



**AN EVENING TO REMEMBER**

A debate between business leaders, hard talk from a Union minister and some soul searching from a guru made for a sparkling evening in New Delhi **TURN TO PAGES ►► 10, 11, 12**

# Of Economy And Empathy



**I really think that the strategic thing is to revive credit to the economy, especially to small businesses**

**NANDAN NILEKANI**

*Non-Executive Chairman, Infosys*



**The projects are ready, viability is good, traffic density is good, but we are not getting good responses**

**NITIN GADKARI**

**Every business needs to have a vision for the society, because business is essentially about human well-being**

**SADHGURU**

**SADHGURU JAGGI VASUDEVA SPEECH**

# It's About Going Global, Not Just About Counting Money

Business leaders should seek out challenges and not wait for challenges to confront them; have larger vision for well being of the society

Our Bureau

**New Delhi:** This is the first time that India as a nation has an opportunity to lift 400-500 million people from one level of life to another through a democratically elected government by natural evolution of enterprise and business, said Sadhguru.

Business leaders should seek out challenges and not wait for challenges to confront them, the spiritual leader and founder of Isha Foundation said while addressing a gathering of senior executives on 'The Purpose of Business' in Delhi on Wednesday. He was speaking after the ET CEO Roundtable, which comprised a panel of jury members for this year's ET Awards for Corporate Excellence.

Sadhguru said it is important for businesses not to be driven by profits alone but have a larger vision for the well-being of society. He said while it is necessary for businesses to be stable, they also need to focus on speed, and at the same time equip themselves with skills so that their growth is not impacted by external factors.

"Every business, no matter at what stage it is in, needs to have a vision for the society, because business is essentially about human well-being. Businesses and business leaders have to mature from personal ambitions to a vision of building a sustainable society. The purpose of every business, whether we are conscious about it or not, is to serve the world," he said.

The success of a nation is largely determined by the success of its business houses, hence the responsibility is more on businessmen to think of society at large, and not about quarterly results alone, said Sadhguru. "Profits are important; without profits businesses won't be sustainable. But many of you are not looking at money, you are looking at scale. It is about going global, not just about counting money," he said.

He said our idea of business, unfortunately, is imported from the imperialistic way of doing things. "These things were possible when we could think about the well-being

of a small population only at the cost of a large population. Those times are gone. Every nation on the planet wants to grow, wants to live well, has an aspiration," he said.

Sadhguru said that while he was happy with young people getting into business, he was apprehensive about the growth in the number of start-ups. "To me, it looks more like a rash, not a well-thought-out process. I just heard over a hundred million dollars

are being put into food apps in Bengaluru. How many food apps does a city need?"

"Almost everyone knows some of them cannot survive for more than a year. This happens because Indians are highly enthusiastic. It is fantastic we are like that, but money has to be invested judiciously. Otherwise, it will not just be an individual's failure, but the nation's," he said.

Pitching for organised incubating processes, he said there must be some level that enterprises need to cross to get investments. "Real enterprises will not get funded as those who are somehow exuberant and able to leverage certain things are getting investments," he said.

Talking to business leaders in the audience, Sadhguru said it was important for them to manage their own minds, for them to be able to manage their businesses.

"If you don't know how to manage your mind, how will you manage a thousand people's minds? CEOs here are most successful but also the most tortured as of now," he said. "Success is the sweetest thing in anybody, be it a business enterprise or political enterprise or anything, everyone wants to be successful. Because the purpose of action is success. But today the most successful of people carry the tensest possible faces."

Because of this, he said, the message being passed to the next generation was that success meant suffering. "If that happens they will not seek success, and the society that doesn't seek success, will go down the drain. If one doesn't take up challenges joyfully, he will build a cocoon of safety around himself. He won't go down, but he won't go up either," he said.

This happened dramatically in the US, said Sadhguru, when the baby boomers went after success like anything, became straitjacketed and started suffering within themselves. "This is why in the '60s, people took to pot and started believing being a hippie is being happy. Hence, it is important to demonstrate that success, no matter what you do, is the sweetest thing," he said.

