



Confederation of Indian Industry

CII SESSION

'India needs to design innovative products, fast and with immediate results, to compete with China'

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"INDIA HAS a great and exciting future. There are so many possibilities and opportunities. It's getting better," said management guru Shoji Shiba.

In Chandigarh to attend the CII's Avantha Centre of Excellence for Competitiveness, Shiba delivered a session, "Remedies & Future Directions for Indian Manufacturing", and pointed how India's target of raising the contribution of manufacturing sector from 15 per cent to 25 per cent of the GDP could only be achieved if it adopts automation and innovation, enables R&D linkages, enhances productivity, reduces costs, develops skilled labour and raises quality standards and gets support from the government in the form of favourable policies.

"If this happens, India could create 60 million to 90 million new manufacturing jobs and become an attractive investment destination for its own entrepreneurs and multinational companies," said the Padma Shri awardee, who has been guiding the process of



Management guru Shoji Shiba (left) address the conference at CII in Sector 31, Chandigarh, on Thursday. Sahil Walia

transformation of the Indian industry for over a decade.

Globally known for developing the Five Step Discovery Process for Breakthrough Management, Shiba's approach to solving problem is Shoji

Shiba's Fishbowl Principle. Explaining his principle, Shiba said: "Jump into the fishbowl (onsite) and swim with fish with intuition, then jump out to understand what the fishes needs are."

It is the age of innovation, manufacturing excellence and sustenance. From his own experiences, Shiba said that it is imperative that India invests in smart minds and innovative solutions. With the country at the

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precipice of change, Shiba urges Indians to raise questions, to dream, to view challenges as opportunities.

According to Shiba, India has brilliant minds. "We need to tap into these minds, create smart companies that create these geniuses who dream and innovate."

A Buddhist, Shiba also shares a Zen philosophy. "There are three eyes of Buddha: the past when business is established, the present that stands for incremental improvement and the future, a vision and wisdom that is necessary for India. Talk less, do more. Follow your intuition and see great things happen," he said.

In India for the past 13 years after making a commitment to late Dr Abdul Kalam, the then President of India, Shiba developed the Visionary Leaders for Manufacturing Programme under the aegis of the National Manufacturing Competitiveness Council.

He brought together the three main stakeholders who can transform a nation - Industry, academia and the government, published his book, *Breakthrough Management*, and worked on Indo-Japan relationship at the government, industry and academia-level.

According to him if India has to push Make in India and compete with China, it has to move fast. "Businesses are changing rapidly. India has to change the concept of manufacturing, get out of the classroom mode, do it themselves and demonstrate. It needs to focus on designing innovative products, fast and effectively with visible immediate results to compete with China."

He agrees India is a country of multiple issues and character, "but that is the beauty for India's diversity is its source of creativity."