

## About CII's **VILLAGE BUDDHA**

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### **VILLAGE BUDDHA**

#### **Happy Village, Happy Society & Happy Business**

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#### **Why Village Buddha?**

Over the past 100 years or so, noble-minded business houses in India, such as Godrej, Kirloskar, TATA and TVS, to name a few, and many MNCs around the world, have created a legacy of sorts, of engaging with the society, proactively and intentionally, in developing the society as they developed their businesses concurrently. Through this societal approach of developing the business, they have gathered deep insights on the changing needs of society and its peoples. This also enabled the businesses build strong brands with high loyalty, for themselves as well as a positive image amongst society, for industry at large. Unquestionably society contributed significantly in their success and it also benefited from their business. That is the essence of win-win relationship between business and society.



No wonder, progressive and proactive companies are seeing inclusive development as the opportunity and direction for sustainable growth.

Village Buddha is based on this fundamental truth that Business and Society are, in reality, interdependent and interconnected. It is founded on the three beliefs that:

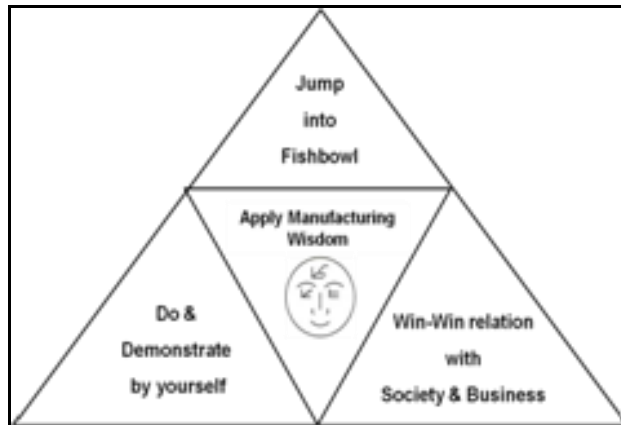
- a) Unsolved problem of the Society is future business opportunity
- b) Society can be best improved through systematic and organized initiatives.

c) Business and Manufacturing capability will enhance if business organizations work with society.

### What is Village Buddha?

Village Buddha is an integrated package of skills/methods, systematic approaches and mindset to engage with the community for building a better and happier society. Through this process, organizations will explore and enhance their capability to develop new businesses and offerings for the emerging markets, namely, in the rural and urban fringes of India and where significant growth is expected in the coming ten years.

### Village Buddha is founded on VLFM Wisdom



The basic principle of Village Buddha is to learn the context by immersing in the context itself. This is Prof Shiba' concept of 'jumping into the fishbowl' to learn about the fish. The same approaches and methods mastered by Indian manufacturing that drive operational efficiencies and Continuous Improvement and involve people through Kaizens are equally applicable in the context of rural development. The VLFM is centered on

Building a mindset around developing skills through the principle of 'do and demonstrate'. The "Win-Win" philosophy and the mutual trust between Business and Society will build a Happy Village, Happy Society and Happy Business. In short, by jumping into the "fishbowl" of villages and applying the improvement methodologies that are well-practiced in the Indian Industry in the fishbowl will help improve the village projects and help create future products and offerings. This, in effect, will sustain and grow not only Indian businesses, but also Indian villages.



## On-site Learning and Skill Building

Immersing into the rural context i.e. the ‘fishbowl’ of villages will increase the Observation, Exploration and Interpersonal & Team skills of people. PDCA, Active Listening, 7 principles of Change Management process (Prof Shiba’ 7 Infrastructure Model) and many other principles and practices will be learnt through “Do and

Demonstrate” methodology. These will help in conceiving, planning and executing village improvement projects and exploring new business opportunities around the rural ecosystem with a win-win strategy.

## Village Buddha and CSR

There is new realization that Business has responsibility for Societal Development. CSR is increasingly becoming part of Business Strategy. It is estimated that that more than 10000 companies are already implementing CSR activities in villages. **It is observed while several companies have invested in these activities, there is a growing perception that the skill-sets that are so necessary to execute the projects effectively and thus ensure the efficient utilization of the investments, are not adequately developed.** Village Buddha is designed to address this latent need in a systemic manner.

