



Inspiring Excellence
in Communications
Worldwide™



24th Annual Report 2013-2014

India Chapter of International Advertising Association

ABOUT IAA

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 75 years' old and is Headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. Recently, the IAA also admitted Young Professionals in a new class of membership to attract young people to join this industry body.

IAA India Chapter has been seen as the most active and robust body by IAA Global. India was the recipient of the Best Chapter Award the last two occasions this was given out in 2010 and 2014. IAA India is well recognized for some of its

marquee events like the IAA Olive Crown Awards, IAA Leadership Awards, IAA Debates, IAA Conversations, IAA-Kyoorious DigiYatra, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops etc. IAA India was privileged to host Sri Narendra Modi at IAA Platinum Jubilee Global Marketing Summit as the Chief Guest when he was the Prime Ministerial Candidate on 30th September 2013 when he unveiled his vision of Brand India.



Dear Member,

On behalf of the Managing Committee of India Chapter of IAA 2013-2014, it is my pleasure to bring to you this 24th Annual Report.

MANAGING COMMITTEE

On 25th September 2013 at the Annual General Meeting of IAA-IC, the following members were elected:

President	:	Srinivasan K Swamy
Vice President	:	Neeraj Roy
Hon. Secretary	:	Monica Tata
Hon. Treasurer	:	Jaideep Gandhi
Member	:	Raj Nayak
Member	:	M G Parameswaran
Member	:	Sam Balsara
Member	:	Kunal Lalani
Member	:	M V Shreyamskumar

Under our Articles of Association, we have to co-opt two members. The Committee approved co-option of Ramesh Narayan and Avinash Pandey.

Kaushik Roy continued on the Committee in his ex-officio capacity as Immediate Past President.

Pradeep Guha, VP and Area Director, Asia Pacific and member of the IAA World Board and Pheroza Bilimoria, former Hon. Secretary, IAA Global were requested to continue as 'Special Invitees', which they kindly accepted.

In addition to these members, Managing Committee members invited the following as Permanent Invitees to serve on the Committee for the year 2013-14.

- 1) Vishakha Singh
- 2) Manish Advani
- 3) Rajesh Kejriwal
- 4) Neville Taraporewala
- 5) Partho Dasgupta
- 6) Abhishek Karnani
- 7) Arunabh Das Sharma
- 8) Atit Mehta (from 18.10.13)
- 9) Janak Sarda (from 18.10.13)
- 10) C V L Srinivas (from 18.10.13)
- 11) Bhaskar Das (from 02.04.14)



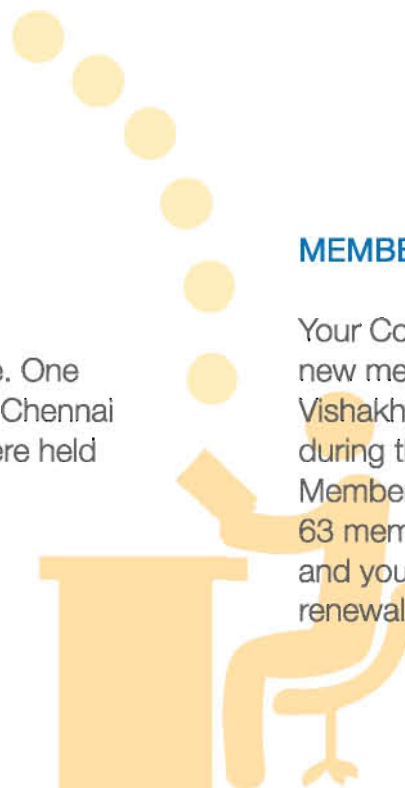
MEETINGS

During the year under review there were 12 meetings of the Managing Committee. One meeting was held outside of Mumbai, at Chennai on 28th July 2014. All other meetings were held in Mumbai.

- 1st meeting on 25th September 2013
- 2nd meeting on 18th October 2013
- 3rd meeting on 20th November 2013
- 4th meeting on 6th January 2014
- 5th meeting on 4th February 2014
- 6th meeting on 13th March 2014
- 7th meeting on 21st April 2014
- 8th meeting on 30th May 2014
- 9th meeting on 12th June 2014
- 10th meeting on 28th July 2014
- 11th meeting on 28th August 2014
- 12th meeting on 25th September 2014

MEMBERSHIP

Your Committee has been steadily pushing for new members under the able thrust provided by Vishakha Singh. 82 new members joined IAA during the year. As of date, IAA has 251 Individual Members, and 15 Young Professionals. 63 members are yet to renew their membership and your Committee is following up with them for renewal.



ACTIVITIES OF THE YEAR

IAA has had 32 programmes/events during the year.

