

## 'India Inc needs crazy CEOs'

**Kolkata:** India Inc needs 'crazy' CEOs to help the country leapfrog in the industrial arena, Japanese management guru Shoji Shiba said on Wednesday.

"They should not have any fixed agenda and should manage companies the Indian way," the MIT visiting professor and winner of the 2002 Deming prize said at a CII programme. "India is changing rapidly and there is a need to apply unusual business models."

Shiba — who received the 2004 Nikkei Quality Management Literature award — initiated the first CII Learning Community with 11 Indian firms in July 2004 for learning about breakthrough management and applying this in the Indian context. CII deputy director general Sarita Nagpal said the chamber will soon launch a breakthrough management module for Indian CEOs conceptualised by Shiba. CII would also launch a special programme for SMEs. TNN