (charitable rest-houses) at important temples in Maharashtra like Pandharpur, Alandi, Jejuri and Bhimashankar, providing rest-house lodging at very nominal charges. The presentation ended with a dabbawalas group singing 'bhajans' (hymns) to resounding applause from the audience. There can be no doubt that the humble dabbawala is not just indispensable to Mumbai's working population, but he is also irreplaceable (unless a distant cousin or other colleague step in to carry his burden of dabbas for a day or two). In a cosmopolitan city like Mumbai with its multi-cultural, multi-lingual atmosphere and global business environment, it is quite amazing for a group of school drop-outs to establish and run an organization for more than century without any problems. It is hard to believe. But then it isn't. India, after all, is home for the amazing.

Brand India Awards



Mr. H. R. Gaikwad, CMD, BVG India Limited, Pune
Indian Service Brand of the Year



Dr. A. Velumani, Founder & CMD
Thyrocare Technologies Ltd., Navi Mumbai
Indian Brand of the Year



Mr. Pankaj Poddar
CEO, Cosmo Films Ltd., New Delhi
Indian CEO of the Year



Mahashay Dharampal Ji
MDH Group, New Delhi
Indian of the Year



Ms. Priya Dhawan and Mr. Pardeep Jolly
Early Learning Village, New Delhi
Most Promising Education Brand in India



Mr. Naunihaal Singh
Strands Salon, Chandigarh
Startup Evangelist of the Year



Mr. Jai Kumar Agarwal and Mr. Anuj Agarwal
Gyan Dairy, Lucknow
Young Indian Entrepreneur of the Year

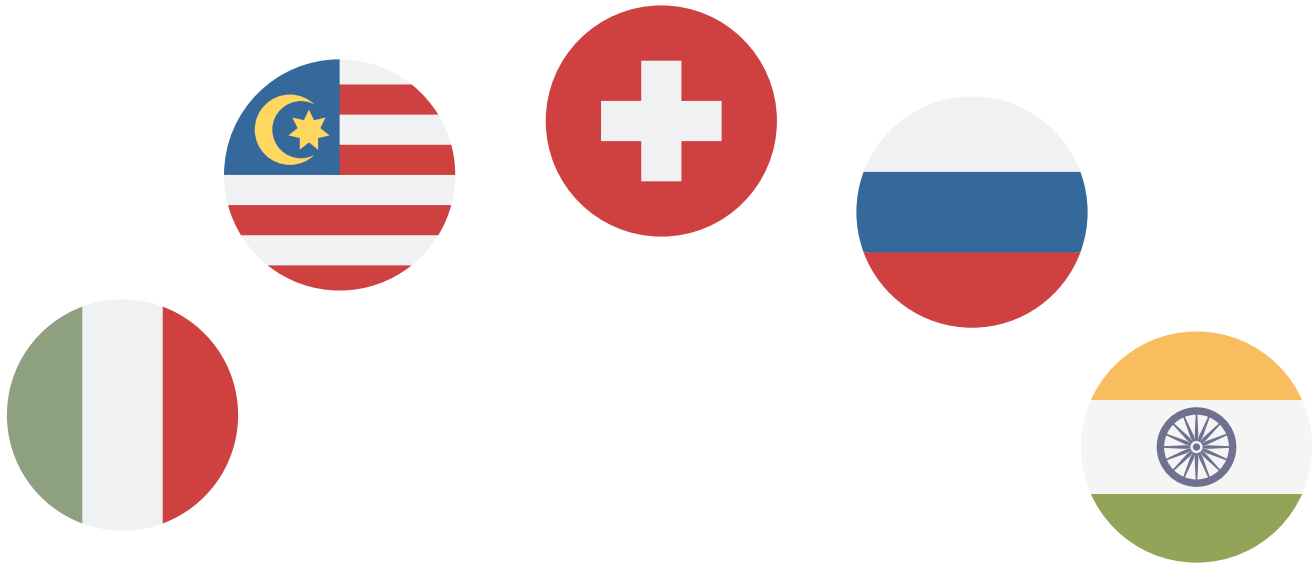


Vote of thanks by
Mr. Jairam Menon
Vice President, ABCI



4

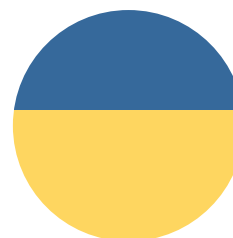
**Eminent
Viewpoints
Day 2
Session 1**



Nation Branding: **Brand India** As seen by foreigners

The subject of Day-2 was 'Nation Branding and what inspires people to look up to India'. The objective here was to examine an outsider's views of Brand India whereas on the previous day we celebrated outstanding brands that power India.