MARQUEE EVENTS:

IAA is known for its marquee events in the form of IAA Olive Crown Awards and IAA Leadership Awards. In the beginning of the year, to coincide with IAA Global's Platinum Jubilee, IAA India Chapter conducted **IAA Platinum Jubilee Global Marketing Summit** on 30th September 2013. Through the day, we had seasoned professionals from across the globe coming and speaking at the Summit, like Wally Olins, Ashley Benigno, Will Plat-Higgins, Tyler Bryson etc. The highlight of the day was the speech delivered by the Prime Ministerial Candidate and Chief Minister of



Gujarat, Sri Narendra Modi at the Valedictory Function. He spoke on his vision of Brand India and enthralled the audience with his perspective. Excerpts from this speech is annexed towards the end of this report. Monica Tata put this event together along with Exchange4Media.com.

IAA Olive Crown Awards: The fourth edition of IAA Olive Crown Awards was held at Palladium Hotel, Mumbai on 14.04.2014. We were privileged to have Mr Amitabh Bachchan as Chief Guest; Ms Maneka Gandhi was awarded the 'Green Crusader of the year' and Hindustan Unilever Ltd and Mathrubhumi were recognized as 'Corporate Green Crusader'. We were fortunate to have Faris Abouhamad, President, IAA Global & Rana Kapoor, Chairman & CEO, Yes Bank as Guests of Honour for that evening.





The entire industry participated in the Awards event. The Green Hungama Award for the Best Film created was given to Karthik Ramnathkar. The event was sponsored by 9xM (title sponsor), Rajasthan Patrika and Hungama.



M G Parameswaran and Ramesh Narayan were in charge of this important event, with Pradeep Guha providing active support.



IAA Leadership Awards: The second edition of the IAA Leadership Awards built on the successful first edition, further established these Awards as the most coveted one in the fields of Marketing, Advertising and Media. Sri B L Joshi, His Excellency the Governor of Uttar Pradesh was the Chief Guest for the evening and gave away the Awards.

Some of the major Awards were given to:
Hall of Fame - Ramesh Narayan
CEO of the Year - Nitin Paranjpe
Media Person of the Year - Punit Goenka
Editor of the Year - Dr Gulab Kothari
TV Anchor of the Year - Arnab Goswami
Creative Agency Head of the Year - R Balki
Media Agency Head of the Year - Shashi Sinha

Raj Nayak and his team led the event, which was presented by Colors.



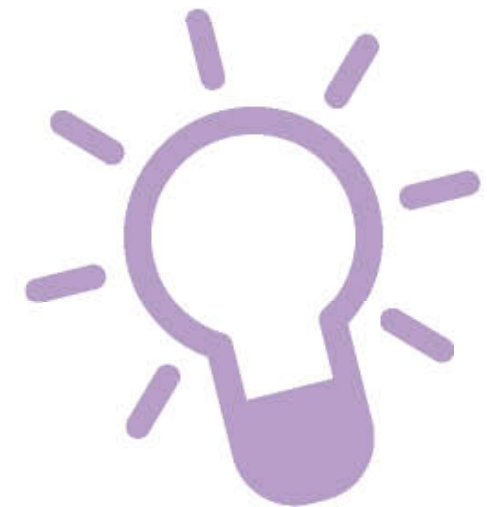
KNOWLEDGE SEMINARS

During the course of the year, six knowledge events were conducted.

- a) IAA Knowledge Conclave for Emerging Agencies – 26.10.2013
- b) IAA Retrospect & Prospects by D Shivakumar in Gurgaon/Delhi on 22.01.14 and Mumbai on 12.02.2014
- c) IAA *FutureReady* Workshop on 14.03.14 in Mumbai
- d) IAA Real Estate Seminar in a Digitized World in Nashik on 02.08.13
- e) IAA-Kyoorius DigiYatra in Goa on 11.09.13
- f) IAA-CII workshop on 'Hollywood and the Art of Persuasive Communication' by Stefan Haves in Mumbai on 19.09.14



- a) **IAA Knowledge Conclave for Emerging Agencies:** This event was sponsored by Free Press Journal and lead by Abhishek Karnani. Mr Subhash Chandra, Chairman, Zee Essel Group was the Chief Guest. The keynote addresses were by B S Nagesh of Shoppers Stop and C V L Srinivas of GroupM. Other Speakers included Ali Marchant, Harindra Singh, Pranay Chulet, Sandip Tarkas and Vinod Nair. Over 100 professionals participated.
- b) **IAA Retrospect & Prospects:** D Shivakumar, Chairman & CEO, PepsiCo India was kind enough to make two presentations in Gurgaon/Delhi and Mumbai on issues that the advertising, marketing and media industry faced in the recent past and looked at





future trends, given the changes in technology and demographics. Both these meetings were well attended by very senior people from the industry. These events were presented by Colors.



