



# EMAIL NEWSLETTER

NOVEMBER 2020

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Dear SIETAR India members and supporters,

As we enter the last few months of 2020, we would like to end on a note of optimism, highlighting how rich this year has been in lessons learned and connections made.

It has been heartwarming to meet with so many fellow interculturalists at our webinars. We are delighted to announce that we have a bonus webinar scheduled for December 3rd!! Often referred to today as an emerging country/economy, India was already an international power by the 10th century. Let's reflect on the leadership lessons from the ancient Chola dynasty during this webinar with Pradeep Chakravarthy.

For this newsletter, we have curated a bouquet of articles for you, bringing you voices from the Indian subcontinent and beyond.

- In "Workplace Culture to Work Culture", Anantadeb Bandyopadhyay reflects on the lasting impact of the Covid disruption on leadership.

- In "Ayurveda- a way of life", Deepa Soman explores how cultural heritage can be leveraged to switch perspectives from disease to well-being.

- In her article, Minal Jagtiani from Singapore, explains the importance of personal branding which is of special relevance for us interculturalists as many of us are independent professionals.

- An article from Anna Zelno on the Summer Academy, an example of the how we can collaborate and reinvent ourselves in these unpredictable times.

Enjoy!

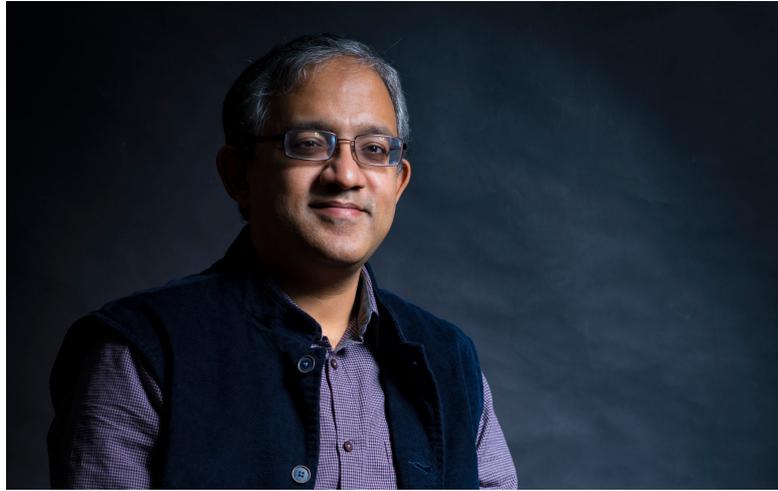
For the SIETAR India Board

Sunita Nichani and Mala Malkani



# OUR WEBINARS

## UPCOMING



### “ WHAT MADE THE CHOLAS AN INTERNATIONAL EMPIRE IN MEDIEVAL TIMES”

***Presenter:*** Pradeep Chakravarthy

Historian, author, who is passionate about bringing Indian philosophy and history into corporations as practical tools to be successful. He has had a long career in several IT majors such as Cognizant and Infosys and is an expert faculty with the McKinsey leadership institute.

***Date:*** 3rd December

***Timings:*** 20:30 IST/17:00 CET/ 11:00EST

This 45 minute illustrated talk will look at 3 things that the Chola kings did to make them an international empire in the 10th and 12th centuries leaving a legacy that is remembered in South Asia even today. We will also do a bonus learning on why Nicholas II hastened the end of a 300 year old dynasty and what implications this has for our journey of self-awareness, learning and development.

***Register:***

[www.surveymonkey.com/r/sietarindiawebinars](http://www.surveymonkey.com/r/sietarindiawebinars)

# From 'Workplace Culture' to 'Work Culture' : Five Elements of Leadership Behavior that will Shape the New Normal

by *Anantadeb Bandyopadhyay, Independent Consultant*



The Covid- 19 pandemic, like all other crises in human history, has demanded the human ability to adjust and adapt to new ways of living and thinking. Does it mean there will be a lasting impact on our cultures? The jury is still out. It may take years before the full impact of this pandemic is understood.

