

Jain-Catholic Dialogue (May 24, 2014):

Remarks by Dr. Dipak C. Jain

Let me start by highlighting the evolution of global business over the last few hundred years. Up to the nineteenth (19th) century, the business model could be described as **-colonialism**, where the key players were **countries** and the associated metric to measure performance was **power/strength** i.e. number of countries colonized by each major player.

Towards the latter half of the 19th century, the business model started shifting from **colonialism** to **capitalism** i.e. *free market competition*. New **corporations** became the new players, **profits/share prices**, the new metrics of **performance/success**. (I am a Board of Director of John Deere in the U.S.A.. We have been in existence for 178 years. DuPont happens to be one of the oldest American companies.)

Today in the 21st century, we are seeing a growing trend towards **entrepreneurialism**.

Examples include citizens or entrepreneurs like Bill Gates and Mark Zuckerberg creating Microsoft and Facebook respectively. Many students today after completing the MBA degree have a desire to start their own business. With such an entrepreneurial spirit, they are driven by **purpose** over and above **performance**; *purpose* being described as the ability to make a significant and meaningful difference in the lives of people.

My personal belief is that we should combine **performance with purpose**. First we have to be successful in what we do and then start focusing on areas of significance. As the Dean of the Kellogg School of Management of Northwestern University, I used to make the following statement to my new incoming MBA students:

*By joining the Kellogg School of Management, you are starting your journey from **success to significance**.*

We should first create a platform of success, then start sharing the fruits of success with others leading towards global peace and prosperity.

Given that we are moving towards a culture of *entrepreneurialism*, it is essential that we view it from a broader perspective. One can think of *entrepreneurialism* having multiple dimensions. First is the traditional **Business Entrepreneurship**, where the goal is to start and build a successful and sustainable business. Today, we hear a lot about **Social Entrepreneurship**, where the purpose is to create a business that will also provide value to the society. Profits from the business could be directed towards creating a better society.

Moving forward, the next dimension will be **spiritual entrepreneurship**, where the focus is on becoming a **better person**. We cannot change the world but we can control our actions and behavior. Jainism highlights several virtues that are helpful in controlling factors that influence human behavior such as **anger, ego, lust** and **greed**. Virtues such

as **forgiveness, humility, integrity** and **contentment** are ways to deal with **anger, ego, lust** and **greed**.

I would like to share with you the following description of forgiveness that I once read:

Forgiveness is the fragrance of a flower given after being crushed.

This description is very appropriate as well as touching. Maintaining silence is one way to deal with an angry person. Self-realization may be viewed as another form of spiritual entrepreneurship.

A pertinent question now arises: How does one follow the path of self-realization? I present below a framework of human behavior in the form of three overlapping circles.

The first circle can be characterized as **Genes**, commonly referred to as **SANSKAARS** in Jain studies. It reflects family values that we are born with. The second circle is **SELF** – that includes our mind, body and soul. The third represents the external environment which influence our daily lives. An appropriate word for this may be **SANGAT** (i.e. groups of friends and relatives).

The key to good behavior is **self – control** driven by core beliefs and values. Jain principles can become a valuable guide in our daily lives. External factors may be difficult to control but we can control our selves by changing our perspectives and expectations. Also having a positive attitude is essential to inner peace and satisfaction.

I would like to share a personal anecdote from an event known as “A DAY AT KELLOGG” in February, 2002.

As the Dean of the Kellogg School of Management of Northwestern University, I was addressing a group of students who had been admitted to the MBA program. Many of those students also had heard from other competing programs. Normally, students visit multiple campuses to get additional information about the schools such that they make the ‘right’ choice.

In my session, I focused on the differentiating factors of the Kellogg School and also highlighted our core values. After the talk, I started the Q & A session. A student at the back raised his hand and said:

Dean, you have clearly highlighted the merits of being at Kellogg; what are you going to do about the Chicago weather? (The temperature outside that day was around -28°F with wind-chill factor.)

I was not expecting such a question to begin with. Also, I knew I could not control Mother Nature. At the same time, I felt that ignoring this question may not be respectful. My response to him was:

“Mr.X in life one should believe in the principle of a refrigerator; things kept in a cooler environment stay fresh for a long time.”

My point was that we have to live with what we have. Complaining attitude is not healthy. One should strive for realistic aspirations with full sincerity and commitment.

Practicing the Jain principles of ***Non-violence, Non-Possessiveness*** and ***Non-Absolutism*** on a regular basis can be very rewarding and fulfilling.

I tend to practice what I preach. I feel blessed to have been born in a Jain family and having constant mentoring from my parents and teachers. Reflecting on the statement, ***no challenge ahead of you is greater than the force behind you***, I feel that Jain values and principles are always behind me on my personal as well as the professional journey.