- c) **IAA FutureReady Workshop:** The workshop was conducted by Gerd Leonhard, a well known Media futurist from Switzerland. 60 participants attended the work- shop with full eagerness. This workshop highlighted the changes that are taking place in the fields of Media, Marketing and Advertising and how our industry should adapt itself to these changes to be future-ready. The event was sponsored by Zee Media.



d) **IAA Real Estate Seminar in Nashik:** Taking a cue from the seminar we had in Mumbai the previous year, Janak Sarda hosted this knowledge seminar at Nashik where 200 real estate professionals and others participated. The speakers at this seminar were Sashi Tripathi, Google and Trishul Bhumkar, GroupM. The entire event was sponsored by Deshdoot which also arranged webcast of the whole event for audience who could not participate in person.

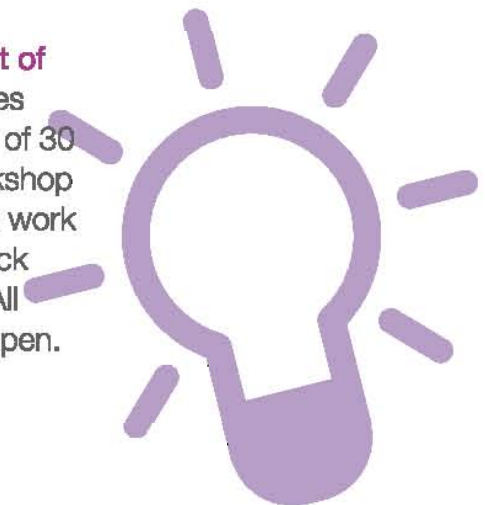


e) **IAA-Kyoorius DigiYatra:** The 3rd edition of DigiYatra and the second edition of co-branded 'IAA-Kyoorius DigiYatra' brought additional honours to IAA. Totally 1250 delegates attended this event in Goa. The delegates were spell-bound by presentations by Gaston Legorburu, Executive Director & Worldwide Chief Creative Officer, SapientNitro, Dhairya Dand, Designer, Researcher & Artist at MIT Media Lab,



Elizabeth McGuane, Independent Content Strategist & User Experience Designer, Deepak Jagdish, Computational Designer, MIT Media Lab, Christian Etter, Founder of Etter Studio, Tim Malbon, Founding partner of Made by Many, and moderated by Patrick Burgoyne, Editor, Creative Review. The principal sponsor was Zee Network and was further supported by Hungama and Absolut. Rajesh Kejriwal handled the total event for IAA.

f) **IAA-CII Workshop on 'Hollywood & the Art of Persuasive Communication':** Stefan Haves conducted this workshop for a small group of 30 people. IAA partnered with CII for this workshop to utilize their meeting facilities as well as to work closely with this industry body. The feedback from the workshop was quite heartening. All credit to Manish Advani for making this happen.



SPECIAL EVENTS

- a) **IAA Regional Conference India & Pakistan on 29.11.13:** Five of our Managing Committee members attended the Regional Conference convened by Pradeep Guha, Area Director, IAA Asia Pacific. The meeting was to share what IAA India is doing and how India and Pakistan Chapters can work together in some of the events. Further, India Chapter offered help to its Pakistan counterpart to conduct seminars and workshops using professionals from India. Pakistan Chapter, headed by Sarmad Ali, who also runs Jang Group of Publications, said they would get back with specific requests.
- b) **Vote for a Better India-**An initiative by IAA-IC: To overcome voter apathy and to ensure that people in the upper echelons of society were motivated to vote, IAA India launched an interesting campaign primarily through print, outdoor and digital media. IAA teamed up with the NGO, 'Volunteer for a Better India' to help people register themselves as voters, because many do not know how to complete the registration process. Interesting creative elements which included a teaser, were developed by Dialogue Factory, a unit of GroupM. Free ads were released courtesy DNA,

Free Press Journal and Deshdoot. IAA is proud that it had a small, yet significant role to play in getting India to vote during the general elections 2014. Ramesh Narayan led this from the front along with Abhishek Karnani.



- c) **IAA World Congress:** Kaushik Roy led the delegation of 16 members from India to the IAA World Congress in May 2014. The theme of the Congress was 'Innovation and Evolution'. Speakers who came from different parts of the globe did justice to the subjects assigned. Bhaskar Bhat of Titan was the



speaker from India and his presentation was rated as among the best. The entertainment in the evening was charming and well orchestrated. This event saw Pradeep Guha winning the Samir Fares Award for his outstanding contribution to IAA globally; Pheroza Billimoria was honoured with Honorary Lifetime Membership to IAA; and IAA-IC was honoured as the Best IAA Chapter amongst all the IAA Chapters. This is the 3rd such recognition for IAA India and two of them in succession, the first one was in 1998 and second in 2010.



