



The PoleStar Foundation

Arun Jain's Key Note address at the 20th PoleStar Awards

Topic - Beauty of Human Mind

23.11.18

Beauty of Human mind

- “When he has the power of to see things detached from self interest and from the insistent claims of the lust of the senses, then alone can he have the true vision of the beauty that is everywhere”. Quoute from Rabindranath Tagore in 1916
- Beauty is about
Freedom of exploration
Freedom of experience
And
Freedom of expression
- Beauty emanates from Contribution, Compassion, Celebration, Connection and Imagination.
- Beauty doesn't come from imitation but from one's own thoughts and action.
- Beauty does not come from controlling.

I experience Beauty

- I experience beauty when My wife Manju weaved a stole on her loom at home.
- I experience beauty when I discover sitdown without any agenda in lawns of Madras club watching birds playing and examining small flower born from grass.
- I experience beauty when intellect built software to built RBI real time to bring transparency with speed which helped drove digital revolution.
- I experience beauty when flower selling girl completes her dream and leads as a business professional in a private sector bank.



- I experience beauty when college student takes time out of her college schedule and mentor a school child.
- I experience a beauty when Ex Colonel from army goes to Village of Poonch and Rajouri and catalyse education in govt. schools.
- I experience beauty in every article written after intense research and composed as a symphony to make it reach to bring awareness to society.
- I experience Beauty when young engineer from IIT Madras solves problem of Voice recognition and recognise as the leader in cutting age technology.
- I experience beauty when Researchers and scientist from ISRO sends Mangal Yaan with limited resources with small window of 18 months.
- I experience Beauty when medical doctor designs a machine to solve problem of Heap of garbage in the corner of village with Plastic embedded in it.
- I experience Beauty when small village in UP celebrates their 'Village day and honour 10 seniors, welcome 10 young kid s and celebrate new brides on their own.
- I experience beauty in all compassionate community transforming organisations called 'NGO' (I call them Development Accelerators) for their empathy and selflessness to raising the level of humanity.
- I experience beauty when an IAS officer decides to leave his powerful position of authority and joins the people of village to bring a change by his power natural Power of influence.
- I experience beauty when a teacher in Govt. school collects money among her colleagues to fund a computer for 8th standard student because they believe in his potential.
- I experience Beauty Director General of Rural development decides to create a movement of Cluster development without accepting Govt money but believes in support of Community and Corporates.
- That is the beauty, we celebrate at Polestar foundation. Beauty embedded in courage, compassion, creativity and commitment and their thinking.



We experienced this beauty in history every time when some underdog performed more than what anyone believes in him. That is happening to Sport people from Haryana and northeast states.

- That's the Beauty of our country where in last 71 years of independence created a role model institutions like IIT, AIIMS, IIM, CA's, lawyers, Sociologists, Journalist, Writers, Artists for the world stage. Each state provides unique beauty of talent as well application of it to create something new from Crafts to music, Innovations to products.
- When I see so many accomplishments of my country, the few pains in this journey gets back seat in my mind and I understand that in fertile soil, weeds also gets the same manure as the crop gets. As a good farmer I need to remove those weeds as soon as possible.
- I see Canvas of great opportunities all around us

Opportunity #1

- We have setup IIT and IITM in late 50's and these two basic institutions have helped India not to solve its own engineering problem but providing talent to solve problems for many multinationals globally. These institutions then helped creating hundreds of colleges in last 50 years to provide complete leadership capacity of the nation. But these institutions are designed for catering to 25% of the India population needs. We have opportunity to build leadership capacity for rest 800 million people.
- May be if we would setup IIPL, I am mentioning Indian Institute of Panchayat leadership to cater to Rural India, we could have created Equity in Leadership capacity building.
- We have 6 Lacs villages and 2.5 lacs panchayats. Each panchayat though varying from state to state have population of 300 families to 3000 families. Each panchayat is similar to a Corporate which is led by some CEO and his management team to drive strategy, efficient operations and sustainable growth. When we can produce 3 million IT leaders in just 10 years cant we produce 3 million leaders to build this capacity. Constitutionally, article 73 gives all the requisite powers to third govt of Villages like it has given to IT industry in 1991.



