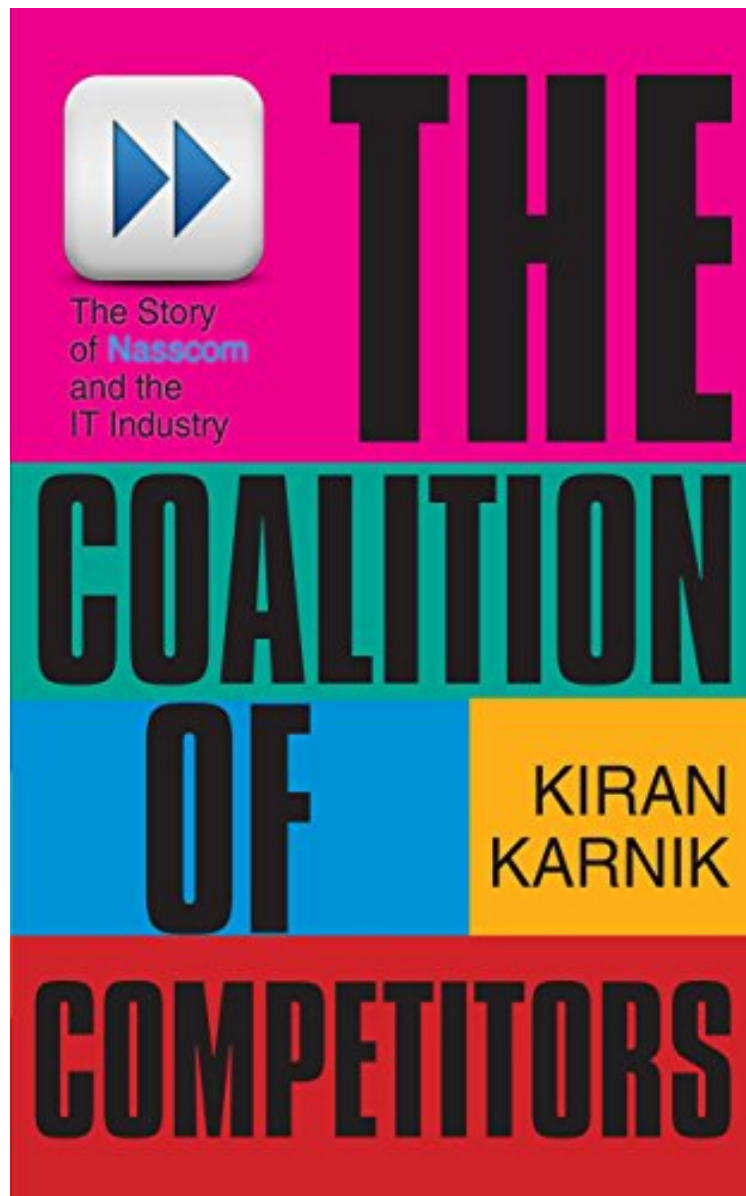


# The Coalition Of Competitors : The Story Of Nasscom And The IT Industry

*Kiran Karnik*

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**Kiran Karnik : The Coalition Of Competitors : The Story Of Nasscom And The IT Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Coalition Of Competitors : The Story Of Nasscom And The IT Industry:

**A MANTRA FOR OUR TIMES COMPETE BUT COOPERATE** A small event in 1987 a meeting of entrepreneurs with big ideas in Delhi went on to change the face of the Indian software industry. For, at the meeting, attended, among others, by N.R. Narayana Murthy and Nandan Nilekani, it was decided that an independent association was needed to represent the interests of the IT software and services industry, and thus Nasscom (National Association of Software and Services Companies) was born. As India's economic reforms began in 1991, the existence of Nasscom and its ability to present the industry's unified view aided the take-off of the IT sector. From evangelizing to brand building, from crisis management to foreign diplomacy, from being an adversarial proponent of a viewpoint to being a partner of the government, from a supporting to a stellar role Nasscom has, over the years, played many parts. The result: it has been instrumental in the spectacular growth of India's IT software exports from around USD 400 million in 1991 to over USD 60 billion today. In this wonderfully lucid book, Kiran Karnik, who headed Nasscom from 2001 to 2008, explores the competition and cooperation in the IT sector, and the role that Nasscom played in this. At the end of the day, he concludes, it was the compete but cooperate mantra that was the secret of the IT industry's and Nasscom's success. Many countries, as well as other industrial sectors in India, have expressed an interest in adopting the Nasscom model and, here, Karnik examines whether it can be replicated. In a time of global competition, this is a must-read for anyone in the fields of IT, business and industry.

About the Author Kiran Karnik, who was president of Nasscom from 2001 to 2008, is widely recognized for his work in the IT sector including his role in putting Satyam Computers back on track as chairman of its government-appointed board, after the company suffered the biggest corporate fraud in India's history. During his tenure at Nasscom, exports grew nearly eight times, nearing the USD 50 billion mark, and Nasscom itself became a globally known and respected brand. Currently, Karnik is a member of several high-level national committees, including the Scientific Advisory Council to the Prime Minister. He has been conferred many awards, including the Padma Shri.