

1. What is your job like?

I serve as executive director on the board of Bajaj Electricals with responsibilities for stakeholder value enhancement, organisational transformation and stewardship.

2. What does your secretary think about you?

My secretary Mary D'souza admires my passion and commitment on the job, concern for people and attention to detail.

3. What's the smartest business idea you have ever had?

Conceiving and driving a management initiative called "Mission Excell" in Bajaj Electricals. Earlier in Asian Paints, introducing Asian Paints Colour World as a retailing initiative.

4. And the most embarrassing?

Holding back microwave ovens and water purifier segment due to profitability constraints.

5. Who has been your biggest influence?

My mother has been the biggest influence on me. She has instilled a strong value system, excellent work ethic, engrained empathy, concern for society and a "never-say-die" spirit in me.

6. How important is money to you?

Money is important for the minor conveniences that it enables me to buy and for opening up opportunities to make a difference to society.

7. What is your most important work ethic or maxim that you practice every day?

A verse from the Psalm of Life by HW Longfellow which reads as under:

"Trust no future, howe'er pleasant!
Let the dead past bury its dead!
Act, act in the living present!
Heart within, and God o'erhead!"

8. Has your personal life suffered due to work?

My work life balance has been skewed towards work and has taken away quality time from family and friends. Thanks to a very supportive and understanding family, it has not adversely impacted the happiness quotient.

9. How do you want to be remembered by your colleagues?

As an outstanding professional, inspiring leader and a caring friend.

10. What are your working hours?

I switch on my Blackberry at 5:30 am and switch it off at 11:30 pm. However, given ones responsibilities, it is 24X7 job.

11. What is the most valuable memento in your office?

A large flag of India that I proudly display in my office cabin. It constantly reminds me of the need to make a difference to the lives and future prosperity of my fellow citizens.

12. Does retirement scare you?

No. Although my wife believes that I will never retire.

13. Have you ever been tempted to start out on your own?

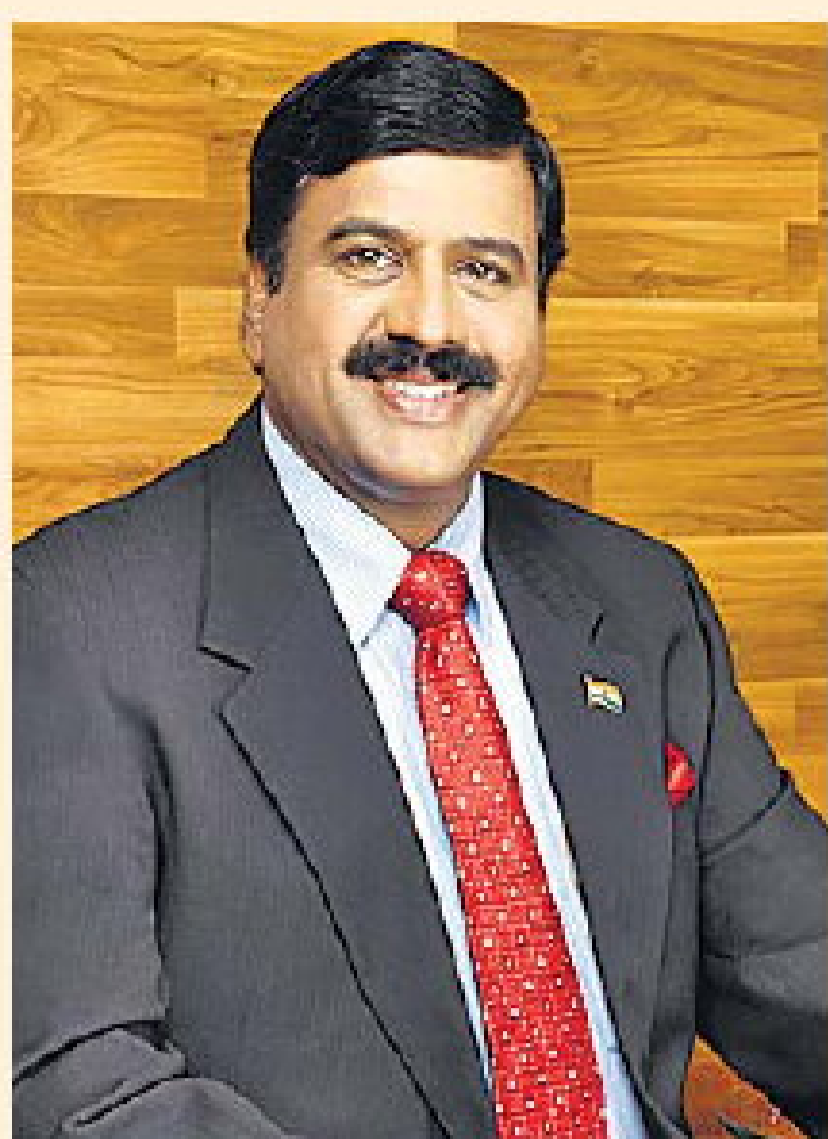
I would love to turn from being an "intrapreneur" to an "entrepreneur" some day. I would like to be an institution builder who empowers people to achieve their entrepreneurial dreams.

14. What do you hate the most at work?

I hate negative energy that damages team work and the achievement of corporate goals.

15. How do you unwind?

I am a passionate golfer and love the open air, beautiful nature, the camaraderie and the challenge that golf provides. I also unwind with yoga, photography expeditions, and watching silly TV serials. The sillier, the better.



R Ramakrishnan,
executive director,
Bajaj Electricals Ltd

**The
15x15
Grill**

15 questions
in 15 minutes

As told to Shailaja Sharma