Mr. Saurabh Uboweja introduced the 5-member panel who were invited to share their thoughts and ideas on how a nation builds its reputation. The speakers were Ms. Nurul Ashiqin Shamsuri from Malaysia, Mr. Solly Moeng from South Africa, Ms. Iryna Zolotarevich from Ukraine, Mr. Lorenzo Brufani from Italy and Ms. Yanina Dubeykovskaya from Russia.



Ms. Nurul Ashiqin Shamsuri

Programme Director
Information & Communication Secretariat, Wanita, UMNO
Head of Programme at UCSI University, Kuala Lumpur, Malaysia

Malaysian national Ms. Nurul Ashiqin Shamsuri is an expert in political communication and, like most people, fascinated by India. She remembers her earliest exposure to India was as a child watching Indian (Hindi) films and rattled off a dozen names of all-time blockbusters. 'Hindustan movie' as they were known in Malaysia at the time, tend to project a distorted picture of India. But then, in the potpourri of images that an impressionable mind is subjected to, popular cinema leaves the most vivid impressions. It's hardly surprising then, that when she asked her social network friends in a quick survey to name one thing that comes to mind when they hear 'India', Shahrukh Khan was no.1 on the list. The other things were Taj Mahal, beautiful sarees, information technology and spices in that order. It's no surprise also that young Malaysians have a glamorous view of India.

Compared to her young friends, Ms. Shamsuri is more aware of India's history and its contributions in the field of inventions "chess, buttons, binary code, ink, cataract surgery, plastic surgery, cotton cultivation, diamond mining, etc." Her own impression of these inventions is "the world is a better place because of India." She also informed us that India and Malaysia have come together in many bilateral relations and programmes. More recently, both countries had signed up for the 'Malaysia-India-Comprehensive-Economic-Cooperation-Agreement' (MICECA).



**You are authentic,
you are special.**

She then presented a few insights about building country reputation from the recent conferences at World Communications Forum, Davos and at Kiev. There are four elements that create a country's reputation: "1) true direct experience 2) the country's actions and communications 3) third party influences and 4) stereotypes." The top 3 countries with the best reputation currently are Sweden, Switzerland and Canada. These countries focus on key drivers like advanced economy, appealing environments and effective government.

Re-branding a nation requires: "1) focus on developing your people – they are your country's spokespersons; they must speak good things about the country 2) Listen to the critics – we must be open minded. We are not going to improve ourselves if we don't listen to the critics; and lastly 3) just be you – you are authentic, you are special. You are India, We are Malaysia, just be you; that alone would distinguish you."



Mr. Solly Moeng

MD, DonValley Brand Marketing & Communication
Cape Town, South Africa

Mr. Solly Moeng made an insightful speech about nation branding. He said the key question to ask ourselves is: What do we want to be known for? He clarified the difference between 'Brand identity' and 'Brand image'. Brand identity is what you want to be known for and Brand image is what you are known for. All brands try to close the gap between the two. He then widened the scope of his argument to cover the requisites of nation branding. There are many factors contributing to the overall brand image. These include the conduct of your leader (or conduct of your company or even the quality). All these factors go into one basket to create the India story. Naturally, you cannot have control over all those factors. But we can have control over some things that can shape the brand in a desired manner. First, it must be decided who will be responsible for managing those things.

All successful brands are managed by somebody who knows about branding and what the brand wants to be known for. An effective brand manager stays with the narrative, and objects to any actions or developments that are contrary to the values of the brand. You have to ask yourself, "What are the things you want to be known for and answer the question without ambiguity". With regard to the previous day's session, he said India's accomplishments were great and inspiring. But "we have to connect the dots", so the question is "how do we use those success stories to tell the Indian story?" He also made a point that whoever (or whichever organization) is appointed to manage a nation's brand "should be above political influence".



What are the things you want to be known for and answer the question without ambiguity.

They must be given a level of independence to work. He said this with reference to the prevailing situation in SA. "Because if they (politicians) are doing something that will hurt the brand image, the nation brand manager (or marketing body) will not be able to tell, much less impose upon, the leader that his/her actions are contrary to the brand image".

