



# NEWSLETTER

Dear SIETAR members and friends,

We are excited and upbeat about our renovated website, thanks to the dedication and competency of our Communications Manager, Jill Sheldekar. It has indeed been her labour of love and her desire to share what has been accomplished by Sietar India with everyone that has made this enriched and updated website see the light of the day. Visit our new website at [www.sietar-india.org](http://www.sietar-india.org) for our previous newsletters, resources, news and past events. Our newsletter last month featured youth and this month we feature an interview with corporate India. Read on!

*With more than 300 000 employees, a global footprint, India's largest IT services company in terms of market capitalization, TCS has grabbed headlines clocking in a strong performance despite difficult economic conditions.*

*Sietar India decided to catch up with Indubala Ashok, Global Head, Language and Culture initiatives at TCS and a regular at Sietar India conferences along with her team.*

**Sietar India:** How does a massive company like TCS support its leaders and IT experts who work with clients in multiple geographies to leverage differences?

**Indu:** TCS has been a forerunner and pioneer in building capability in languages and culture. The organization's approach has been to build awareness, leading to sensitivity and thereon to competency as well as acceptance, thus enabling our employees to celebrate diversity and to leverage its strengths. TCS has a presence in 46 countries and counts 118+ nationalities among its employee base. Thus, the ability to leverage differences is crucial to operational and business success.

**Sietar India:** With your considerable experience, what do you foresee to be the biggest intercultural challenge for the future generation of Indian professionals?

**Indu:** Technology is a great equalizer and unifier. And Gen Y and the others who would come after would experience technology in its fullest forms, and take advantage of it. And that is, needless to add, a good thing. In fact, the world will probably see newer ways of collaboration. However, the biggest intercultural challenge would probably be the "dehumanization" of communication and relationships. This can impact intercultural understanding to some extent in specific cultures. And anticipation and reflection ahead of time is half the road done.

**Sietar India:** On what topics would like to see Sietar India conferences focus in order to be more relevant to India Inc?

**Indu:** Virtual collaboration and working in cultural contexts.

## BOOK REVIEW BY SUNITA NICHANI

*Winning in India written by Samarjit Singh and Amit Burman with Pooja S Mehta.*

An insightful book that has emerged from discussions between the writers, who manage large businesses themselves and 5 Indian captains of industry such as Sunil Mittal (founder of Bharti Airtel- telecom sector) Sunil Munjal (Hero Moto Corp - motor cycle and scooter manufacturing), K.P.Singh (real estate), Anajit Singh (healthcare), Hari S Bhartia (Jubilant Life Sciences). What I particularly love about this book is that it is highly practical, linked to the bottom line and is based on the work experience of people who have actually succeeded in the complex Indian market. The language is simple with focus on examples of what works and what doesn't and why. An interesting and insightful read.

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