

## Moral Leadership, Implementation of Ideas is What India Needs: CK Prahalad



*L-R: Shashi Tharoor, Chairman, Afras Ventures and former Under-Secretary-General of the United Nations; C.K.Prahalad, Professor of Corporate Strategy, University of Michigan Ross School of Business, USA; Bunker Roy, Founder, Barefoot College; Moderator: Rajan Navani, Managing Director, Jetline Group*

While technological expertise and economic vitality are important, but what is more important is that we have the moral leadership if we are to leverage the country's strength and provide space for development. Professor C K Prahalad said this at the special plenary session on 'India@75 and Beyond: What is the Big Idea?', a part of the 'Ideas India 2008' seminar, being conducted in New Delhi by Aspen Institute India.

**Prof. Prahalad, Professor of Corporate Strategy at Ross School of Business, University of Michigan,** said that "India has a huge demographic advantage, which is yet to be fully exploited, and there is a need to work forward in this direction. According to him, the three principles that could achieve dramatic change were "our aspirations must be higher than our resources; good thinking about the future will help unfold the future itself; and we must not follow others' benchmarks, instead we have to experiment, innovate and lead."

According to Prof. Prahalad, "we don't have resource constraints; it is the lack of proper deployment of resources that is holding us back." Also, we push too hard for group rights and in the process ignore individuals' rights, he added.

Agreeing with Prof. Prahalad, **Mr Shashi Tharoor, Chairman, Afras Ventures and former Undersecretary-General, United Nations**, said that "we have a multitude of ideas, but what is important is to look into ways of implementing these ideas. "This is a political challenge that we face."

According to him, it was quite remarkable that independent India adopted the democratic system of governance. "This was despite suffering the trauma of partition and the widespread problems of caste, creed, economic disparity, among others," Mr Tharoor pointed out.

According to **Mr Bunker Roy, Founder, Barefoot College**, the country's developmental goals would not be achieved until "we started thinking of solutions outside the box." Replicating solutions that have succeeded in urban India will not work in rural India. "This is like mixing oil with water. We must have localized solutions," he added.

Mr Roy said that there was need to change way we perceive problems in rural India. Rural India's problems are India's problems, and "we cannot think of them in isolation. We have to honestly examine the good, the bad and the ugly. Only then we can achieve true development," he added.

Moderating the discussion, **Mr Rajan Navani, Managing Director, Jetline Group**, said that the idea for 'India @75 and Beyond' should be of creating a shared vision and inspiring people. He said that "inspite of all the problems on financial front and security, India's potential remains intact and can be turbocharged."

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