



Event Report

- 1. Name of Event:** Unleashing The Maverick Effect 101 with Harish Mehta
- 2. Nature of the Event:** Chat Show
- 3. Date:** 23rd December, 2023
- 4. Time:** 02:00 to 03:00 P.M.
- 5. Venue:** Auditorium, SoT GSFC University
- 6. Organized by:** GSFC University, GUITAR Council, SSIP, Start-up Gujarat Cell & Institution's Innovation Council
- 7. Number of Participants:** 150+
- 8. State Govt. Role:**
 - a) SSIP 2.0: Funding Support
 - b) IC, GoG: To promote event
- 9. Speakers:** Mr. Harish Mehta, Founder - Onward Technologies, Co-founder and First Elected Chairman – NASSCOM

10. Event Details:

GSFC University, GUITAR Council, the Students Startup Innovation Policy (SSIP 2.0), Startup Gujarat Cell, and the Institution's Innovation Council organized a Fireside Chat with Mr. Harish Mehta, Founder of Onward Technologies and Co-founder and First Elected Chairman of NASSCOM, on December 23, 2023, at the Auditorium of SoT, GSFCU.

Kshipra Jadav, a student at GSFC University, welcomed the invited speaker, Mr. Harish Mehta, as well as President Shri P. K. Taneja, Provost Prof. G. R. Sinha, senior management, the Dean, and the Associate Dean of GSFC University.

The launch of "The Maverick Effect," a national bestseller by debut author Harish Mehta, was celebrated by Shri PK Taneja and attendees, who discussed its creation and impact.

The Fireside Chat session was moderated by GSFC University students Kshipra Jadav, Sharline Job, Rushali More, and Kanishka Sharma.



1. Kshipra Jadav asked Mr. Harish Mehta about his experience as a debut author and the choice of the word "Maverick" in the title of his book, *The Maverick Effect*. In response, Mr. Harish Mehta recounted India's transformative journey from severe economic shortages and its image as a land of snake charmers to becoming a global technological powerhouse, now ranked as the fifth largest economy. He credited this remarkable transformation to the innovative strategies of NASSCOM, which he referred to as their "secret sauce". These strategies, according to Mr. Harish Mehta, were crucial in repositioning India on the global map, shifting the narrative from traditional stereotypes to a nation thriving in information technology.

As a debut author, Mr. Harish Mehta shared that his motivation for writing the book stemmed from a realization that the significant transformation driven by the IT industry was largely unrecognized in popular literature and discourse. Despite the pivotal role of the IT sector in reshaping India's economy, it was barely acknowledged, prompting Mehta to document this crucial part of India's history. He described the extensive three-year effort, collaborating with economists and experts to support his narratives with solid data, prepared to defend against potential critiques.

Mr. Harish Mehta further explained that the "Maverick" in the title embodies the unorthodox and collaborative approach adopted by NASSCOM and its members, who, despite being competitors, united with a singular voice to influence policy changes. This unified approach, he argued, was key to fostering trust with policymakers and effectuating significant regulatory reforms necessary for the IT industry's expansion. Through his book, Mehta aims to convey these insights, hoping to inspire others with the story of collective effort and strategic innovation that significantly altered India's economic landscape.

2. Sharline Job posed an insightful question to Mr. Harish Mehta about the relevance of historical IT industry practices in the age of disruptive technologies such as deep fake and generative AI. She asked what lessons today's students might draw from an era that significantly lacked the technological advances they now experience.

In his response, Mr. Mehta highlighted the foundational values and pioneering spirit of the early Indian IT industry, specifically referencing the formation and ethos of NASSCOM. He reminisced about the commitment to ethical business practices, notably the decision not to bribe for policy changes despite the challenges of the time. This ethos helped propel NASSCOM and the Indian IT industry from humble



beginnings into a \$250 billion powerhouse, leading innovations like the IoT revolution and setting the stage for current advances in AI and startups.