- d) **IAA Mentorship Programme:** It was for the first time in the history of India, perhaps the globe that an event of this scale and magnitude was arranged. IAA India organised a mentorship programme under the aegis of its IAA Young Turks Forum on 19th September 2014 at BSE International Convention Hall, which involved 25 business leaders simultaneously each mentoring about 30 young professionals on their careers as well as issues relating to personal life, spirituality etc. for about an hour. Overall 720 young people took advantage of this event. Manish Advani led this effort from the front almost single handedly.



BRANDED EVENTS

In addition to its regular events of *IAA Debates* and *IAA Mentorship Webinars*, IAA launched 2 more initiatives in the form of *IAA Conversations* and *IAA Young Turks Forum*.

- a) **IAA Debates** : We had two IAA Debates, one in Chennai on 31.01.2014 and the other at Hyderabad coinciding with ISB Digital Summit on 22.08.14. The *IAA Debates* in Chennai was on 'There will be no consumer connect, unless advertising is specially created for each South Market' and the debaters were Senthil Kumar, National Creative Director, JWT India, Madhukar Sabnavis, National Head, Discovery and Planning, Ogilvy, K V Sridhar, Chief Creative Officer, India Sub-continent, Leo Burnett, Shaleen Sharma, Partner, National Planning & Strategy Initiatives, R K SWAMY BBDO and the Moderator: Latha Menon, Director, Iris Films. This event was conducted with Ad Club Madras support and sponsored by Campaign India. Over 120 people participated.

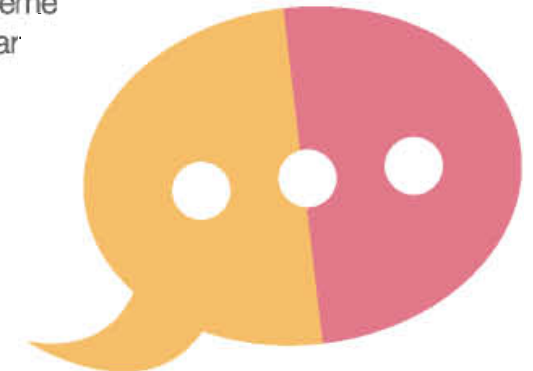
The *IAA Debates* in Hyderabad was on "Digital Media will not become as big as Television in India for big brands at least till 2020" and the speakers were Monica Tata, Managing Director, HBO South Asia, Shallesh Shah, Secretary General, Indian Broadcasting



Foundation, Vikram Chandra, CEO, NDTV, Punitha Arumugam, Director Advertising, Google India and the Moderator was Pramath Sinha, Founder & Trustee, Ashoka University, Founding Dean and Executive Board Member of ISB, Founder & MD of 9.9 Mediaworx. Over 250 delegates witnessed and enjoyed the debate.

Both these Debates were put together by Partho Dasgupta and Neville Taraporewalla.

- b) **IAA Mentorship Webinars**: We have had five IAA Mentorship Webinars on the overall theme of "The world goes Digital" through the year and each of these webinars were well attended with over 100-200 professionals participating in it.



The webinars were addressed by:
 Ashish Hemrajini on 26.09.13
 Sanjeev Kapur on 07.11.13
 Rob Norman on 28.11.13
 Neeraj Roy on 05.03.14
 Paul Berney on 22.05.14

Abhishek Karnani was in charge of these webinars.



c) **IAA Conversations:** There were four *IAA Conversations*. The inaugural one was on the subject of "Spirituality and Consumerism: Can they co-exist?", an engaging conversation that took place between Sadhguru Jaggi Vasudev and Piyush Pandey on 6th January 2014. Nearly 200 delegates attended the event which also saw the launch of the book written by Sadhguru "Three truths of well being". Former Actor and Rajya Sabha MP Smt Hema Malini released the book. The event was supported by The Club, Andheri, which was also the venue.

Using the AIESEC platform, the next *IAA Conversations* took place between Vikram Sakhujia and Dr Bhaskar Das on the subject of 'It's a jungle out there'. 400 student delegates were benefitted by this event.



