



Confederation of Indian Industry



India@75 Vision Ambassadors Roles

CII's Young Indians is spearheading the Vision Ambassadors Movement within [India@75](#). As a Vision Ambassador, you could contribute to the movement through the following roles :

1. Evangelist VA – As an Evangelist VA, a person assumes the responsibility of sharing the shared dreams of India with their friends, colleagues, companies, neighbours, educational institutions of their children, and the larger community. Essentially the ecosystem one can influence. VA would need to speak at varied forums, these may be opportunities created by themselves within their organization or community. CII and Yi may also call upon them to speak at various summits, conferences and conclaves as well as line up media opportunities where they can communicate the collective vision for India using television, radio, the print medium and other media. The overall goal is to excite as many as possible to join this mass movement using all touch points available to shape the future. Evangelist VAA need to use their oratory prowess to be inspirational and aspirational to as wide a cross section of India as possible. Their task as an Evangelist VA would be to excite and inspire a New India.
2. Online VA – If one wishes to use technology to connect with the wider population and use the internet and its various tools to promote discussion, meaningful debate and deliberation on the vision for India @ 75, they may choose to be an Online VA. This role will involve close coordination with the Technology team that is putting together an exclusive, feature loaded and content rich India @ 75 web portal, www.indiaat75.in . They may schedule online chats and discussions with VAs across India and also with national and global groups. The power of the web to communicate seamlessly, effectively and directly is enormous and they would be a driving force in this process. The web portal would also be used to manage experimental projects, collect and consolidate views, opinions, intellectually stimulating debates and discussions online for the entire India @ 75 community to tap into and draw learning and inspiration from. Their role as an online VA could include help in enabling this knowledge management and information sharing.
3. Next Practices VA – Prof Prahalad states categorically that if the Indian dream is to be realized, we as a nation would need to adopt and adapt next practices. These next practices need to be actively identified and documented. This would involve active field work, research and documentation skills. The next practices, once widely shared, will be the benchmarks and roadmaps for the future. A major part of the VA role would be to capture learnings of these next practices that challenge the status quo and serve as innovations to create the future of business and societal thought.
4. Experimental Projects VA – Once the vision document is ready and handed over to the Prime Minister by CII Young Indians on 26 January 2009, we will be expected to take ownership of this vision document and put together projects, events, partnerships, etc in order to ensure that the vision sees the light of day in time. Speed of execution is as important as the scale of what we hope to achieve. Therefore, while the visioning exercise progresses during 2008, we have about 100 days to set up trial projects to

ensure that what we are setting as goals are achievable. These experiments will narrow down from 'desirables' to 'do-ables'. If a VA is a hands on person who enjoys being in the thick of the action, choose to be a leader of such experimental projects that they may undertake in their area, city or region. Following through from idea to execution on these experimental projects will be as much a leadership experience as a learning opportunity. The first series of experimental projects is underway in 17 districts around the country – Get all children in school – essentially an exercise to ensure 100% of the children in the 17 districts go to school – learnings to be shared and next practices to be identified.

For more details on Yi : www.yionline.org

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