Mr. Solly also believed that Indians doing business abroad should conduct themselves and their businesses in a responsible manner; because their actions would ultimately affect brand India. As a brand manager one should decide on "your own narrative" and take all stakeholders into account. The key questions, he repeated, are "What are we known for today? What do we really want to be known for? What are the things that we must eliminate and what to introduce to achieve that? And how do you monitor the 'India conversations' abroad?" He observed that people who manage brands do not connect the dots.

Ms. Iryna Zolotarevich

Director, World Communication Forum, Davos, Switzerland,
Co-Founder, WCF Association, Ukraine
Head of PR & GR Practice at AGAMA Communications, Ukraine
Chairperson - Organising Committee of WCF, Davos, Kyiv, Ukraine



Ms. Iryna Zolotarevich comes from a country with a long history of invasions and foreign dominations. These included central Asian tribes, the Mongols, Lithuania, the Ottoman Empire, Poland and finally Russia. It is a country with recently achieved independence (in 1990) and its people, largely Cossacks, are struggling to establish their own social identity amid repeated aggression from its neighbour. The waves of foreign aggression on the largely agricultural land remind one of India's own history of invaders – Mughals, British and Portuguese and its people's fight to achieve independence. However, the eminent communication professional chose to speak about brand India from a non-political perspective.

She said she was born in Kazakhstan and is hence Asian by birth. She is currently working as 'Communication Advisor for Ukrainian PM, hence she is responsible for 'Brand Ukraine'. She led a short interactive session with the audience asking the non-Indians among them, about what they associated with India. She also shared her findings of a similar test she had conducted back home in Ukraine. The questions were aimed at getting a clear picture of how Ukrainians perceived India. She had asked them what are the top 10 things people thought of when they heard India.



Impressed by the current transformation happening in India.

The response was: 1) Movies 2) country of love (about spirit/mood), 3) spices and curry 4) IT and outsourcing 5) slums 7) sarees, 8) kamasutra and 9) elephant. She said she was impressed by the current transformation happening in India, and mentioned a BBC report which described India as one of the 'rapidly changing nations'. Her work has earned her the most prestigious PR award in Ukraine.



Mr. Lorenzo Brufani

Founder & CEO
Competence Strategic Communication, Milan, Italy

When an Indian is asked what they think of when they hear 'Italy' they usually say food and fashion. Likewise, if an Italian is asked what they think of when they hear 'India', the typical response, according to Mr Lorenzo Brufani, is "food, culture, religion and yoga". But, from a professional point of view, he said India was about complexity and integration of different classes of people. While contemplating working in each other's country, one must be sensitive to and respect the other cultures.

Mr. Lorenzo Brufani offered the Italian perspective of brand India. There are both good and bad perceptions. He spoke about the recent atmosphere of distrust between the two nations following the arrest of some Italian seamen. With time the tension eased and the crisis was forgotten. Italians are now free to visit India and Indians free to visit Italy. He said let's fight stereotypes. Today many Italian companies would love to come and do business in India because of India's strength in "IT and because you're a young country and you're an old country and because of the spirit of entrepreneurship".

He also offered a very interesting perspective. He said each letter in India's name stood for a specific quality that makes it stand apart: 'I' for integration, i.e. openness (v/s closed). Quite rightly so, because, when seen from a historical perspective, India has always been welcoming and has eventually integrated all differences into its social fabric.



The 'Made in India' tag will one day have the same worth as the 'Made in Italy'.

The 'N' in India stands for 'Next' – the key word implying the future, in the context of ISRO's accomplishments. The 'D' was for democracy, as India continues to demonstrate its most exemplary form of democracy in history and in the world. 'I' is for innovation – which "is your DNA". The movie business is not all that impactful from the Italian perspective. He said he would like to ask Indian film-makers to produce better cinema. Italy produces some of the most impactful films that are celebrated around the world and also make study material for aspirants to the art of movie-making. Finally, the 'A' in India's name is for authenticity. "You are genuine, Indians are real people, charming people, smiling people..." Also the words 'made in India' can one day have the same worth as the 'Made in Italy' tag that was famous across the world decades ago.

