

Press Release



Me Vs Me is a Corporate Success Mantra - S. Y. Siddiqui

●Maiden Visit of Mr. S. Y. Siddiqui, Chief Operating Officer - Maruti Suzuki at SMS, Varanasi

●Mr. Siddiqui urged students to be ready for Corporate Warfare

VARANASI: Leading Business School of the country, School of Management Sciences (SMS), Varanasi organized Hi-Life Lecture Series where Mr. S. Y. Siddiqui, Chief Operating Officer, Maruti Suzuki India Limited delivered lecture on the topic "Corporate Warfare". Addressing students under Hi-Life Guest Lecture series, Mr. S. Y. Siddiqui urged students to follow ME Vs ME principle to sustain and prosper in the corporate world. He told students to be ready as the world business environment is volatile and favourable to our country. Citing example of Rahul Dravid, he said follow ME Vs ME principle of this famous cricketer. As Mr. Dravid set his own benchmark and always compared with himself to achieve his goal. Such kind of benchmarking enhance career and establishes onself in the corporate world.

Mr. S. Y. Siddiqui, who made his maiden visit to SMS, Varanasi also told eventuality of global business and different HR practices. He said 20-20 belongs to India and China as World will see the business development in these two countries. Sharing his views Mr. Siddiqui stated that India is the youngest democracy in the world. Its median age lies around 24.4 years which is next to South Africa. This results a large pool of talent and productive population which makes it an important destination for Industrial and Global economic growth. Even the most productive country in the world do not

have this opportunity as they would be missing the productive age pool.

As an HR expert of high profile company of the country, he compared business scene of 70s from present time. He said people has become more important that anything in the industry. As things can only be done by the people through their innovation and creativity. Giving examples of Japanese, he told students to make plan and execute then success will be achieveable. One should not copy american style of strategy as it can only work in the later stages of corporate life. He also expressed his views about business orientation and told the students to be business focussed since other environment supports it.

Earlier, Dr. Sanjay Saxena, Associate Professor, SMS welcomed the guest and briefly discussed SMS Achievements in front of notable corporate personality. At the end, Mr. Sandeep Singh, Associate Professor, SMS proposed Vote of Thanks and solicited his benign presence in the international conference going to be organised in the Institute in February, 2013.