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the victims, say HR gurus**

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NEWSPAPERS ARE CHANGING WITH THE TIMES. BUT THE ROLE OF NEWSPAPERS IN SHAPING YOUNG MINDS HAS COME UNDER GREATER SCRUTINY IN THE RECENT PAST. FIVE PANELISTS COME UP WITH THEIR OWN TAKE ON THE CHANGING FACE OF JOURNALISM IN INDIA AND WHAT A NEWSPAPER SHOULD BE

What is your opinion of newspapers of today? Are they balanced enough without compromising ethics?

MOHAN: I think newspapers should be optimistic in their reportage. Sometimes, we get to read a lot of pessimism early in the morning. This is a big turn of. I am very well aware that good news alone may not sell. Perhaps, newspapers should strike a balance in that sense. Newspapers should also talk about the feel good factor by highlighting the achievements of extraordinaires from all walks of life. We don't always have to be bottom-of-the-rung or the most corrupt country in the world. There can be a touch of optimism while presenting news.

VAND RAM: I would like to make a point with particular reference to reportage on B-schools. My view is that it is limited to talking about salaries and placements. There is more to IIMs than that. We have interesting projects and white papers presented by the faculty and students of the institute that are not always covered. For someone who has been associated with the institute for the past 25-30 years, it feels incomplete when I repeatedly read about extensive placement coverage while dismissing other activities on campus. I think this is totally unwarranted because there are a lot of things happening in the institute, besides placements which people are not aware of. Having said that, we'll have to balance news and maintain circulation to stay afloat.

MADHUMITA CHATTERJI: Newspapers today have to cater to a knowledge generation that is brimming with ideas. They are other issue that newspapers address within the purview of management studies. In management institutes, we discuss about leadership challenges. But students are still unaware about realities that will confront them in the outside world. I think newspapers should shape young minds in helping them set goals. When MBA students come out as managers, they are



TALKING HEADS: (from left) Anand Ram, R Mohan, S Ramadoss and Sudheesh Venkatesh along with Dr Madhumita Chatterji (hidden) during an interaction with DNA on the future of HR practices and leadership

told to manage 20 others which put them in a fix. The big question facing students is whether they have learnt to manage themselves before taking on the challenge of managing others. There are a lot of things happening in the background. Newspapers should make an attempt to capture them.

With various other media like TV, Internet and mobiles now emerging as competition what do you think will be the impact on print medium? What can newspapers do about it?

S RAMADOSS: India's success story is very unique. Firms are working hard to blur lines and boundaries, which is a success story by itself. This unique model can be taken out of the office set up for the world to read about. Today the media is youth-centric. There are enormous success stories coming from the Indian corporate world for scribes to write about. With Indian companies making giant strides globally, it is time for the world to sit up and take notice. Newspapers should be instrumental in putting Indian firms on the global map. India Inc has a certain distinctness and finesse. Some of the companies are grounded to their values and ethics,

Newspapers should also talk about the feel good factor by highlighting the achievements of extraordinaires from all walks of life, in addition to news, feels R Mohan, partner Rangan Mohan Associates

which need to be highlighted. India has tremendous potential to harness youth power. In the global scheme of things, the country is going to be the youngest nation in the world by 2020. It is very essential for newspapers to imbibe ethics and value system in the youth. The onus is on the Fourth Estate to bring out leadership models in news stories so that it reaches out to aspiring CEOs.

Does that mean that newspapers should target younger readers?

R MOHAN: It is interesting that you raise this point. As a part of my job, I coach young CEOs of smaller and medium enterprises (SMEs). I think

companies are growing younger in terms of taking on responsibility. It would be nice if the content is oriented towards the younger generation. More importantly, I don't know if newspapers can change or influence behaviour or society, but I think one of the biggest challenges in India is letting people well past their prime. It is critical not just to let go, but to have a succession plan and transition methodologies.

SUDEESH VENKATESH: Companies that have a unique work culture and have managed to achieve success should be written about. Newspapers should take the folklore out of successful companies and table it in front of the public. Companies have core values which are not negotiable and can change from time to time. It's almost eternal. So, a newspaper should do something similar to mould the value system into the society.

MADHUMITA CHATTERJI: Newspapers need to project the victor of an environment more than the victim. If you can project that, it would make everyone sit up and take notice.

the panelists



R MOHAN

A former CEO of HTMT Global Solutions, a leading BPO provider, Mohan is currently a partner with Rangan Mohan Associates (RMA)



V ANAND RAM

A fellow in management, Indian Institute of Management, Ahmedabad, Ram is a professor of organisational behaviour at IIM-B

1st 1780
Was the year in which the Bengal Gazette — India's first newspaper — was launched



SUDHEESH VENKATESH

He is the HR head of retail giant Tesco Hindustan Service Centre. He has been with the company since it kicked off operations in India



S RAMADOSS