Ms. Yanina Dubeykovskaya

Founder & Content Director,
World Communication Forum, Davos, Switzerland,
President - WCFA, Switzerland



Ms. Yanina pointed out that communication professionals are the “key influencers of human development, global development, as communication is the main driver of change in all spheres of life, be it human behaviour, business or politics”. Country branding is today one of the main challenges before the professional community. It would also be one of the themes at the World Communications Forum when they next meet in March 2017 in Switzerland. She said she would like the subject to be studied and discussed “every year because we welcome ministers and other representatives of foreign affairs ministries”. She sees these personalities as channels of influence for the community of global communicators.

“Because we really are together to change the world, to influence the world”, she said. It would also help make communication “more transparent, more connected and more open”. And nation branding is a big opportunity to develop country reflection and country identity. It would “also provide the countries with new points of view about their own strengths, identity and how they can carve their own future.”

The increasing participation of various country ministries is evidence of how these nations’ leaderships have finally come to accept brand management as an important element of their engagement with the world and with their markets. She then began her presentation with some graphs and general views on the subject of branding. She rued the fact that in most countries nation branding is regarded from the tourism industry’s perspective. Tourism, she said, is not the only important driver of a nation’s economy and certainly not its only important aspect. “One industry alone cannot be the identity of a country”.



**To be ‘global’
you have to be
very good at the
‘local’ level.**

Rather than aiming for an increase in tourist inflow, the nation must try to develop a holistic identity. She also said that foreigners often have a clear image of a country which tends to create stereotypes abroad.

“We cannot talk about country branding if we don’t talk about country brand managers”, pointing to the need for experts in this area. There has to be someone in charge of country branding. She shared the example of a conference where the ambassador of Djibouti was invited to speak and he asked people about his country. All that the audience knew was the country’s location and nothing more. She closed her speech with a most important pointer “to be ‘global’ you should be very good at the ‘local’ level”.



Mr. Zhao Dali

Executive Vice President and Secretary General
China International Public Relations Association
Beijing, China

Mr. Dali mentioned that one the two most influential Persons in China is his boss - the permanent ambassador of China to the United States, “who is much higher than I am; he is my leader”. He spoke through an interpreter. He believes communication between the two countries play an important role in the development of both China and India, both of which are the world’s oldest civilizations. The Chinese PR association CIPRA and India’s own ABCI have many similarities, he said.

The friendship between the two nations is based on the friendship between the civilians of the two nations. Inter-cultural relations are in fact very important for the future. The two countries share a rich history, e.g. the Buddhist philosophy and faith spread from India to China centuries ago. Another important bond between the two countries was established by the renowned Dr. Kotnis and his five dedicated friends. Dr. Kotnis and his friends travelled from Mumbai to China with the spirit of selfless service. They provided medical treatment to the injured and sick Chinese and helped them in their fight against the Japanese invaders. He had devoted his life to serve the Chinese people and to help them in their liberation. The noble doctor’s tomb lies in the northern part of China, near Beijing.



Communication is the new silk route between India and China.

Mr. Dali was also happy that there is now more communication between the youth of China, especially the members of CIPRA, and of India. PR and communication is the new silk road between India and China. There are thousands of PR agencies in China and other PR associations (at the local level) besides CIPRA. He wishes that Indian and Chinese PR professionals could work together, “join a forum like Brand India Summit, integrate our wisdom and work to make the communication more influential in the global governments”, and strengthen the dialogue between civilizations.

Lastly, he said, “China is such a vast country, it cannot be described in a few words”. Hence, he urged people in the audience to visit the country. He also said, “China’s development cannot happen without the world and, likewise, the world cannot go ahead without China.”

Mr. Piyush Pandey

Executive Chairman & Creative Director
Ogilvy & Mather India & South Asia, Mumbai



Mr. Piyush Pandey has worked on some of India's most iconic brands, some of which owe their brand equity to his path-breaking advertising. The brand Asian Paints, especially, enjoy top-of-mind position as a result of powerful campaigns conceptualized by Mr. Pandey and his team. He broke the traditional mould of Indian advertising where ideas, ads and campaigns were conceptualized in English and from an urban perspective, even when addressing rural markets.

While presenting the case study of Asian Paints, he reflected on how the Company had made an in-depth study of the market and introduced small sized tins for paints. The reason: Indian households tend to 'economize' on nearly everything. There were small areas of the house that needed a retouching or a little painting job such as a doorway or a window where the old paint had peeled. On festivals, especially, the family would rather just paint the doors and windows than spend a huge amount for painting the whole house. These deliberations and choices by the advertising agency and the client reflect an in-depth understanding of the Indian mind. It is such insightful application of knowledge coupled with the use of local language and concerns that cut through the clutter in the market to establish brands like Asian Paints.

