

## Now, lessons on jalebi management

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NEW DELHI: Can the mouth watering jalebi orchestrate global business? The uniform taste of the sweetmeat from its central form to its irregular extremities is worth imitating for any organisation's smooth functioning, says a new book.

"A jalebi connects at different fragile points to get bigger and bigger. The moral fibre in any country or any corporate culture can also grow when thought is not confined within the box," writes Shombit Sengupta in *Jalebi Management*, a provocative out-of-the-box management book based on critical social observation.

The book demonstrates how today's business organisations need to be sensitive to the nuances of global social culture to bring about quantum growth.

With scientific analysis of elevated emotion, Sengupta shows how to tackle tomorrow's competitive business world and win markets with a "creative strategy" in both economically-emerging and developed countries.

In this book, he creates a vision of symbiotic relationship between industry and people, where in both coexist in harmony and thrive in each other's presence.

"The jalebi represents the sweet desire of a billion plus people of India, about 60 per cent of whom are below 20 years of age. Representing this melting pot of multiple cultures, languages, religions and food, India is a future global power that can impact global business in a big way.

"Associating the *jalebi* with business may provide a divergent perspective to understand the universe in a different way. The core of this *jalebi* management recipe is the blend of the ocean of humanity with industry," he writes.

One question that immediately arises is that how can the jalebi, so common in India and a few oriental countries, weave global business? "The developed countries are zeroing in on India and China for markets, manufacturing and development. *Jalebi management* is a way of hand.

It will help win markets in both economically-emerging and developed countries with a creative business strategy," Sengupta writes.

The emerging new management know how for the billion-mindset will indicate the changes in work culture that the West has to adapt to, he says.

The Eastern mind frame of wholesale imitation of all West management practices must also change."

Sengupta says the jalebi's peculiarity is its idiosyncratic gaps that can have jagged edges, yet it is decidedly an irregular round thing.

"*Jalebi management* encourages every organisation to have its unique nature, with an inherent design that makes them all very different.

Giving the masses a mysterious sweet bite, and motivating employees to bite once, and one more time again, could be a unique way to overcome jagged edges and manage the organisation."

Human psychology is also exactly like the jalebi structure. "We are all made differently but we have a certain commune of love and affection, which is totally universal notwithstanding geography, tradition, culture and politics," he writes.

According to Sengupta, the individual character of every organisation is distinct.

"No organisation, like no individual, or no jalebi is like another. Nor are organisational layers temperamentally alike. An organisational culture must be interconnected, built with experience, be flexible and open to tread new avenues."