Paul Berney
 Co-Founder & Managing Director IAA India

Webinar Date: 22nd May, 4 pm onwards

Topic: [/is/india/chapter](#)
 For details on upcoming webinars:
 IAA India Chapter
www.iaaindia.org/india/mentors

LEARN FROM THE MASTERS:

HOW DIGITAL CAN HELP YOUR BRANDS AND BUSINESS LEAPFROG

"World Goes Digital" is a new initiative launched by the International Advertising Association (India Chapter) to help you understand how and why embracing digital can help you better your business. It will bring you success stories from practitioners who will answer all your questions. Leveraging on the IAA network, the series will also reach out to leading light in the Asia-Pacific region.

Live on a screen near you, and you're invited.



Taking advantage of the heat of the elections the next *IAA Conversations* on 10.04.14 was on "Do Opinion Polls and Media Reports Influence Voters?". This event was in the form of a Panel discussion by Kumar Ketkar, Political Analyst, Ram Naik, Former Petroleum Minister (BJP), Sanjay Jha, Congress Spokesperson and Prem Shukla, Spokesperson, Shiv Sena. Anand Rathi moderated this discussion.

The fourth *IAA Conversations* on 18.08.14 took place between Sir Martin Sorrell and Arnab Goswami who engaged the audience with their lively, animated and insightful discussion. The format was like 'frankly speaking with Arnab Goswami', but Sir Martin Sorrell was clearly controlling the conversation! Times Television Network supported this event.



Dr Bhaskar Das put together the last two *IAA Conversations* while Monica Tata anchored the first one.

- d) **IAA Young Turks Forum:** This was started to get young professionals to see the value in IAA and to eventually become members of IAA. The first event on 13th May 2014 under the Young Turk programme was off to a good start with 200 professionals participating. The presentation by Nihal Kaviratne, Chairman, Akzo Nobel India Ltd & TVS Indonesia was on "Asia – who's consuming?" followed by an interactive session moderated by Dinesh Pillai, CEO, Mahindra SSG.



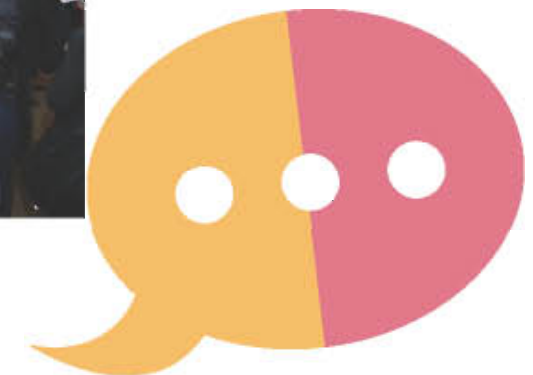
The second event of Young Turks Forum was an interesting one where Mahesh Bhatt and Stuart Sender made presentations on 'How



Cinema Influences Culture & Marketing'. Neeraj Roy led the interactive session for these presentations. About 800 delegates participated making this the largest gathering of any IAA event in India so far.

The 3rd Young Turks Forum was on 19.09.14 where R Balki and Stefan Haves talked on 'Engaging with the audience – Lessons from the entertainment Industry'. This was moderated by Anish Trivedi and an audience of 900 enjoyed the meeting.

These meetings of the IAA Young Turks Forum have been supported by HBO Defined and HBO Hits.



SUPPORTED EVENTS

IAA Managing Committee consciously supported certain events. Four such events supported this year were:

- a) South Asia Conclave organized at Lahore, Pakistan
- b) EPICA Awards ceremony organized by E4M in Delhi
- c) NHRD event on 'How Digital is transforming HR, Marketing & Advertising' addressed by Rob Norman
- d) IAA-Yes Bank: Make a film, change the world challenge

HONORARY MEMBERSHIP

The IAA-IC is pleased to confer life time Honorary Memberships on three distinguished individuals.

- 1) Sri Narendra Modi – on 30.09.2013
- 2) Sri Subhash Chandra – on 26.10.2013
- 3) Sri Amitabh Bachchan – on 14.04.2014



FINANCE

Your Committee is happy to share that the gross income for the current year was Rs.71,44,662/- as against last year of Rs.43,68,017/-.

You will be happy to note that there is a surplus of Rs.28,75,677/- which will be utilized for activities and projects to be initiated by IAA in the future.

The Committee wishes to acknowledge the support that IAA received from the Treasurer, Jaideep Gandhi and the wonderful set of people from Jaya Advertising – Ms Archana Pawar and Ms Lalita Singh, amongst others.


For your closer examination the Balance Sheet and Profit and Loss statement for the year 2013-14 is provided with this Report.