Mr. Pandey shared three TV commercials of Asian paints that offer rich glimpses of the Indian consumer's mind and lifestyle. The TVCs included one in Tamil, one filmed against a Rajasthani cultural backdrop and the other was the popular campaign 'Har ghar kuch kehta hai'. These were produced and released in a span of 15 years. The point behind showing these TVCs was to "follow the consumer very, very closely". An important aspect of brand growth he pointed out is "to let go in order to evolve".



Innovate and think ahead of the game.

Asian Paints was a good example of a brand that chose not to hang on to its past success and let go of two very powerful brand drivers – one was the tremendously popular TV commercial that had evocative music composed by A. R. Rahman; and the second was their brand mascot of many decades – 'Gattu', the boy with the paint-brush. Gattu was created by the famous cartoonist Late R. K. Laxman in 1960.

"If you have the spirit of innovation, if you do not consider your own brand as boring, then anything can be exciting" and you will produce excellent work like he has with a paint brand (Asian Paints) and with an adhesive brand (Fevicol). Both these products were then considered not very exciting by advertising professionals. Brand managers can make an impact if they "innovate and think ahead of the game". "There is so much that India has to offer. It's just that we don't take ourselves seriously", he said.

Regarding the risks involved in executing creative ideas, Mr. Pandey said, "Creativity must be sensitive to the audience; we must not forget who we are talking to." To the question "What is 'Brand India' of the future for you?" asked by Mr Saurabh Uboweja, he said India is a lot more than diversity and the many tourist locations. Brand India is in the making, still in the process of being defined. The current government initiatives like Make in India could help create a sharper definition in the years ahead.



Mr. Naunihal Singh

CEO, Strands Salon, Chandigarh

The spirit of entrepreneurship may be universal and prevailing everywhere in the world. But the ability to see everything, even business, from a social perspective, is uniquely Indian. When entrepreneur Mr. Naunihal Singh studied the salon market scenario looking for opportunities, his first thought was on what he could do to promote the community of barbers known as 'Naaee'. These are low-wage professionals whose sole means of sustenance is his skills in hair-cutting. Also known as 'hairstylists', they either work in or run cheap saloons. Today's youth in metros and Tier 1 cities, visit salons for a haircut and pay nearly 5 times the amount they would pay to a 'naaee'. Mr. Singh illustrated that a tailor has evolved into a fashion designer, but a 'naaee' has remained a barber.

Mr. Singh chose to bring in the concept of 'branded beauty parlours' in an industry that was largely unorganized and spread randomly in cities. The period 2003-2005, when he forayed into the arena with one salon, things began to change. He started with an institute to train the salon workers and 'naaees' to upgrade their profession and improve their livelihood. He then followed it up with the salons chain named "Strands" with which he introduced the franchise business model in this field.

In his view, brand is a 'connect' between all stakeholders of the company and the customer. Popular tag lines are just a part of branding exercise; and customer experience is the ultimate criterion. They were the pioneers in franchising of the beauty salon business.



Brand is that instant connect between stakeholders and society.

Today they have salons in 18 States. In addition to being the driving force behind the success of 'Strands Salon', Singh is also an angel investor for ambitious entrepreneurs who have tasted success at the local level and wish to go national. He has already ventured into 5 different areas for business. Mr. Singh's success with 'Strands' chain of beauty salons presents a picture of the growing urbanization in India and the increasing purchasing power and better lifestyles of its people.

Mr. Sharat Bhattatiripad

Vice President - Programming,
Fever 104 FM, New Delhi



Mr. Sharat Bhattatiripad is a radio jockey with a huge fan base in northern India. One would expect a young RJ to be totally westernized (i.e. someone out of touch with Indian values and ways of life). But Mr. Bhattatiripad surprised us. His lively speech gave several clues to his own personality even as he offered insights about how to “make the universe conspire to make things happen for you”. The key lesson he learnt after growing up was that “selflessness empowers you”, a thought instantly reminding you of the Indian value of sacrifice, of Bharat - the sibling of Lord Rama who is the ultimate symbol of sacrifice in the sacred book ‘Ramayan’.

