

Book Launch Event

“Becoming World Class – Lessons from Made in Japan” ~ Professor Prem Motwani

Date: Feb 4th 2021 – IST 17:00 ~ 18:00 / JST 20:30 ~ 21:30

Venue: Online Webinar Platform

Sr.	Item	Description	Who	Duration
1	Introduction	Introduction of Author and Book	Mr. Vineet Jain, NRI Consulting	4 min
2	Book Launch	Book Cover Unfolding and Remarks	HE Satoshi Suzuki, Ambassador of Japan to India	8 min
3	Speaker 1	About the book and the need	Mr. Isogai, Advisor Indo-Japan; Former MD, Sharp Corp India	4 min
4	Speaker 2	Japanese Management Practices in Indian Manufacturing Setups	Mr. Rajdeepak Chatterjee, Head Business Excellence, Auto & Farm, Equipment, Mahindra & Mahindra	4 min
5	Speaker 3	Relevance of Japanese Management Techniques	Mr. N Ramanathan, Independent Counselor for Quality based Mgmt	4 min
6	Speaker 4	Relevance of the book	Dr. Tomio Mizokami, Professor Emeritus, Osaka Gaidai	4 min
7	About the Book	Why this Book?	Prof Prem Motwani	4 min
8	Presentation	Key Takeaways from the book	Prof Prem Motwani	25 min
9	Closing remarks	Summary & Vote of Thanks	Mr. Prasad Bakre, Sumida Corp Japan	3 min

Registration Link/URL: <https://forms.gle/XaPDaUfz8uSoJVfc8>

BECOMING WORLD CLASS

Lessons from 'Made in Japan'



Prem Motwani



Prof. Prem Motwani retired from the Jawaharlal Nehru University in 2019 after 40 years of service in the Japanese Department, School of Language, Literature and Culture Studies. Visited Japan nearly 80 times and has spent about 6 years in that country including visiting professorship at the Hiroshima University in 2011-12. Prof. Motwani was conferred the 'Order of the Rising Sun, Gold Rays with Neck Ribbons' by the Government of Japan in the 2020 Autumn Decorations in recognition of his contributions to promoting academic exchange and mutual understanding between Japan and India. He has authored many books including four published in Japan.

[Cover design : Tarun Beri]

The book is a treatise on Indian manufacturing and provides answer to some very pertinent questions:

- Why manufacturing in India has failed to take off?
- How to create more jobs and lift people out of poverty?
- How to make 'Make in India' work?
- How to reduce imports from China?
- How to change the narrative about India as a manufacturing destination?

The book expounds the Japanese manufacturing management model which enjoys tremendous popularity in India for nearly three decades but has not been adopted in its entirety for a variety of socio-cultural reasons such as lack of vision and direction from a long-term perspective, no collective thinking towards a common goal and in the larger interest and deficient business ecosystem due to human resource practices and the silo work culture.

Rs. 1250.00
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