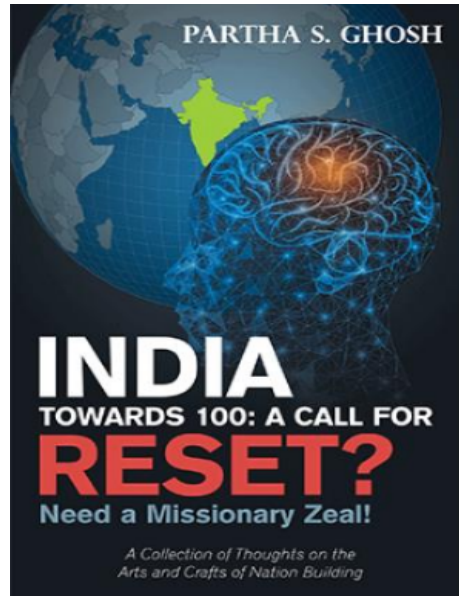


“INDIA TOWARDS 100: A CALL FOR **RESET?**”

- REQUIRE A MISSIONARY ZEAL”



A Synopsis

Beyond examining the challenges that India is faced with and proposing several “breakthrough” moves the nation must undertake, - at a fundamental level the book reflects on several critical issues that our civilization must address, in turn offers a few **path finding guidelines** that could together enable a global economic dynamic that is more **enlightened**.

At a **universal level** specifically, the book argues for

- 1) A new dynamics for the advancement of civilization should be nurtured based on
 - the fusion of ancient philosophies that underscore the importance of enriching the planet’s natural and human (*with divine conscience at work within*) capital which must transcend **the conventional debates on the location of the power of resource allocation, - market versus government, towards debates that focus on how best to orchestrate** the forces of self-expression and self-determination of communities in harmony with nature,

- 2) **Reimagination of the discipline of economics** from being “*mechanistic/cartesian and transactional*”, to becoming more “*biological and relational*”; accordingly, policy makers must consider shifting their attention from ‘*financial engineering*’ towards ‘*human or social engineering*’ to shape culture of respect and work ethics; author argues why discipline of economics from **Adam Smith’s** “*power of self-interest*” and Darwin’s “*survival of the fittest*” must now shift to “*power of self-expression with social conscience*” to enable “*fitness of wider eco-system*” = “*fitness of nature*”
- 3) **Strategic approach** that nations must embrace by consciously adopting a “**Central Economic Nervous System**” (CENS) – that dynamically links vision of a nation with strategic priorities and grass-root programs that shape daily livelihoods of common people - that are inclusive and globally competitive.

In an increasingly knowledge intensive globalized economic system, author views the role of the Government as a manager of “Central Economic Nervous System”. The book elaborates how CENS should be organized should be sensitive to the state of development an economy is in. He believes that the role of the visible hand (i.e., the government) must become more sophisticated, - as the invisible hand becomes more uncertain (if not more chaotic) because of increasing knowledge intensity in our business models. Accordingly, the role of the government beyond managing conventional monetary and fiscal policies must continually evolve, - not only to manage social infrastructure but to shape work and decision ethics of different segments in a nation, in synch with and full respect of local cultural instincts

- 4) Enhanced “*fluidity of global IQ*” across borders to compliment “*liquidity of capital*” through strategic application of Artificial Intelligence/5G - not by making humans redundant, but by making humans more empowered, so that society is more productive and enlightened, - enabling networking of “economic cells” what author calls “**cellular-ism**”. As Knowledge Economy further transforms how businesses and consumers interact with each other, governments must increasingly be mindful to work ethics, cultural preferences, and social infrastructure to evolve the next phase of Capitalism: Towards “X” ism = “**Cellularism**”, which author has also termed **Capitalism 2.0**
- 5) Accordingly at micro-economic level, businesses must experiment and develop organizational models beyond the hierarchical constructs (*that rely on command*

and control) of the past, toward new organization model (*that inspires and involves*) which author calls **biological organization**; such a model should synergize the power of self-expression of people with significantly increased focus *on work and decision ethics*

In view of the above, the book envisions **an alternative socio-economic model that India** should consider developing, - that:

- (i) Celebrates the **fundamental principles of Vedic philosophy**,
- (ii) Enables **village centric cellular economic dynamic** that is AI enabled and digitally connected – *to nurture ecofriendly sustainable cells of economic activities*
- (iii) Adopts **strategic approach in developing globally competitive “niche industries”** so that the national economy is competitive - *enabling much needed transition toward positive trade balance*, in turn venture to build full spectrum global brands – that are truly revered
- (iv) Encourages Indian businesses, instead of adopting western models (in blind folded fashion) to experiment and develop organizational models beyond the hierarchical constructs of the past, – that synergizes the power of self-expression of people with significantly increased focus *on work and decision ethics*. Author calls the new dynamic mechanics as **biological organization**
- (v) Develops and offers to world a development model which is *eco-friendly, perpetually equitable, and enables socio economic progress that is enlightened*

Author hopes, as these thoughts fuse together the nation by its 100th birthday could build up a socioeconomic dynamic, that will pave a pathway that India could travel in the second half of 21st century, - similar to what Japan traveled in the second half of the 20th century. More importantly, as the new mechanics is proven-in, India could offer to the world an alternative economic model that is more sustainable, equitable and celebrates the concept of “*one humanity*” in harmony with nature.

* * *