Mr. Mehta emphasized the power of a unified vision and strong values in overcoming adverse conditions. He encouraged the current generation to carry forward this legacy, harnessing the same spirit to propel India into what he termed "Sonic version 2.0." He concluded with a message of optimism for the future, underscoring the potential of simple, foundational values to achieve complex and far-reaching outcomes.

3. Rushali More engaged Mr. Harish Mehta in a thoughtful dialogue about the concept of 'Anekantvaad' featured in his book "The Maverick Effect." Rushali inquired about simplifying this concept for students and understanding its relevance today.

Mr. Harish Mehta, while disclaiming expertise in religious philosophy, described 'Anekantvaad' as the recognition that absolute truth does not exist and that multiple perspectives should be considered. He illustrated this by reflecting on his various familial roles and how different people perceive him differently. This philosophy of acknowledging multiple truths helped shape the foundational approach at NASSCOM, promoting a culture of listening and integrating diverse viewpoints, which was crucial for overcoming the competitive nature of the IT industry.

Furthermore, Rushali queried the potential for the biotech sector, in conjunction with IT, to contribute to job creation and economic development in India. Mr. Harish Mehta affirmed this possibility, citing the example of Mr. Sudarsan Jain, who implemented the collaborative principles of the 'Maverick Effect' in the Pharma industry. This approach facilitated a unified effort among fierce competitors, notably aiding in the smooth international distribution of vaccines.

Mr. Mehta's insights emphasized the transformative power of collaboration across industries, suggesting that adopting such principles could accelerate progress and innovation in biotech, just as it has in other sectors. His discussion highlighted the broad applicability and potential impact of embracing multiple viewpoints and working together towards common goals.

4. Kanishka Sharma asked Mr. Harish Mehta about the significance of the term "Maverick" in his debut book, The Maverick Effect, and his experiences as a first-time author. Mehta detailed that "Maverick" in the title refers to the unique and innovative approach adopted by NASSCOM to transform India from a nation once



characterized by scarcity and outdated perceptions into a global tech powerhouse, now the world's fifth-largest economy. This transformation, fueled by NASSCOM's unconventional strategies, forms the core theme of the book.

Mr. Harish Mehta's venture into authorship was spurred by the underrepresentation of India's IT revolution in mainstream discourse and literature. Despite the IT sector's profound impact on the nation's economy, this narrative was largely untold, compelling Mehta to chronicle this significant part of India's modern history. He highlighted the difficulties of undertaking this project without a background in history, economics, or professional writing. The process involved assembling a team and dedicating three years to research and writing, substantiating the narrative with robust data and preparing to defend it against potential scrutiny.

The book not only narrates the story of India's IT ascent but also underscores the strategic unity within NASSCOM that enabled effective advocacy for policy changes, crucial for the sector's growth. Through *The Maverick Effect*, Mr. Harish Mehta shares a personal and national journey of overcoming odds and redefining narratives, aiming to inspire with the collective power of strategic innovation and unity.

Sharline Job, a student at GSFC University, expressed her gratitude to the speaker, Mr. Harish Mehta, senior management, the Dean and Associate Dean, faculty members, and students during the vote of thanks.

11. Learning outcomes of the event:

- Participants learned how the Indian IT sector, through pioneering efforts and the strategic initiatives of NASSCOM, played a crucial role in elevating India's stature from a traditional economy to a global technological powerhouse.
- Gain insights into the critical importance of adhering to high ethical standards and fostering collaboration, as exemplified by NASSCOM's unified approach, which was essential in navigating challenges and catalyzing significant growth within the IT industry.
- Through "*The Maverick Effect*," Harish Mehta aims to inspire readers and future entrepreneurs by demonstrating how visionary leadership, unity, and a commitment to ethics can drive transformative success in any industry.

12. Photos:



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Unleashing The Maverick Effect 101 with Harish Mehta

Shri. Harish S Mehta
(Founder - Onward Technologies,
Co-founder and First Elected Chairman – NASSCOM)

Hosted by
Kshipra Jadav, Sharline Job,
Rushali More, Kanishka Sharma

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Auditorium, SoT, GSFC University





