



Rajesh Purushotham of Sterlite Technologies visits Tula's Institute



Dehradun 4-Sep-2012

Tula's Institute thrives on providing the students opportunities to prepare for their journey into their corporate world. The famous Rajesh Purushotham from Sterlite Technologies addressed the students about Corporate Ethics – What is it all about?

It is notable to note that Mr. Purushotham is currently the Head – People Excellence at Sterlite Technologies which is amongst **India's** largest non-ferrous metals and mining company and also one of the fastest growing private sector companies.

The theme of talk mainly revolved around Corporate Ethics and corporate social responsibility and how it is very important for the students to be aware of the same. It is widely accepted phenomenon, which states that an ethical company is more likely to build a good reputation, which is more likely to bring financial rewards over the long term. If we look no further then one company which stands out in this regards would be none other than Tata Group who over the past tens of years has developed reputation across the country for being responsible to all its stakeholders, which include customers, employees, suppliers, society (nation at large) which has seen their profits escalate.

Similarly, when we talk about corporate ethics on an international stage Wal-Mart is what comes to our mind next, which sadly has a terrible public image. Toyota, on the other hand, has a very positive one. These public images are the result of a number of different things, but they are primarily the result of the way in which a corporation acts with respect to the different things around it.

A corporation's environmental policy, the way they treat their employees and the way they treat the communities they exist in are all part of their overall behavior and this in turn is the principle factor in determining their public image. As proof of this, you will notice that even though Wal-Mart makes products that have a decent quality and an extremely low price, they still have a negative public image. This basically stresses on why public image is important to success in most cases, which is one of the reasons as to why business ethics are important to a company's overall success.

Mr. Purshottam further stated that, "Business ethics addresses a simple yet complex question likes - how can one be profitable and be ethical at the same time? It begins with the premise that managers want to do something good with their lives and investigates how to accomplish this through business. In other words, it treats profit and business success as means to a greater end: making the world a little better."

Mundrika Kumar Shah a final year MBA student stated that, "WOW – I am speechless to say the least. We as students had heard about business ethics and studied about it to some extent but the way Rajesh sir touched upon the topic was something which has made me a fan of his".

"Loved the guest lecture. Can't wait for Purushotham sir to visit us again. I would like to thank the management for giving us such a platform to interact with senior officials from the corporate world", stated Rajesh Rawat a final year B.Tech (CS) student.

Towards the end Ms. Silky Jain Head Corporate Relations thanked Mr. Purushotham for taking out precious time from his busy schedule and was thrilled to see the excitement among the students and further stated that 'Corporate Ethics' tries to create a sense of right and wrong in the organizations and often when the law fails, it is the ethics that may stop organizations from harming the society or environment and thus imperative for students to understand the same.