One area where the impact is becoming increasingly clearer is the workplace. The way we define work and the workplace is changing forever. It was always known that culture plays a pivotal role in organizational success; and leadership behavior has a major impact on organizational culture. It looks like the pandemic has a surprisingly positive impact.

Using early research and anecdotal evidence, some interesting trends are now visible. It seems these changes are irreversible, and possibly, will impact all organizations globally. As work gets significantly dissociated with workplace, leaders are understanding that managing culture is a new game now.

I have tried to list five of the most crucial aspects of this change. These, I believe, will remain core to organizational culture and leadership behavior as we slowly gravitate towards a new normal way of working post pandemic. Maybe the pandemic is making the organization culture more humane.

**Trust is finally gaining lead over Control.** When work is getting done far from the workplace the leaders have no choice but to trust. Power and Authority is quickly getting replaced by Influence.

**Purpose is overtaking Process.** With loss of control on employee behavior, leaders are in need to build a strong sense of purpose in order to bring out the best performance. Process adherence will be increasingly be driven by the power of purpose.

**Collaboration is no more a choice.** Never ever have individuals felt the urge to collaborate as much as they are feeling today. Amazing amount of investment has been made in developing and installing new tools and platforms for collaboration.

**Care and Connect with People** to build meaningful relationships. Leaders have started investing time and effort to connect with their teams and knowing them as individuals – not just employees.

**Listening** is becoming the core of communication. The importance of listening was always known to the leaders but the new normal is forcing them to practice it. Listening for, and acting upon ideas and concerns will be central to organizational culture.

# Ayurveda - A Way of Life

by Deepa Soman, Managing Director, Lumiere Business Solutions

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**Ayurveda and the Principle of Balance:** Ayurveda is a 5000-year-old traditional Indian system of health and wellbeing. As per Charak Samhita (a Sanskrit text on Ayurveda), the main aim of Ayurveda is described as “Ayurveda not merely being a system of medicine, but a way of life”. Its objective is to accomplish physical, mental, social and spiritual well-being by adopting preventive and promotive approaches as well as treating disease with a holistic approach. In the past decade there has been an increase in lifestyle diseases due to compromised living coupled with high modern-day stressors. There is an outcry against more synthetic mode of living. This has led to an increasing search for alternative systems for health and wellness.

**The Resurgence of Ayurveda:** In the past decade, a greater focus on bringing a scientific research perspective has given Ayurveda a global platform. Social media adoption, access to bloggers and influencers has led to a dissemination of knowledge. The WHO has provided impetus to traditional medicine and hospitals and medical schools in the West have legitimised holistic approaches that recognise the mind-body combine. Alternative therapies are increasingly propagated for chronic conditions that cannot be treated in allopathy. A combination approach viz., diabetes reversal using a combination of allopathic drugs combined with lifestyle changes like right eating, managing stress by reigning in the mind, active lifestyle changes are seen as the way to manage stress and enhance well-being. Yoga, Meditation, Pranayama are becoming mainstream.

**Role of Ingredients:** There is a growing interest in specific super ingredients. Curcumin or turmeric is seen to have properties of building immunity and treating cancers. The creation of the Starbucks Golden Latte that uses curcumin as the active ingredient is case in point. The traditional milk with turmeric consumed for a strong upper-respiratory system has global status. Authentic codes that are sensorially acceptable provide a promise of efficacy and of tackling the root cause of a problem. The ingredients have become a ubiquitous part of life, except that consumers don't “see” the link with Ayurveda!

**Commoditization of Ayurveda:** Indian brands like Baidyanath, Dabur, Himalaya, Arya Vaidya Pharmacy have deep expertise in creating branded Ayurvedic medicines sold through pharmacies. In 2000, yoga guru, Baba Ramdev popularized yoga via his daily television show. Systematic community mobilisation through local on-ground events and field workers created a mass following for Patanjali, the brand he endorsed. Aggressive marketing and on-ground mobilization and a footprint of small stores led to a dizzying growth of Patanjali in 10 years building it into a Rs. 10,000 crores brand. Traditionally, Ayurveda is a highly customized approach to medicine, now has morphed into brands that address a broad swathe of conditions and consumer profiles. While there is a price continuum of brands, there is an overall perception that Ayurvedic offerings are more expensive. Chyawanprash (CP) is formulated by processing around 50 medicinal herbs and their extracts, including the prime ingredient, Amla (Indian gooseberry), which is the world's richest source of vitamin C. This is consumed on almost a daily basis by scores of Indian households.

