

# HR Today

Rs. 45 MAY 2010

Expanding Human Horizons

A CONTENTS DRIVEN MAGAZINE

VOLUME-1 ISSUE-2

## Women Entrepreneurship

### A long way to go

#### Standing Column

Professionalism Re-defined  
Creating Reference Group

#### A-list Campus guide

FMS-interview with the dean

#### Who is your boss??

A Director, Thinker, Relator, or Socializer.

#### Are you having fun at work?

#### Emerging Trends in Work Culture

#### Profile

Mr. Manoj Kumar Prasad  
Head- HR  
HCL Technologies Ltd.

#### Face to face

Rajita Singh  
Head-HR  
Broadridge Financial Solutions



# A Woman With Many Hats



People describe her as a social entrepreneur, activist, leader and even social reformer. But she likes calling herself just an ordinary Indian citizen who did her bit. The mind behind India Redefined, Ranjana Kanti has spent 22 years in social service and considers her contribution just a drop in the ocean and says there's still a long way to go.



**Q: How did India Redefined happen?**

**A:** In our life most of our activities revolve around doing something for ourselves. Though some of us try to go beyond that and do something for other causes where there is no direct benefit to us. Similarly I always had a strong urge to 'do something' for others. Fortunately it was combined with freedom 'to do so'. I feel that freedom is important. We all have urges and opinions but only when we get freedom we do something. In this context, its not freedom from oppression but freedom from priorities (day-to-day activities), freedom to take your own decisions and most important economic freedom. The combination resulted in the culmination of India Redefined.

**Q: Tell us more about India Redefined?**

**A:** Started in April, 2009, India Redefined is a movement to light up the fire in the hearts of every Indian citizen, to be awakened, to exercise their rights and fulfill their obligation & responsibilities. It is a social movement which is more about awareness, responsibility and ownership by all of us, a movement to help change the behavioral patterns of people and their responsibilities towards the country.

India can't be re-defined unless we understand the definition of a citizen. What does being a citizen of India really mean? Does it mean legal rights, voting rights, paying taxes, ability to stay forever and buying property etc.? Or "SOMETHING MORE"? This "SOMETHING MORE" is really a responsibility for a social and behavioral change. If every citizen defines this "SOMETHING MORE" honestly in his or her mind then India can truly be re-defined.

**Q: Do you think that gender inequality exists?**

**A:** Looking back in history, successful human beings are

*Men and women are complimentary and should not be viewed or based on their gender difference, but on their similarity as humans. The beauty of women is in her power- power to give, and in giving, her power is not limited.*



stereotypically equated to males. To break a stereotype, strong action and force is needed and that is why some women talk about gender inequality. A feminist point of view may be that women are now more independent and do not need men for support. But my personal view is that, men and women are complimentary and should not be viewed or based on their gender difference, but on their similarity as humans. The beauty of women is in her power- power to give, and in giving, her power is not limited. Remember one thing- no one can make us feel inferior without our consent. So, now time has come, so that we focus more on equal opportunities.

**Q: You talked about the importance of economic freedom, so anybody with resources can be associated with a social cause?**

**A:** In my opinion, it is not enough to use one's economic freedom only. It is nice and generous for people to donate money, but that alone cannot be satisfying. There needs to be a sense of involvement. There are people who have a lot of resources but then the basic involvement is missing. It does not mean that you need to spearhead every initiative, but do not make monetary contribution as an offset to the lack of participation. The message is to "Become involved".

**Q: What in your opinion drives philanthropy?**

**A:** You don't initially need to have an altruistic intention to do something philanthropic. Just do it for yourself. Why? We may initially do it for self-gratification but by doing it again and again, we shall find ourselves in a place where this self-gratification shall become irrelevant and the goodness that comes out of our action will become a motivator by itself. Here, I will like to mention about PAIGAAM – an Indo-Pak Youth conference which was initially started as student's initiative by my son and his friends 4 years back in Dhirubhai Ambani International School, after his 10th board to make friends across the border. Now it is a full fledged Conflict Management movement done every year.

**Q: What would be your message to the aspiring social entrepreneurs?**

**A:** For the budding social entrepreneurs, my message is – Get Involved, Feel and Empathize. Once you do that, it is no more work but pure joy – Joy of Giving.