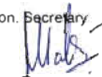
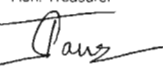
INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION
Balance Sheet as at 31st March 2014


	Note	As at 31st March 14	As at 31st March 13
I EQUITY AND LIABILITIES			
Reserves and Surplus	2	11,764,701	8,889,024
Current Liabilities			
(a) Short term borrowings	3	-	1,500,000
(b) Trade Payables	4	243,721	347,618
(c) Other Current Liabilities	5	445,313	202,469
		<u>689,034</u>	<u>2,050,087</u>
Total		<u>12,453,735</u>	<u>10,939,111</u>
II ASSETS			
Non-current Assets			
Long-term Loans and Advances	6	634,186	380,570
		<u>634,186</u>	<u>380,570</u>
Current Assets			
(a) Inventories	7	4,400	7,900
(b) Trade Receivables	8	1,064,867	337,080
(c) Cash and Bank Balances	9	10,103,171	9,158,382
(d) Short term Loans and Advances	10	235,361	367,126
(e) Other Current Assets	11	411,750	688,053
		<u>11,819,549</u>	<u>10,558,541</u>
Total		<u>12,453,735</u>	<u>10,939,111</u>
III Notes forming part of financial statements	1-17		

As per our report of even date attached
For Lalit Khanna & Co
Chartered Accountants
(Registration No. 105564W)

For and on behalf of the Managing Committee

President

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai 28 AUG 2014

Hon. Secretary

Hon. Treasurer





INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION
Statement of Income and Expenditure for the year ended 31st March 2014

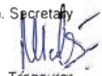
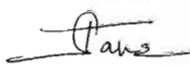
	Note	Year ended 31st March 2014	Year ended 31st March 2013
I Revenue from Operations			
	12	5,157,241	2,710,000
II Other Income			
	13	1,987,421	1,658,017
Total Revenue		<u>7,144,662</u>	<u>4,368,017</u>
III Expenses			
(a) Changes in stock of publication of 'Showcase of Indian Advertising'	14	3,500	3,900
(b) Operation and other expenses	15	4,265,485	1,074,204
Total Expenses		<u>4,268,985</u>	<u>1,078,104</u>
IV Surplus for the year		<u>2,875,677</u>	<u>3,289,913</u>
V Notes forming part of financial statements	1-17		


As per our report of even date attached

For Lalit Khanna & Co
Chartered Accountants
(Registration No. 105564W)

For and on behalf of the Managing Committee

President

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai 28 AUG 2014

Hon. Secretary

Hon. Treasurer





ACKNOWLEDGEMENTS

Your Managing Committee, as you would have noticed, has done well during the year. This would not have been possible but for the consistent support given by many of the members of the Committee. I would fail in my duty if I don't acknowledge the tireless contribution made by Ramesh Narayan in many of the activities of the Association. Members who have been generous with their support include Monica Tata, Neeraj Roy, Manish Advani, Jaideep Gandhi, Janak Sarda, Abhishek Karnani, Rajesh Kejriwal, Vishakha Singh, C V L Srinivas and Bhaskar Das.

IAA has always been indebted to some of the Past Presidents of the Committee who not only supported the various events but provided wise counsel and leadership at all times. These wonderful people are Pradeep Guha, Sam Balsara, Kaushik Roy, Raj Nayak and Pheroza Bilimoria.

I will be failing in my duty if I don't thank all the members and friends who have attended many of our events and activities during the year. IAA looks forward to their continued support and cooperation.

Our Auditor, Mr Lalit Khanna has been a great support and I thank him for his professional guidance and timely services.

My life would have been more difficult had it not been for the active support from my Personal Assistant Latha Narasimhan. She takes a lot of load off my back and serves as a great bridge between IAA Committee, IAA members and me. Seetha Krishnamurthy in my Mumbai office also has been ably supporting me and IAA during my tenure of President. I thank these two fine ladies for being what they are!

Srinivasan K Swamy
President – 2013-14





*Excerpts from the Valedictory Address by
Hon'ble Sri Narendra Modi at the
IAA Platinum Jubilee Global Marketing Summit
on 30th September 2013
on his vision of 'Brand India'*

“India should stop trying to impress the world,
but must inspire the world”

Self-belief and Self-confidence

There are many topics where we have our personal views, and because of this, 'Brand-India' is not displayed to the world with the conviction that it should be. The first requirement for being able to do so convincingly is self-belief and self-confidence. If you are taking a product or topic to the world, but you don't believe in it yourself, then you just cannot do it. After 1200 years of



slavery, we Indians have developed a colonized mindset, where every time we meet a six-foot white man who rattles off in English, we retreat into a shell. Consequently, even after 60 years of independence, we haven't been able to overcome this problem.