**Post Covid-19 Disruption:** The global pandemic has led to a scramble to research treatments for the Coronavirus, COVID-19. As such there is a greater receptivity to adoption of natural wellness practices, and just like Traditional Chinese Medicine (TCM) was used for the treatment of the Coronavirus in WuHan, there is a surge in brands jumping on the herbal and Ayurvedic bandwagon.

Ingredient claims on boosting immunity and offering safety and protection is the norm. As countries track the peaks and troughs of the waves of the pandemic, the time to get a vaccine against the virus, there is a growing receptivity to adopt alternative modes of health and wellness management and immunity building. A greater discourse around home remedies and branded offerings in Ayurveda, and a greater receptivity to extend the threshold of palatability of ingredients. Ayurveda is growing in relevance for the Millennial and a shift from “not for me” and “won't do any harm” to a more definitive, “do good” promise, from “a way of life”, Ayurveda is becoming “a way for life”.



# Create and Build Your Personal Brand

by Minal Jagtiani, Principal Founder, [www.leadthink.org](http://www.leadthink.org).

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Some professionals perceive a personal brand as a set of bragging rights to show off achievements, experiences and awards. True and true. There is a fine line between branding oneself and bragging about oneself. Fact is that a personal brand does involve a bit of bragging. This feeds into why some perceive a personal brand as an empty and flashy activity. But, first, ‘What is the personal brand?’ Simply, a personal brand is a tool of influence, consciously created to deliver a perception of the professional to a defined target audience.

A personal brand, is not a good to have, but a must have in the suite of assets of a professional. Here, let us accept that the top jobs go to the man-in-the-room because there aren’t enough women-at-the-table, anyways! And even if there are, women aren’t leaning-in enough, their hands not stretched high, their voices muffled in the mansplain and their presentations not getting the airtime that their male colleagues receive. Added to this challenge, women don’t ‘do’ personal branding as effortlessly as their male counterparts. Enter, Diversity and Inclusion. Highly invested organizational initiatives to equalize gender-differences, amongst other disparities, examples of which are race, colour and their associated privileges.

While organisations are working immensely to neutralize the gender gap, is there anything that women can do to fuel their growth?

My recommendation to women is not to indulge in the uncomfortable. Don’t worry about the men. Instead focus on what you can control. Do the V’s.

**Vocalize** what you do, make yourself **visible** through the work that you stand for and lastly, demonstrate the **value** that your idea or work delivers

Doing the V’s shifts the focus of attention from the ‘Me,’ to the impact and significance that your work contributes to. The idea is to make your work bigger than you and, in that process, drive attention to the value that you bring by virtue of your work. Rather than getting wound up by ‘creating’ your personal brand, claim ownership of your work.

I am reminded of a recent conversation I was having with a client, a solo, female entrepreneur. She asked me, rather tentatively. “On my website, when I talk about my work, should I say, ‘I’ or will it be better to say, ‘We?’” My advice to her and women professionals is this. Just focus on the advantage that consumers will have when they use your innovation. Think of the service that you bring to users. That will deflect attention away from ‘you,’ while bringing the much-deserved interest into a product or service that you are giving the world.