## Modular structure of Village Buddha programme

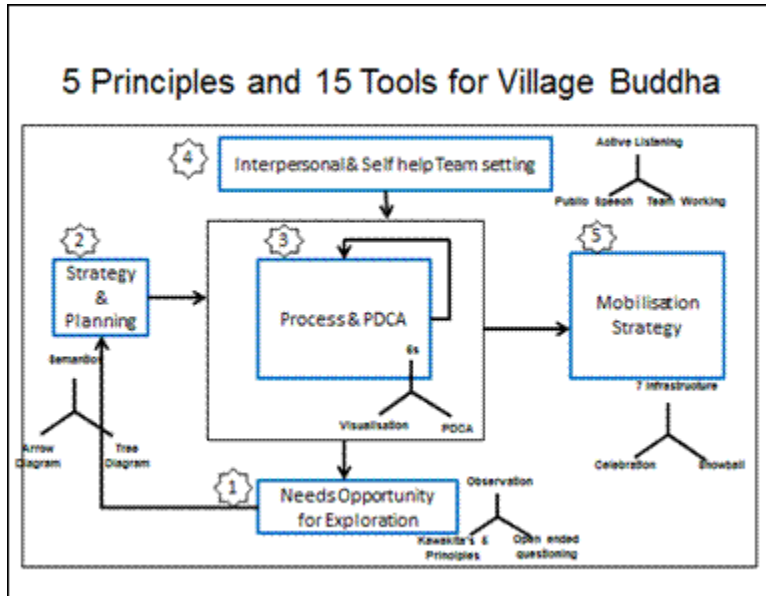
Village Buddha programme is being offered in three Modules, each module addressing the needs of companies and other stakeholders. Each module is independent of the other two, and can be configured for different specific groups, e.g. employees at different levels such as General Managers, Field Managers, etc and in different functions such as Marketing, Sales, Distribution, Communication, etc.

## Module 1: Village Buddha – Essence of Village Development

Module 1 – Build Skills to understand the Village and it’s ecosystem. Accordingly formulate/refine your Strategy and choose areas such as Income Generation, Education, Healthcare, Infrastructure development, Agriculture, Water Safety, Road Safety, Environment, Sanitation, etc. Make more practical and realistic proposal for your company in line with Business/CSR Strategy.

## Module 2: 5 Principles and 15 Tools for Village Transformation

Module 2 - Build essential skills for Village Level Improvements. 5 Principles and 15 Tools would be essential skills to explore needs, strategies, make processes, train people and mobilize change.



Venue:

TVS Motors Training Center, Thattahalli Village & Post, Attibele – Anekal Road, Bangalore – 562106.

## Module 3: Creating New Village Business

Module 3 - Develop Village Level Business. Based on VLFM experience, visit to semi-urban areas such as Dhobi Ghat; Markets in suburbs, Public Transport etc. will generate business ideas and plans for practical solutions to the problems of the society. The Seven Step Business Development Process would be the central pivot of this module.

Modules	Objectives

<b>M1: Village Buddha – Essence of Village Development</b>	<ol style="list-style-type: none"> <li>1. Get a bird eye view of Village and societal problems.</li> <li>2. Explore Initiatives</li> <li>3. Formulate activities for your organization</li> </ol>
<b>M2: 5 Principles and 15 Tools for Village Transformation</b>	<ol style="list-style-type: none"> <li>1. Leadership</li> <li>2. Proven, practical skills useful in village life</li> <li>3. Become more effective in daily job.</li> </ol>
<b>M3: Creating New Village Business</b>	<ol style="list-style-type: none"> <li>1. Create New Business Idea</li> <li>2. Complete Business Plan for action</li> <li>3. With inputs from village</li> </ol>

### [About Visionary Leaders for Manufacturing \(VLFM\)](#)

Visionary Leaders for Manufacturing(VLFM) Project, a flagship programme under the Indo-Japan Joint Technical Cooperation Agreement is set up to develop “Visionary Leaders” to lead and strengthen dynamic growth of Indian manufacturing sector in the coming years. Since 2013, the title of the project was changed to Champions for Societal Programme(CSM) for the purpose of adding scope and giving an extension to the support.

The Project developed more than **1100** Visionary Leaders through a unique partnership amongst National Manufacturing Competitiveness Council (NMCC), Ministry of HRD, Indian Institute of Management Calcutta (IIM-C), Indian Institute of Technology Kanpur

(IIT-K), Indian Institute of Technology Madras (IIT-M), Confederation of Indian Industry (CII) and Japan International Cooperation Agency (JICA).

The project aims to introduce and transform Indian Manufacturing companies to become more competitive by introducing **Breakthrough Management**, which extracts the scientific principles from Japanese “Monozukuri” or “Big M” manufacturing. A structured approach for mindset transformation and skill sets for implementing breakthrough in their respective companies are developed through the VLFM (2006-2013) and **Champions for Societal Manufacturing** (2013-2016) programmes.

The unique design of **Sr Manager’s course** with five modules spread over eight months followed by a visit to Japan gives the participants to learn and apply the art and science of managing manufacturing holistically. Hence they target improvements not only in the production and supply chain but also in the entire business process of manufacturing. They gain key insights for managing business right from capturing the voice of customer to identifying the latent requirements of market. **390** Senior Managers from Industry have been through this journey.

The Senior Manager’s course provides a unique opportunity for learning the best manufacturing practices from Japan during the “Japan Visit Module”. The participants gain perspective about India from outside, observe the Japanese culture, learn from Japanese Process Oriented Society and also do “Self-Initiated Research” on planned topics. Through this kind of learning, the participants learn how Manufacturing is a way of life in Japan.

Visionary Leaders completing the courses confirm that they have improved their capabilities through the mindset transformation and practical skills learnt. As a result of the learning, graduates developed unique products like ChotuKool, EPAM, Submersible pumps etc. leading to accelerated improvement in performance of plant/company. More than **75** CEO’s appreciated the mindset transformation in their managers.