

The background features two large, abstract, overlapping shapes. The shape on the left is orange and has a slightly irregular, torn-edge appearance. The shape on the right is green and is more solid and rectangular. The text is centered between these two shapes.

sustaining the growth story: innovation in government



impressions of government in India

- Inefficient
 - Corrupt
 - Insensitive
 - Lacks Vision
 - Lacks Innovation
-

#1 managing revenue collection

- City population 0.5 million
- Large inefficient work force
- Strong unions
- High uncollected tax
- Annual collection < \$1.5 m

\$ 5m revenue collected

- Stringent tax collection drive
- Publicity campaign just like a new product launch
- Stopped door to door tax collection
- Increased rents by 27 times – even judiciary approved of it

#2 turning around state electronics corporation

- Improved profits by 40 times
 - Improved turnover from \$4m to \$50m
 - IT exports from \$ 1b to \$ 3b
-

#3 improving morale

- Novel way of invoking rain gods
- Aiming a Guinness Record in tree plantation
- Guinness Rules – 24 hours and 300 workers
- Previous Record 42k. Our Target 50k.

does innovation always need planning ?

- In 7 days
 - removed bushes & leveled land
 - procured transported & tagged 60,000 saplings
 - dug 62 watering ponds
 - laid 1 mile gravel road
 - mobilized 350 best farm workers & motivated 2000 volunteers



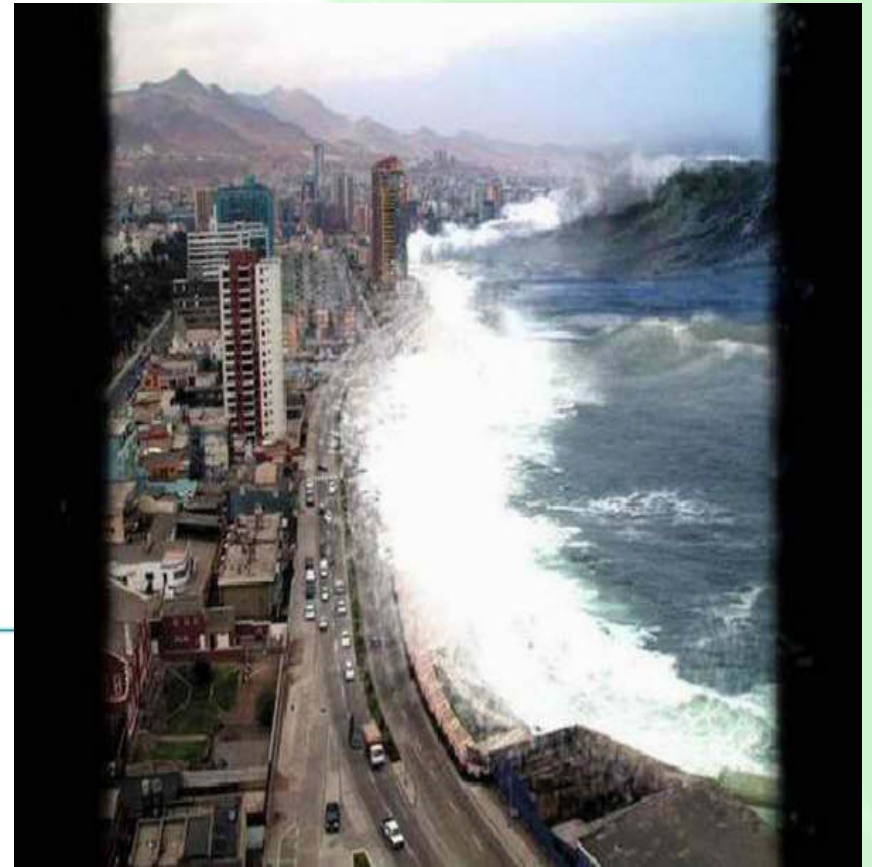
CERTIFICATE

**The world record for the most
trees planted in 24 hours by
a team of 300 people is 80,244
and was achieved by the citizens
of Nagapattinam District,
Tamil Nadu, India
on 4 December 2002**

Keeper of the Records
GUINNESS WORLD RECORDS LTD

#4 tsunami – biggest disaster in recent history

- Nagapattinam – the worst affected
- 6065 deaths in the District
- Complete hamlets wiped out



bitsunami

- Not for profit Tsunami Rehabilitation Trust
- \$1m integrated development project
- Built 12 schools, 37 houses, 44 boats, reclaimed 100 Ha land, a cyclone shelter
- We decide to re-write the Guinness Record – and do it with a perfect plan

will we succeed again??

- 12 hours into the attempt
 - Moved another 60k
 - No more saplings – 45 min left
 - Final count: 254,464
-



CERTIFICATE

The world record for the most trees planted in 24 hours by a team of 300 people is 254,464 and was achieved by the citizens of Nagapattinam District, Tamil Nadu, India on 1-2 October 2005. The event was organized by the Bitsunami Trust

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thank you

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