Mahatma Gandhi

You may find great orators and speakers who deliver nice lines, but communicators are very few. In the last century, the greatest communicator was

Mahatma Gandhi. In this world where people resort to shortcuts (cutting corners), the focus is on 'impressive' marketing. We have a choice, whether to go with 'inspiring marketing' or with 'impressive marketing'. If you look at Gandhiji's personality, there was nothing "impressive" about him, but he was truly inspiring in totality. Dressed in simple clothes, humble-living, he talked about Ahimsa, but carried a stick! Today's world hasn't paid much attention to this communication of contrast. He did not wear a cap, but many wear the Gandhi cap! What strength!

In those days, there was little media coverage, extremely tough to transmit information. Gandhi's words, spirit, without any dilution, diversion, or loss in translation, reached every last person. Such communication skills are rare, but on this point, nobody in marketing has written a book on this topic. Please form a committee, and next year, please research and launch a book "Gandhi, the great communicator". It must become a case study for world top universities around the world. This also means that branding of India has also been accomplished! This is how its done. Even today, due to our mental colonization, we talk of Tulsidas as India's Shakespeare, and Sardar Patel as India's Bismarck. Why? It's because of our lack of confidence. We should be saying the reverse (Shakespeare is England's Tulsidas, Bismarck, Germany's Sardar Patel). This is how we must express comparisons, but sadly we have lost our identity.



If we want to talk of brand India, we have to understand our core competencies, only then can we effectively market our brand. The world knows Martin Luther King, but we don't know if the world views Gandhi in a similar manner. When the 'Gandhi' movie was made in the 1980s, a publisher friend remarked that all his books on Gandhi were sold out after the movie and reprints were required. Friends, Attenborough did a good job. If in the last 50 years, for the benefit of humanity, we had presented the values of Gandhi to the world, and forced them to think about it, we need not strive to build brand-India, the world's universities would be coming to India looking for Gandhi here.

Global Warming and Environment

The world is abuzz with talk of global warming. The world worries about global warming and is searching for solutions. Who worries about it the most? The societies that have exploited nature the most. Those who have toyed most with nature

today, the champions of the fight against global warming. Winning the Nobel prizes! We are the people, whose nature, whose *Sanskriti* and cultural heritage if protected and popularized, can convince the world that we have the best answer to global warming. But we don't have that confidence. Ganga did not get polluted as long as it was considered Mother Ganga. Once it was viewed as a source of H₂O, the degradation began. Our ancestors called it 'mother'. Plants were called '*Paramatma*' (highest souls) so trees were not cut, and we were living in harmony with nature. People mocked us for worshiping trees, cows, and rivers, and labeled us 'backward'. We believed in this criticism and began to destroy our natural heritage. Today the world talks about protecting the environment, while we received this as a cultural treasure. Gandhiji would pour back half a glass of Sabarmati water because that was what he wanted. Nothing more. No exploitation or milking of nature. Our ancestors always had such lofty ideals and vision, while today the world desperately seeks a solution to global warming. With such ideas for brand India, with a scientific approach, and modern terminology and presentation, let's move forward.

Heritage Sites and Tourism

In the world of architecture or heritage buildings, France is well known. If India was as small as France, and all of its monuments and heritages were present in the same space, then we would



encounter a heritage building every three steps! Why can't we globally market this heritage? For those in tourism, this can be such a big deal. But for us, these are just some vague buildings built by some old king. We have the world's oldest port, 5000 year old Lothal, oldest city Dholavira. Have we ever wondered - how great our ancestors were. If you go to Dholavira, you will be surprised to know, 5000 years ago, they had road signs! Which means people from other parts of the world must have come there and learnt. Did we market this with pride? No. Dholavira had a 5000-sitting capacity stadium for sports. Sports, entertainment, social gathering must have been there 5000 years ago in India! If the world hears about this, they would be most interested in visiting. We must have faith in our cultural heritage and values.

Music and Soft Power

If you take only music and market it to the world, even then we can offer a lot. The world doesn't even know that the 5 am music is different from the music played at sunset. The afternoon music is different from the one played at night. Let them know about this heritage. Did we market this? No. Dance, Drama-our ancestors gave us this heritage that we haven't presented to the world. Even when our kings were fighting, the world was not running on military power or economic power. Even though it is important, it is soft power that built relationships. History is witness to this. Two warring kings ceased hostility when the sister of one king tied a Rakhi to the other king. This is an example of soft power. We are richer in soft power than any other country in the world. The power of music is immense. Why are people united by music? You must have attended concerts too. Music is not just meant for the ears. It is tied to the mind and heart. Listen to an hour of loud western music, take a break, and then listen to an hour of any original Indian music with rhythms. Western music enralls the body, but Indian music deeply influences the heart and mind. Impact on bodily senses is short-lived joy. The joy that reaches the mind can even be *Chiranjeev* (eternal). The difference between western and Indian music is just as wide as listening to mighty ocean waves, versus listening to a small stream. Have we branded this? No.

