



SIETARINDIA

NEWSLETTER

Dear SIETAR members and supporters,

We wish you all a very joyous New Year, full of interesting discoveries and insights.

This month's issue will give you a jump start in making that wish come true! The countdown to the SIETAR conference has begun! With barely four weeks to go, there is a lot of buzz and activity within the conference organizing committee. Keep an eye on our website www.sietarindia.org which will be updated at regular intervals with details regarding the sessions and keynote speakers. We must warn you though it is going to be very difficult for you to choose one of the three concurrent sessions because all of the sessions look so tempting!

REMINDERS

Register at <http://preconsietarindia2013.doattend.com/> for our Pre-Conference workshops scheduled on February 1st and at <http://sietarindia2013.doattend.com/> for the regular conference scheduled for February 2 – 3rd

UPDATES

Last November, SIETAR Delhi had its inaugural learning event at Goethe Institute. It was a wonderful success thanks to the efforts of our Delhi chapter head, Line Rugholt and chapter members Cindy Peace and Ridhima Verma. Of course the success of the event would not have been possible without the wonderful support of the presenter, Dr. Roland Lardinois and the interactive audience that was there for the event. For those that were not able to attend, here are two write ups to give a feel for what was discussed.

Takeaways from Sietar Learning Event November 2012 - seen with the eyes of an IT-consultant
- Jonas Auken, *Liason Officer, Bankdata, Gurgaon*

It was a damp night in Delhi when Sietar inaugurated their new chapter in the capital of India. But inside the spacious room of Max Mueller Bhavan the atmosphere was warm and inspiring. 20-odd people had gathered to hear professor Roland Lardinois talk on the paths of Indian software engineers.

Educational Paths: Roland Lardinois presented a number of interesting facts and showed us the different paths through the educational system of typical software engineers. I learned that the software industry in India is heavily influenced by a dozen or so big companies setting the trend for what good education means. What is more: The educational institutions support this system in a bid to become the best at fulfilling the demands of the industry and thus earning prestige as a "successful" college or university.

A Headstart: For me, as a "consumer" of software engineers, this means that I have to rely heavily on education after new employees join our organisation. We do not hire freshers in our organisation, so we look for engineers that have some experience with outsourcing, working agile and thinking independently. By knowing more about the educational background of potential employees I can better anticipate their challenge of getting to work in a Danish organisation with a Danish business culture. This SIETAR Learning Event gave me a good headstart on that subject!

Takeaways from the presentation "The Sociological Profile of the ICT sector in India"
- Rita Jhangiani, *Independent Consultant*

The ICT sector has triggered off a major revolution in India. Rapid developments took place in the 90's and catapulted India to the position of a frontrunner in this field of highly sophisticated technology. The world started looking at our country with "shock and awe." It is only natural that international spectators are filled with curiosity about this hi-tech phenomenon taking place in a largely under developed country. In his talk, Dr. Roland Lardinois, a renowned French sociologist, gave us not only a detailed description of this new development but also provided an X-ray picture of what is underlying it.

The talk was well-structured, clear and coherent. It was evident that the homework had been thorough, as testified by the facts and figures providing the number of ICT institutes (in the pecking order), companies (and their geographical distribution in India), employees and the median salaries (the benchmark being Rs. 35,000 p.m. drawn by an IIT graduate). He also gave us interesting information about how small towns like Patna and Kota could boast of the most successful coaching centres, turning out the highest number of students who cracked the toughest of entrance exams. But he pointed out that beneath the rosy picture lies the harsh reality of paltry salaries, exploitation by employers and lack of career growth avenues for some of the unfortunate engineers.

The post-talk networking tea-party was also very useful as we could interact with fellow inter-cultural trainers and get leads about professional opportunities in diverse areas. On the whole, we felt that it was time well spent and are looking forward to more events like this in Delhi. I have always been an ardent votary of cross-cultural sensitivity and have authored a book as a cultural guide to doing business with the French. I believe staunchly in building bridges between people, which SIETAR is pursuing with great vigour.

EDITORIAL - Commercial

A fun and rich resource: The "Hari Sadu" advertisement by Sunita Nichani

Click here to see the ad "Hari Sadu" that I have found particularly useful while working with Indian engineers in order to prepare them for communicating more effectively in a globalised world. This ad never fails to evoke laughter particularly because at some level every Indian knows what it is to refrain from pushing back with "a hierarchical superior", whether within the family circle, at university/school or at work. This of course has implications when we work across the globe. Knowing what is considered assertive in the right context, is a skill that must be finely tuned. As with all culturally different behavior that is learned, it is difficult to find the right note and I have observed that often instead of assertively standing up to the difficult client or team member, we err on the side of aggressive or rude behavior. This behavior is intentional in the ad. The employee finally gets to give a piece of his mind to his boss since he has found another job. The ad also illustrates traditional Indian wisdom of biding one's time and the value of indirect communication.



Sunita Nichani

PRESIDENT



Sreemathi Ramnath

SECRETARY



Guillaume Gevrey

TREASURER



Lakshmi Kumar



Line Mark Rugholt



Mala Malkani



Jill Sheidekar

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