In that chapter of the Ramayana, Lord Rama graciously accepts his parents’ wish to leave his kingdom Ayodhya and spend 14 years in the forest. The kingdom would be placed in the charge of his brother Bharat as desired by his mother. But Bharat loved and respected his elder brother Rama more than he cared for the throne. Overcome by grief upon the news of Rama leaving for the forest, he decided to never sit upon the throne. With great reverence, he picked Rama’s footwear and placed it on the throne, and served the kingdom with great wisdom and patience.

The teachings from the Ramayana can be seen clearly in the lives of India’s people. They not only shape a person’s character but sometimes also dictate one’s career, as happened with RJ Sharat Bhattatiripad.



Selflessness empowers you.

In the course of his life, Sharat met a few people, one of whom was a sadhu (mendicant) who lived atop a tree and counselled people one of whom was Sharat. The key lesson Sharat gained from the sadhu was “Stop thinking about yourself. You will see how your life changes.” These words lodged into his heart and would eventually shape his thinking and philosophy.

After that enlightening period with the sadhu, Sharat had met a couple of other people whose lives and businesses reflected that same principle of working selflessly. He remembered his guru (the sadhu on the tree-top) who had said “If you have a higher intent in your heart, the universe will aid you”. In a short presentation, he shared the names and story of the two individuals who changed his way of thinking and influenced his choices and career. He is today a successful and highly respected radio professional. He summed up his speech by rephrasing the sadhu’s words “It’s smart to be selfless...and that’s what India is all about.”



Mr. Maheshwar Sahu, IAS (Retd)

Former Additional Chief Secretary (Industries & Mining)
Government of Gujarat
Currently - Chairman Gujarat CSR Authority, Ahmedabad

Mr. Maheshwar Sahu connected to the Brand India Summit via video-conference. He shared a detailed presentation on 'Vibrant Gujarat' - a programme he developed under the direction of Mr. Narendra Modi who was then the Chief Minister of Gujarat. The objective of the presentation was to throw light on the branding process of 'Vibrant Gujarat', especially since "building a brand normally takes time" and the circumstances which had prompted the project. In 2001, a major earthquake had virtually destroyed major parts of the state of Gujarat. Simultaneously, the state's economy too was facing some challenging issues.

The circumstances prompted the media and industry leaders to say that "Oh, it will now take a lot many years for Gujarat to come up." Some even speculated that it would take minimum 8 to 10 years for Gujarat to recover. Mr. Sahu and his team were told the objectives, that we should project Gujarat as "a happy and happening state", as a place where business can continue as usual, as a place where the growth curve shows a "particular resilience". The 'Vibrant Gujarat' programme of 2003 was designed to boost the confidence of various stakeholders.

The briefing reflected Mr. Modi's dynamic leadership and commitment to an all-inclusive growth. Mr. Modi "wanted to benchmark the state with leading global economies and initiate proactive governance in investor friendly investment policies". The aim was to project "Gujarat's growth for India's growth", Mr. Sahu said.



We made people speak, which gave more credibility to the Vibrant Gujarat campaign."

The multi-pronged VG programme followed a comprehensive strategy covering (a) pre-summit groundwork, (b) proactive engagement and course correction during the summit, and (c) post-summit follow up communication. The programme comprised "a series of seminars and workshops that were conducted to inculcate the culture of professionalism and business-like attitude". The bureaucracy and decision-makers rolled out the red carpet to investors and all the concerned stakeholders.

The project planners incorporated the Japanese growth model and took the route of testimonials. "We made people speak which gave more credibility to the campaign." The people who spoke were the brand ambassadors for 'VG' programme - people who had benefited from the whole exercise.

Other aspects which strengthened VG branding were sharing of information (transparency) and extensive use of 'word of mouth' dissemination. The trend-setting ideas that were incorporated in the VG summit included the following: 1) hospitality towards visiting dignitaries was given utmost importance 2) impeccable arrangements at the summit venue 3) live feed of the summit was streamed across prominent TV channels.

He also shared details of how Gujarat attracted Tata Nano to set up its plant here. It demonstrated the hands-on participation of the leadership (Mr. Modi) who just sent an SMS to Mr. Ratan Tata saying "Swagatam Gujarat". The entire government machinery swung into action identifying land and handing it over to the Tatas to establish their facility.

The post-VG summit activities too are a lesson in great management. For instance, personalized messages were sent to all the investors thanking them for their interest in Gujarat. The communication strategy too followed a sustained approach to establish the perception in the investors' mind that Gujarat is a preferred investment destination and a business-friendly state.