Yoga, Ayurvedic & Herbal Products

The world is crazy about Yoga. If you know how to breathe in and breathe out, regardless of how low the rupee falls, dollars will fill your pockets. There is no bigger market for India's knowledge industry than Yoga. If you ask our government, why we aren't exporting Yoga, when the world is ready to accept it the answer would be that we did not brand it. Those who first taught the world how to breathe in and out are not marketing Yoga. Today is about holistic health and healing. The world is desperate for it, sick of medical drug based treatment. It is such a big market. Do we have a brand that markets our traditional medicine and treatment approach? Herbal medicine is our



ancestral treasure. We performed the world's first surgery! In Mahabharata, Karna was born via genetic science. We are pioneers in medicine. What the world desperately seeks, we have. But we need to have belief in ourselves, one that we don't have today. During Pandit Nehru's time, there was Haathi commission to market Ayurveda. Due to the craze of socialism in those days, there wasn't any emphasis on marketing. The report came out that Ayurveda is fine as far as its substance, but it can only be popularized by improved packaging. Friends, China is #1 in the world in Herbal medicine export, when it is OUR ancestral treasure. If we properly package, perform value addition, and brand it, we can market it to the world as traditional food if not medicine, and make it part of a holistic health care offering and preventive care solutions. The market is ready for this.

Youth and youngsters are committing suicide today all over the world. In such a situation, are there ways to prevent them from taking this extreme step? Our ancient texts and treatises on Yoga, Pranayama, etc. focus on the inner sciences. We can't sell the Taj Mahal to everybody. We can only sell what a person needs. We still haven't progressed beyond Taj!!

Vegetarianism

Vegetarianism is another popular movement today. When Clinton was first elected, I visited the US. Our team visited a hotel in Houston. The Gujarati person (secretary) there embraced me. I asked why. He said he was vegetarian, and there were many Gujarati vegetarian restaurants. He was proud of it. The world is receptive to it. Have we ever done an Indian food festival? In Japan, our curry is popular. Did you know that Subhash Chandra Bose's brother introduced Indian curry to Japan. This is again our cultural treasure. Not just food travels when we market it properly, the entire Indian identity goes along!

Science and Literature

When we talk about Nobel Laureates, we talk about Einstein, but not our people. When we talk about literary greats, why do we take the name of some random western guy but not the name of Rabindranath Tagore? To effectively brand India, we have to fill our minds with India. Like the cricket ad that once said "I eat, sleep cricket etc", If we do "India, India" every moment, only then we can do effective branding of India!

Organic Lifestyle Market

My background is from RSS. There are stories about what we can and cannot do. We cannot do



fashion shows it is said. I organized a fashion show. I held it in Porbunder. I know how to create a stir. Our NIFT/NID students in their campus totally live in their western world, no sign of India whatsoever there. We selected those kids and made them walk the ramp. They liked doing these things anyway. We played 'Vaishnav Jan' song, used Khadi costumes, in Porbunder, on Gandhiji's birthday, with Vinobha Bhave's disciple in the audience - we tried to market Khadi in a completely modern manner. VB's disciple was very impressed. The point is, the world is looking for chemical-free cotton, natural grown cotton. Our Khadi has that strength. The poor get their livelihood from Khadi, but we have limited it to politicians' houses. If we make it a global market, it would light the cooking stoves of many poor

people in India. Holistic lifestyle seekers would be proud to wear Khadi that is chemical-free and natural, and will be willing to pay a premium for it. Maybe 10% of our farmers still haven't used pesticides but continued to do natural, traditional organic farming all their life. Our people don't know that in the globalised world, organic food market is massive. Our farmers have traditionally done organic farming for centuries. We don't have certification facilities, authorization procedures etc., so we can't create an organic food market. If the farmer can sell his products with organic branding, he can command a premium price in the world market. The point is, from a farmer's livelihood

perspective, we can fulfill our vision of Brand-India in a harmonious manner.

Branding India via Bollywood

I recall that our nation is celebrating 100 years of our film industry. The world's biggest industry that feeds lakhs and crores. But we lost the opportunity to do global marketing. If I could, I would have done a branding of India just via Indian films. But fear not, I'm not entering this world. However, I've talked to many people for hours on such topics. We should stop trying to impress the world, but inspire the world. India must be branded properly, and this should be our dream.





Pradeep Guha receiving the Samir Fere Award at IAA World Congress Beijing, May 2014.



Pheroza Billimoria receiving the global lifetime IAA Honorary membership May 2014



Pheroza Billimoria receiving the IAA Champions Award in London, October 2013



Pradeep Guha receiving the IAA Champions Award in London, October 2013



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