

Text of a speech given to IIMM on 23rd April 2013

Honorable members of IIMM, members of the audience and my brothers & sisters,

At the onset, I am honored to be a part of this august forum today and thank you all for bestowing this honor on me. I also take this opportunity to congratulate you all on the anniversary of IIMM, which was formed on this day with an idea to secure wider recognition of the profession and to elevate the professional status of **individuals** engaged in the field of Materials Management. I trust this august body of IIMM has achieved its basic objective and is moving from strength to strength. I wish you all the best.

The theme for this year as I have been told is “Navigating Materials Management Strategies in Global Knowledge Economy”. When I heard about this theme the first time, I was little rattled and realized that I am entering into a big maze. The main reason being, that I do not really belong to the fraternity of Materials Management. Looking back at my own career path, I can see now that the path was made up of three distinct phases: The first span of about 10 years (between 1975 and 1985) while I served as a professional executive with different companies including some groups companies of TATAs and Mafatlals, predominantly in the areas of Strategic Marketing and Business Planning. The first twist to the path came around 1985, when I donned the role of an independent Business Consultant getting exposed to various other disciplines like Project Management, Corporate Training etc besides of course the various dimensions of Marketing management. This phase lasted for almost 17 years till around 2002 and another turn on the path came about. This is the time I started looking into the deeper meanings and insights of management as a science and art. This is where the search for the inner driving force behind the principles and practices of management began. This is the phase which has given me a great amount of satisfaction and happiness. This is the phase which has given me a meaning to all that I did for 27 years before that and also has given me much deeper insights into the human core and its manifestations into various life dimensions including business & commerce besides other aspects of life. Managing the manageable so that the unmanageable gets managed evolved as a theme. A different viewpoint towards the management process emerged.

As a marketing professional, I always knew I was seating on the other side of the negotiating table. I could always closely watch the process of materials management, albeit from a distance and angle which was different than those hard core materials management professionals. My view has always been from the peripheries of the materials management, as if one in watching

the vast ocean at the time of sunrise or just before, in the twilight time, seeing the horizons alright but not as clearly as one should. I knew the art & science of materials management existed but not the nuances and finer points of the same. No wonder I am planning to navigate my thought process away from the low visibility, turbulent zone of the theme to move little deeper which may provide me the comfort zone in the realms of my understanding and knowledge of the inner management.

As such no management disciplines operate as islands in isolation. All the faculties and disciplines of Management are all interconnected basically for the simple reason that they are all manifestations of the inner layer of management as a principle and process. Management is a sub-stratum for other disciplines like Marketing, Materials, Finance, Accounts, Manufacturing, HRD, R & D etc to be projected on. One can go even deeper into that to realize that even the screen of management is also a layer beneath which some other layers emerge out. Management is also an expression of human activities, an expression of human civilization to make people survive and grow with an idea to give a meaning to life.

Management as a process revolves around Man at a core. The evolution of the process of management which began in 1774 with William Fredrick Taylor has come a long way. The basic idea of management that time was producing machines. So Management of machines was termed as management of business. The focus of management has revolved thereafter from production to manufacturing to marketing to finance to information and finally has to the human minds. Managing the minds has become the mantra for successful business management. The words **Status to the Individual** is also central to the basic objective of IIMM. Understanding that Individual has become a critical factor in the management of, not only the business organizations, but has also acquired the prime attention in management of practically any human activity. The need for understanding and the knowledge of human life process is a challenge that the world is currently facing to have a peaceful and meaningful global relationships. The challenge will only grow with the time.

The word Challenge is a key word in the theme. Challenges though are perceived to be collective are always individual at the core. Everyone as an individual may have to rise to one's fullest potentials to meet the challenging situations. Challenges are nothing but the situations which demand you to be responsible. Responsibility is the word which needs to be understood in the right perspective. Responsibility is nothing but having ability to respond to the situations or challenges. The problem with the world today is that practically everyone is finding himself/herself to be responsible without having ability. That creates a stress. Meeting challenges without having the ability leads to stressful human existence and the stressful environment.

As a management faculty for some time, I know how much emphasis the whole management education gives to the issues of materials like men, machine, money and materials. The developments in the past few decades have made the world shrink. The barriers of technologies are getting broken across the global economies. The laws governing the commerce in different countries are more or less becoming global as a need more than anything with changing times. Technologies are coming out of the shroud of mysteries fast and wide. The flow of money across the globe is much easier today due to freer economies. That practically brings most of the business organizations on par as far as money, machines and materials are concerned. What is going to make a difference is the brains and minds of the people. The four outer resources mentioned earlier will soon be taken over by the quality of the inner resources like Ideas, Thoughts and Passions or emotions which are the silent drivers behind the outer actions. A different and original idea, a strong and pure thought and a massive force of focused passion is going to make a difference between the success stories and the sulking memories on the business scenarios. One may have to realize that it is the Intellect, Mind and the Heart which are the basic drivers behind every human action. The world may have to start looking at the inner structure of human existence which has not been explored fully by the modern science though the vedik world was familiar with it. The time to get a more holistic view of the human entity may become a necessity soon. The self study may provide answers to many questions thrown open by the changing world situations, economic or otherwise.

Ability, Approach and Attitude are the three key factors which could help the humans to meet the challenges effectively. Ability is a manifestation of Intellect while approach originates from the Mind. Attitudes however emanate from your emotions. Managing the three inner power centres would mean managing the vital inputs of the successful management. Success that would be free from stress, success that would mean absolute peace and leads to a situation where Profits for business organization would converge with the Happiness for the people who work

As I said earlier, it is the powerful thought & idea is going to rule the business world in times to come. Let us try and understand where exactly the game of inner engineering begins. The science of consciousness that I have researched on for the past 12 years indicate that the first spark of idea is generated by the communion between the wave of consciousness and the human intellect. Waves of consciousness are flowing all the time above all of us. Only the pure intellect can catch up the vibrant wave to create a great idea. The process of ideation leads the idea to travel towards the mind at the lower frequency level to create a thought. The transparent and enriched mind can only lead to a strong and practicable thought. The best of ideas get lost when they enter into weak and corrupt minds. The mind should be enriched enough to hold the best of ideas. Ideas are too fast and too intense for a common mind to

process. It is like a milk of a tigress which can only be held by a container of gold. No other material is capable of holding that. The golden mind may not serve the purpose if it is not supported by a passionate heart full of love and compassion. The thoughts are only the raw materials for the emotions to evolve. Many a great thoughts have got petered never seeing the light of the day due to a lack of passionate heart. Managing Heart, managing Mind and managing intellect may become the ultimate formula of success if one needs to venture in search for excellence.

Thank you for a patient listening.

Jai Hind.

Ajit Telang