We included social media platforms to accept customer complaints and resolved them in an impressive turnaround time.

The parameters of effectiveness demonstrate how successful the VG campaign has been. The state is regarded as the Davos of the east and a global business hub. The Summit also proved to be the ideal platform for other states and countries to showcase their own strengths. Mr. Sahu also showcased the various stages of the communication process. In 2003, it was established as an investment destination; in 2005 as a 'preferred investment destination'; in 2007 as 'the most sought-after investment destination'. In 2011, 2013 and 2015, the campaign focused on business and networking, development agenda, year-round promotions and projecting Gujarat as a global business destination.



Mr. Sandeep Ganjoo

DGM, BSNL, New Delhi

In a natural disaster, no one is really prepared. In early December 2015, when Chennai was completely inundated, nobody knew how to respond to the crisis. People were in great distress. Most telecom networks were down, shops were shut, emergency services out of reach and near and dear ones stranded with no information of their whereabouts. It was only the state-owned telecom BSNL that provided uninterrupted service.

Mr. Sandeep Ganjoo of BSNL Chennai was invited to share a few details and insights on the Chennai floods episode when all services and facilities were shut down except BSNL. It was the only service that stood out in the grim scenario as a knight in shining armour coming to the rescue of its subscribers; a response that was highly appreciated by all and lauded in the media.

In India, government departments follow strict rules and regulations when dealing with the public. Their range of services and offerings, including initiatives if any, are placed in the public domain only after 'official sanction and directions' or 'instructions from the highest authority'. An unusual or extraordinary circumstance like the Chennai floods is rarely, if ever, figured into these rules and regulations. In such an event, a department shuts down as there is no planned response to be expected. That is usually the case but, BSNL's extraordinary response during the Chennai floods presented a most dynamic and humane aspect to their service. And, it also infused new life into the brand image of state-run corporations, especially BSNL.



The only telecom brand people could depend on during the floods.

BSNL proved to be not only the most dependable service but also very helpful. It came forward with free Voice calls and Data packages for both its landline and mobile subscribers in both categories pre-pay and post-pay for 7 days from 2 December 2015 onwards. And this prompt response came from the highest level of authority - The Hon'ble Union Telecom Minister Shri Ravi Shankar Prasad who announced that BSNL will not charge its customers in Chennai for that whole week.

Mr. Ganjoo's presentation offered a lot more detail of the dynamic and multi-faceted response. It also highlighted BSNL's social media platform for 'social redressal system' that includes Facebook and Twitter Seva which is now accepting complaints from customers. The complaints are resolved in an impressive turnaround time. The endeavour has resulted in a growth in the number of BSNL's Twitter fans and Facebook fans, especially in the wake of the Chennai floods.

Glimpses of Brand India Summit



Dr. Vinay Sahasrabudhe
MP Rajya Sabha & Vice President BJP
felicitating Indian Oil Corporation Ltd.



Dr. Vinay Sahasrabudhe
MP Rajya Sabha & Vice President BJP
launching 'Varta', an in-house magazine of
Bank of India



Mr. Sachin Kapoor
COO, Brands of Desire
felicitating Mr. Lorenzo Brufani,
Founder & CEO - Competence Communication



Mr. Sachin Kapoor
COO, Brands of Desire
felicitating Mr. Solly Moeng, Managing Director,
DonValley Brand Marketing and Communications

Mr. Sachin Kapoor
COO, Brands of Desire felicitating
Ms. Nurul Ashiqin Shamsuri, Program Director,
Information & Communication Secretariat at
Wanita UMNO and Head of Program at UCSI
University, Malaysia



Glimpses of Brand India Summit



Mr. Yogesh Joshi
President ABCI
felicitating Mr. Bharat Dabholkar,
Brand Guru, Playwright and Actor



Mr. Yogesh Joshi
President ABCI, felicitating
Dr. A. Velumani, Founder & CMD,
Thyrocare Technologies Limited



Ms. Marianne Karmarkar
Member, Governing Board - ABCI
felicitating Mr. Sam Balsara, CMD,
Madison World



