

## Carnegie has universal appeal

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 **FROM THE BOSS' MOUTH**



# Carnegie has universal appeal

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NADIPALLY  
*How did your career start?*

It has been a slow beginning. I started my career in marketing with Procter & Gamble. Later, I joined my family business, Walchand Group of Companies, more specifically its subsidiary HCC (Hindustan Construction Company) and did the best I could in restructuring it. From there, it was Walchand capital (financial services) and then moved into web services; a website cricketnext.com dedicated entirely to cricket and an entertainment web portal 3to6.com.

*How did Carnegie find you or did you find Carnegie?*

We were in a way caught between two extremes. At one end we had all kinds of scams in the financial sector and very strict-regulations thereof and on the other an absolutely uncontrolled and unpredictable web services realm. Times demanded that we reinvent ourselves. In Dale Carnegie we found a time-tested international ally replete with expertise in a unique and hitherto unexplored area. I found that Carnegie has lots of takers in India and as a business proposition, it sounded viable. So I took a plunge into it.

*Did you have a tough time convincing yourself about Carnegie's prospects in India.*

There were no field surveys done. But we had many secondary sources like a very encouraging report from a Dutch company and Eco-

nomics Times too predicted it to be a success if it were to be taken to India.

It has a universal appeal and given the huge human resource that we are endowed with Carnegie could go only in one direction. With the economic reforms providing the platform for growth we had the problem of huge entrepreneurial vacuum to tackle with. We needed communication skills, soft skills, managerial outlook, international compatibility to keep us competitive in an era of globalisation. Who better than Carnegie?

*Any adaptation that Carnegie had to go through before it ventured into India?*

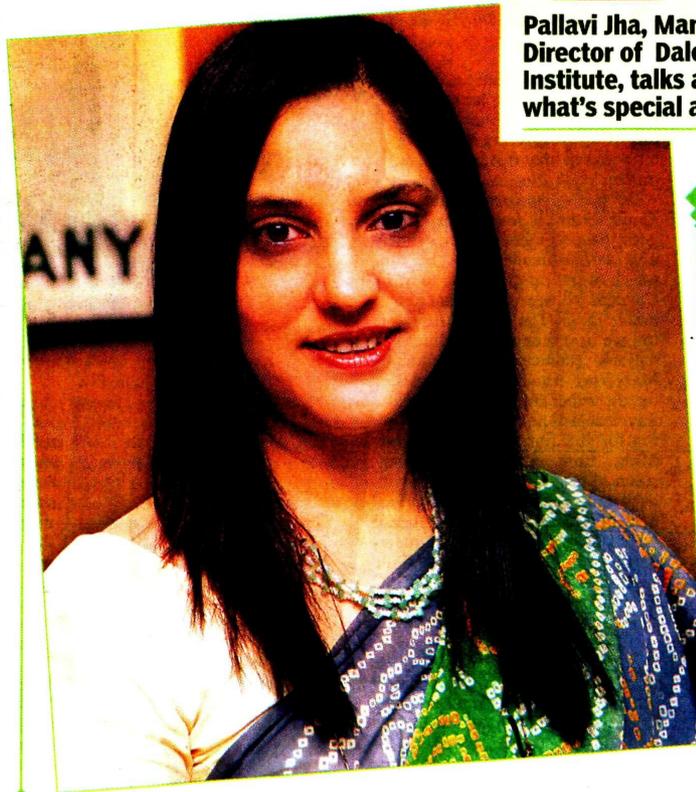
Not much. The content and the courses were universal. Much before India, it had forayed into many other countries and proved a success everywhere.

*Do students feature in your agenda?*

Yes of course. Our primary focus has been on graduates who will soon have to take on the world. We have a finishing school program Gen-next, a 32-hour programme, entirely dedicated to it. We have achieved wonderful results. Many colleges and universities are expressing keen interest and are welcoming us to their campuses.

*What about primary and high school students?*

I remember a course we conducted in a Nasik school for 13-14 year old students. The programme drew such applause that we found par-



**Pallavi Jha, Managing Director of Dale Carnegie Training Institute, talks about her career and what's special about brand Carnegie**

Pallavi Jha

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witnessing calls for some inward looking right from young age. Given the allurements and distractions in the society, we need our children to get responsible at a very young age. They have to learn to beat stress as well.

*Do you have any attitude changing courses for the depressed?*

Carnegie empowers people with skills to perform better in their careers. We are not into correction courses. But once some correction is done we will be ready to empower them to survive by themselves and lead a proper life. That can be done.

We had some wonderful experiences. We undertook 'save the children' campaign in Kolkata for daughters of domestic workers. They were youngsters in the age-group 18-21 and most of them were fourth class drop-outs. They underwent our Gen-next programme and I am very glad to say that all of them found employment as beauticians.

*How does Carnegie look at the Indian phenomenon?*

We presently conduct our courses in nine major languages in our country. Thankfully, our trainers are Indian. As for the content it remains the same and we have no specific strategies to specific regions.