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Press Release

Mumbai 16th August 2009, Mahendra & Young Knowledge Foundation has completed 10 years of its existence. On this momentous occasion, when we look back at our humble contribution, we are filled with a sense of great satisfaction. While it makes us feel proud, we also consider it an opportunity to rededicate ourselves to the objectives of promoting principles of good Governance, as well as making a difference to the cause of Education & Healthcare. As you may be aware, Mahendra & Young Knowledge Foundation is a Public Charitable Trust with 5 Focus areas ;

- 1. Public Governance & Corporate Governance**
- 2. WTO / IPR / Patent Literacy**
- 3. Strategic & International Management**
- 4. Education &**
- 5. Healthcare**

The Foundation in last 10 years has made a humble contribution in each of the above focus areas, the following write up attempts to capture this contribution.

1. Public Governance & Corporate Governance : During this journey of advocating highest standards of Corporate Governance, we co-promoted Asian Centre for Corporate Governance in March 2001.

Public Governance :

- In the aftermath of 26/11 terrorist strike at Mumbai, Mahendra & Young Knowledge Foundation released 'Emergency Awareness Booklet' which gives valuable information on What should a common man do in the event of Terror Strike and Natural Calamity?. This initiative was in collaboration with The Sheriff Of Mumbai Dr. Mrs. Indu Shahani and Deloitte. Emergency Awareness Booklet can be downloaded in English, Hindi as well as Marathi language from the weblink ; <http://www.mahendrayoung.org/pageTemplate.php?id=1>
- **Governance –The Maharashtra Experience :** The Programme organized by Indian Institute of Public Administration (Maharashtra Regional Branch) & Jamnalal Bajaj Institute of Management Studies, was supported by the Foundation.

- **Video Conference with Transparency International (TI)**

The Foundation partnered with Indian Merchants Chambers & organized 4th International Conference on Governance : One of the interesting feature of the conference was video conference with **Transparency International (TI)**, an International not for profit Institution known for ranking countries of the world on Corruption Perception Index (CPI). Mr. Laurence Cockcroft, Director – Transparency International, London linked up on video conference from London. M.K. Chouhan, was the anchor person from Mumbai along with Mr. Shailesh Haribhakti, the then President Indian Merchants Chamber (IMC), Mr. Mervyn King and Mr. Nasser Munjee. Mr. Cockcroft during 45 minutes video dialogue explained the methodology as to, how Transparency International ranks the countries on Corruption Perception Index (CPI).

He also shared the “**Business Principles**” developed by TI to fight corruption. One of the important issue that was brought up during this was that, considering the size of India – comparable to that of a continent the TI surveys will have to be more Broad Based & Extended to various states and CPI be measured separately for each states. It was suggested that India due to its multi-lingual multicultural and multi-ethnic nature poses a number of complexity in Governance and the foreign media as well as foreign visitors who are involved in surveys have limited understanding of these complex issues of governance. Therefore, TI may like to involve few Indian experts in conduction as well as interpreting the survey results and the sample size should also be expanded to more representative states of India, for arriving at CPI, to be fair to India. Mr. Cockcroft was open to the idea and assured to consider it in forthcoming surveys of TI.

2. WTO – IPR Patent Literacy Series :

Since India is signatory to World Trade Organisation, issues like IPR & Patent Literacy are of extreme importance to us as a country. Our research shows that there is a tremendous amount of ignorance on these areas in India, thus with an objective to generate right kind of awareness, Mahendra & Young Knowledge Foundation has come up with an idea of “WTO - IPR & Patent Literacy Series. Foundation in line with it/s objectives organised two lecture series ;

- Ms. Kiran Mazumdar Shaw - Chairperson & Managing Director ,Biocon India Limited. delivered the inaugural address for the WTO-IPR & Patent Literacy Series on 2nd August, 2003 at Mayfair Rooms Worli, Mumbai. She spoke on the theme "IP as a Strategic tool for CEOs"

3. Strategic & International Management :

CEO Power Breakfast Meetings : Indian CEOs are faced with the challenges of managing an Organization, which is facing competition from Multinational companies who are invading Indian markets attracted by it's growth potential.

The competitive landscape is not only changing with speed but also in complexity. In order to create a forum for discussing Strategies & International Management ideas to deal with this complex & uncertain business scenario, Mahendra & Young knowledge Foundation launched CEO's Power Breakfast Series. The foundation has organized six CEO Power Breakfast Meetings, addressed by very eminent Industry leaders.

4. Education :

The Foundation instituted **The Best Management Institute Award** in 1999. This award has been sponsored by me the memory of my father late Shri N.H. Chouhan, who was an Educationist & "Sahitya Ratna" (Jewel of Literature). The award is given every year to the Management Institute / Business School, that has made the most significant contribution to the quality of management education. The award has been instituted under the aegis of Bombay Management Association (BMA), which India's most premier management Association, by donating a corpus by the Foundation. Award comprises of a 'Revolving Trophy & a Citation' for the winning Institute. Foundation also funds research by a full time faculty of winning management Institute, on one of the thrust areas every year. The Award is decided by an independent Jury of Bombay Management Association (BMA), the juries in the Founding year were ;

- Mr. A.M.Naik MD&CEO Larsen & Toubro (Chairman of the committee)
- Mr. Keki Dadiseth – The then Chairman Hindustan Lever Ltd.
- Mr. Deepak Parikh - Chairman HDFC Ltd.
- Mr. S Ramadorai – The then President, Tata Consultancy Services
- Mr. Homi Khushrookhan – The then Managing Director, Glaxo India Ltd
- Dr. Ram Tarneja - former MD, Bennett & Coleman Ltd. (Times of India)
- M.K.Chouhan–Chairman, Mahendra & Young Knowledge Foundation.

Sub Committee for Award Criteria : The detailed criteria for the award were put in place by the following senior professionals after a thorough research and collating award criteria from around the world.

- Mr. Minoo Davar - Managing Director, Deeco Indl Supplies Ltd.
- Mr. R.R. Nair- the then Advisor Hindustan Lever Ltd.
- Dr. Bharat K. Singh. – The then President Birla Management Center
- Mr. Yogi Sriram – HRD, L&T

The Award continues to be decided by an independent jury set up every year by BMA. The Award has been won by the following Institutes;

- Jamnalal Bajaj Institute of Management Studies (Two times)
- Narsee Monjee Institute of Management Studies (three times)
- KJ Somaiya Institute of Management Studies and Research
- National Institute Of Industrial Engineering (NITIE) (Two times)
- L.N.Wellingkar Institute of Management Studies

5. Healthcare :

The Foundation through the years has been supporting Jehangir Nasarwanji Wadia Dispensary at Mahim (W) Mumbai, which treats hundreds of poor patients from the localities around. The Foundation donated some furniture for the dispensary and provided financial support for buying medicines. The chairman of the Foundation Mr.M.K.Chouhan, gives his personal time and visits the dispensary over the week ends regularly.

The evangelistic journey continues with the same passion & enthusiasm as it was in the beginning i.e. 1999. Through these years many friends & well wishers have supported us in our mission. Mahendra & Young Knowledge Foundation thanks all these friends & well wishers for the support and look forward to their continued blessings & support to keep the foundation work going.

For more information

Please contact

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