

## Gurcharan Das

Author, Commentator

*India Unbound, Elephant Paradigm and  
The Difficulty in Being Good*

Speaker on Indian Economy, Politics & Society



### Professional Expertise – authority on the India’s economic development

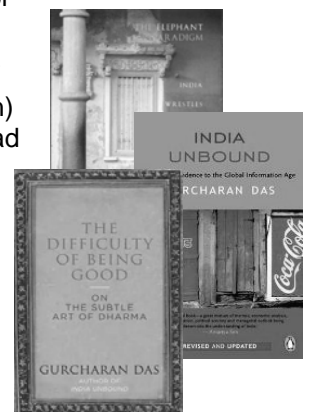
- Based in New Delhi, Mr. Das is an author, columnist and commentator and management consultant
- Formerly the Chief Executive Officer of Procter & Gamble India and Vice President for Asia, he completed his corporate career in the USA as head of strategic planning
- He regularly speaks at international business conferences held in India and overseas, addresses universities and other forums about India’s economy, management challenges and its optimistic future
- He also advises multinational corporations on globalisation and developing strategies for India

### Gurcharan Das - Personal information and work experience

- After a 30-year career he retired to become a full time writer
- Managing Director, Strategic Planning, Procter & Gamble Worldwide (1992-5)
- Vice President, Procter & Gamble Far East between CEO of Procter & Gamble India and Vice President of Procter & Gamble Far East (1985 and 1992)
- Chairman and Managing Director of Richardson Hindustan Limited (1981-5)
- Gurcharan Das graduated with an honors degree from Harvard University in Philosophy and Politics and later attended Harvard Business School

### Published books and papers

- Mr. Das writes a Sunday column for *The Times of India* and occasionally writes for *The Wall Street Journal*, *Financial Times*, *Foreign Affairs*, *Time* and *Newsweek*
- Best known for his internationally-acclaimed book *India Unbound; The Social and Economic Revolution From Independence to the Global Information Age* (Penguin) which follows the changes of the past fifty years in India; an essential insider’s road map to India
- Has authored a book of essays entitled *The Elephant Paradigm: India Wrestles with Change* (Penguin) looking at an ancient civilization’s reawakening to the spirit – and potential – of its youth
- His latest book is *The Difficulty of Being Good; The Subtle Art of Dharma* (Penguin) to answer that quintessential question, why be good?, which can be applied to many of the dilemmas that bedevil our world today, from political strategies to business decisions and beyond.
- Gurcharan Das has also authored novels and plays, notably *A Fine Family*



*“I do not know of any book that describes the impact of India’s economic policies on her growth during the post-independent India as analytically, logically and vividly as this one”.* Narayana Murthy, Chief Mentor and former CEO, Infosys