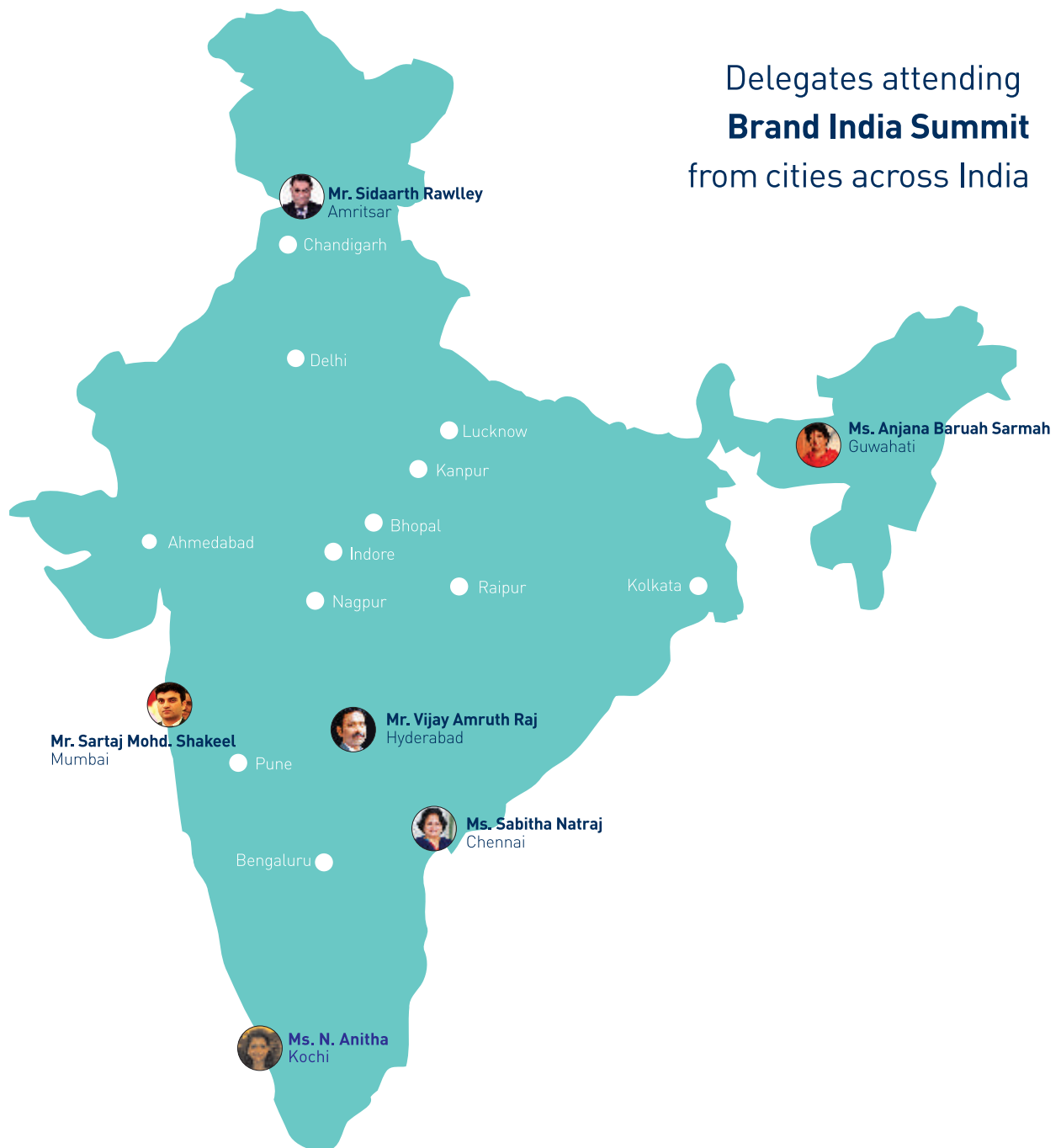
Mr. Vikash Mittersain
CMD
Nazara Technologies Limited



Ms. Sukruti Narayanan
Project Manager
Brand India Summit



Delegates attending
Brand India Summit
from cities across India



Created at Brands of Desire

Brand India Summit

**Association of Business Communicators of India
C/o. C. Dorabji & Co.,**

22-D, 1st Floor, Wadia Building, S. A. Brelvi Road,
Near Horniman Circle & Adjacent to Mumbai Samachar, Fort, Mumbai, Pin Code 400001, INDIA

Email: founder@brandindiasummit.com & admin@abci.in | **Phone:** + 91 - 9820717858 | www.brandindiasummit.com