Opportunity #2

- Just 20 years back when we instituted polestar award, the Union budget of India consisted of 2.67 lac crores and in 2018-19, this budget has jumped to 24.42 lac crores. In just 20 years Govt of India of 2018 has more than 21.75 lac crore for development of the country compare to 1998. Adding to these we have independent state budgets amounting to another 20 Lacs Crores. This budget is growing in double digits year on year because better industry growth and tax compliance.
- With the smart initiative of leveraging technologies for Digital India, The System leakage of money has dropped down substantially in last 10 years.
- The govt allocated 2,00,000 crores to 2,50,000 Gram panchayats for the development purposes.
- Thus when I travelled to panchayats to conduct design Thinking programs, I observed 'Money' allocated to rural India is not the only constraint. There are more constraints seating to solve problems of rural India.
- I went back to History and understood from Gandhi – Charkha was not a solution for poverty alleviation but symbol of empowerment. It was message to each villager to become 'Mentally self sufficient'. We need to address his self image and self belief.
- We have huge capacity and power of over 800 million people to drive the change. We have opportunity to move them from 'liability side' of National balance sheet to 'asset side' of national balance sheet.

Opportunity #3

- Over last 20 years, we have created more first generation wealth in the nation. First generation wealth has advantage of better philanthropy. Second generation wealth owner thinks himself as trustee of the wealth while first generation wealth is his own creation. This philanthropy money comes with Intellect and talent of the leaders who have created it. They have teams of smart minds who can solve most difficult problems with Scalable systems, Alacrity and technology. I am observing the patterns of Indian philanthropy movement similar to America Movement of early 20th Century when major Philanthropic institutions started solving complex problems.



- With this movement I am also observing talented youth of India is looking for Larger purpose for their lives beyond employability. 4 of my direct niece and nephew committed to this movement. In Mission samriddhi movement, we have more than 250 talented youth joining to bring a difference. Many Managers in mid career are finding beauty in Larger purpose of contribution.

Opportunity #4

- National Educational Infrastructure has multiplied in last 20 years. In just Tamilnadu we have more than 2000 Colleges and 50000 schools. With the principle of Equity, The teacher in Village also get over 25000 per month salary in line with City teacher. Thus Educationist are well paid in Rural india. One constraint less
- Now There is an opportunity to build leadership capacity among Professors and Teachers. We at school of design thinking spotted this opportunity and piloted this experiment with 25 colleges in last 12 months. We are inviting them FT8012, Design Centre for design thinking workshops for 4 days. They are talented and committed teacher. What they need was redesigning their thinking to embed to meaning of purpose and taught them few techniques to make their work more enjoyable.
- Now here is small proposal on which we are working and needs a larger participation
 - Step 1 : We need to Team of Design catalysts who can train design thinking to Professors of Colleges.
 - Step 2 : College professor acts as a Design catalyst for school teachers.
 - Step 3 : Introduce Design Thinking as a course in First year of education in Colleges to help student empathise and contextualise the problem around themselves rather than solving some Ghost problems.
 - Step 4 : Each corporate to pick up upto 10 colleges where Corporate employees mentor college students
 - Step 5 : Each college can have Design Clubs where students can take projects in area of Mentoring high school students in 9th grade or apply his learnings to solve problems of villages. This model creates a community of Teacher-learner-Teacher-Learner, where everyone learns at all times.

Beauty of this model lies in principle of ‘One learns more when he teaches’



Opportunity 5: Social business

- Business that is based on the selflessness of all of us - this is social business – As per Mohammed Yunus

Social business is a cause-driven business and it has all the goods of business excellence from Strategy to efficient execution but Profit deployed for the growth and scale.

Wikipedia is great example of this model. In Wikipedia model, Just 8 people challenged the Hoarders of knowledge like encyclopedias and used the power of community to make a difference. Arvind Eye Hospital, Shankara Eye Hospital and many more such institutions in India are running on these principles

I am observing many start-ups are solving complex problems by building social businesses.

The model of Self Help group(SHG) and Farmer producer organisation(FPO) are also working social business format.

Opportunity 6: Stories

As of now we are missing the stories of Innovations, Relationships, Collaborations and products from 75% of the india population as per Sai Nath. To me these stories are around local creativity and intense commitments. There is Beauty of originality seating in these stories.

In these stories we will relive the original soil of India vs imitated of global cities.

In Summary

- In the end I want to imagine the beauty of Tomorrow's India by 3 C's!
- Create an environment of Celebration, where we celebrate the Smart solutions, committed teams with compassionate dedication, Well oiled systems and processes of all the constituents of the society starting from NGO, Startups, Govt Policies, Schemes, CSR and Philanthropy.
- Leverage the Power of Connect. Connecting best practices across 17 Goals of Sustainability, 8 Blocks of Sansad adarsh Gram yojana with Best Practices across India – Vertically as well horizontally. Vertically I mean connecting all the initiatives and best practices across a Sector say Education or Health. Horizontally I mean connecting best practices solution from one state to other state.



- Use characteristic of Catalyst who participate in change the direction of chemical reaction without getting noticed.
- This is the imagination I have where we Drive Global leadership and excellence thru Corporates and Reach of Government to every citizen and passion and solutions from people with hearts and minds both creating magic of Transformation.