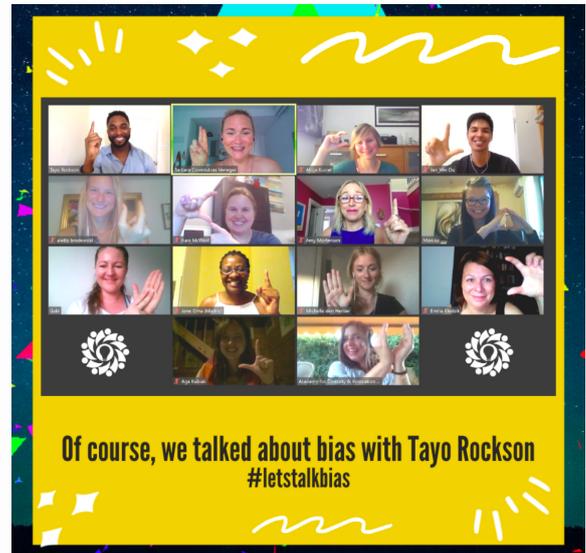
**The personal brand is personal. It has elements of ‘you’ in it, the ‘human,’ that percolates into your professional image.**

Can women consciously harness their innate nature and capabilities of genuine concern and care to generate opportunities for career growth? In the new world of work, your personal brand is your doppelganger - through which should reflect your unique voice, your personal perspective and your individual persona. Attributes that power a culture-fit and making you discoverable for employment, assignments and business contracts.

# Re-inventing: How we created something new and innovative in a moment of crisis

by Anna Zelno, Diversity & Inclusion Strategist

From March onwards, everything was different. For many businesses the COVID-19 pandemic was a tremendous change: in-presence training and most consulting projects froze all over the world. We all knew immediately that we needed to re-invent ourselves and our business strategy at the same time and that all that needed to happen very fast. While we started offering - as many of us do - virtual courses, training, and events during March, April and May, it wasn't until early June a breakthrough idea struck. Together with Barbara Covarrubias Venegas, Virtual Events Expert and Antonio Liu Yang, Intercultural Trainer and Lawyer, we decided to launch the Academy for Diversity and Innovation. We wanted to close the summer gap and provide a learning opportunity for others. Since this year's Summer Institute of Intercultural Communication would not take place, we knew that the demand for courses in the area of Intercultural Communication & Diversity would only increase. That's how we started the Academy for Diversity and Innovation, because we wanted to create our future and because we believe that creating diverse and inclusive learning spaces enables the development of collective intelligence and social innovation.



We used collaborative methods in the virtual space to foster closeness at a distance and support people in learning from each other across the globe. All three of us are longstanding SIETARians, which means that our network of experts in the field is tremendous and when we started brainstorming and putting our potential speakers GILD together, we received amazing feedback from everybody we approached. Furthermore, when we went online, many trainers approached us to be part of the Summer Academy, which at that point was not possible anymore, but it shows us that there is a huge interest from facilitators to be part of something creative and new.

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**“The energy that flows when bringing different people together who are all passionate about interculturality and dedicated to leverage diversity, is just incredible. It makes me feel like we really can make this world a better place. Diverse input for innovative output.” - Aletta Bredeworld**

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In addition to Barbara and Antonio, we were lucky enough to have four social media enthusiasts join us in this venture: Aletta Bredeworld, Alfonso Cevallos-Zúñiga Llamas, Maria Añó Perelló, Jun Wei Du. We opened for the first time, the portal to our Summer Academy for Diversity and Innovation with a hyper diverse offering of courses and master classes with the objective to learn and share in an inclusive virtual environment.

As you can imagine, we were working non-stop as our Summer Academy started already a bit more than a month after foundation. Without the support of our social media team and colleagues from across the globe, this would not have been possible: attracting participants from many different corners of the world. We are looking forward to next summer's academy and we hope to have you join us!



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SOCIETY FOR INTERCULTURAL EDUCATION, TRAINING & RESEARCH

The Society for Intercultural Education Training and Research (SIETAR) - India is a non-profit association of educators, researchers and trainers from a wide range of practical and academic disciplines who share a common concern for intercultural relations. SIETAR-India provides an opportunity to learn from and share with colleagues in the intercultural arena and advance the body of knowledge and practice in the field.

Established in 1974, SIETAR has over 3500 members world-wide with affiliates in many countries. SIETAR holds Non-Governmental Organisation (NGO) status with the United Nations and the Council of Europe. SIETAR - India is part of the global network of SIETAR organizations.

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