

Institute Lecture



Dr. Parameswaran Iyer

Global Lead for Strategic Initiatives in World Bank's Water Global Practice

Former Secretary, Govt. of India

Implementing large scale transformations in India: Lessons for young professionals



@ 6.00 pm | Saturday, June 12, 2021

About the talk

In the talk, the speaker will take the audience through the journey of the Swachh Bharat Mission - the sanitation state of the country since independence, the launch of the Mission in 2014, and how it changed "business as usual" in the government, leading to a large scale transformation on the ground. Over 10 crore toilets were built and started being used in rural India in a span of less than 5 years.

From a rural sanitation coverage of only 39% in 2014, the districts and states declared themselves open defecation free in October 2019. He will conclude the talk by sharing some excerpt from his book '**Method in the Madness**', and the lessons he learnt from his career that students and professionals could apply in theirs.

About the speaker

Dr. Parameswaran Iyer is currently the Global Lead for Strategic Initiatives in the World Bank's Water Global Practice. Prior to this, he served as Secretary to the Government of India at the Ministry of Drinking Water and Sanitation (later, Department of Drinking Water and Sanitation under the newly formed Ministry of Jal Shakti), from March 2016 until August 2020, and led the implementation of the flagship Swachh Bharat Mission. A former IAS officer, Iyer headed the innovative community-led Swajal Project in Uttar Pradesh and Uttarakhand in the 1990s, has over twenty-five years of global experience in the water and sanitation sector and has worked in many countries, including Vietnam, China, Egypt and Lebanon. A fitness enthusiast, Iyer also served as road manager to his daughter and son on the pro tennis circuit during a two-year sabbatical from his professional career.

All are invited to attend

Dean of Research and Development

'The riveting story of a can-do IAS officer with a front-row seat to history'

– SHEKHAR GUPTA, EDITOR-IN-CHIEF, *THE PRINT*

'Formal education would never expose us to such frames of mind by which to steer through life'

– ERROL D'SOUZA, DIRECTOR, IIM AHMEDABAD

Parameswaran Iyer, former Secretary to the Government of India, is best known for leading the implementation of the Swachh Bharat Mission (SBM) – Prime Minister Narendra Modi's flagship programme, which became the world's largest sanitation revolution.

But Iyer is not your typical bureaucrat. With a far-from-usual career combining two distinguished tenures in the government and an eventful stint outside it, he likes to describe himself as an uncommon 'Insider-Outsider-Insider'.

In *Method in the Madness*, he reflects on the unique path he chose – from cracking the IAS to becoming a globe-trotting World Bank technocrat, to playing the role of a coach to his professional tennis-playing children, to finally returning to India and implementing the SBM.

Written with humour and wisdom, this is an inspiring read full of key management insights, practical career advice, and valuable life lessons that will resonate with readers across age groups and professions.

'Redefining the rules of business and what it truly means to be a civil servant'

– AMITABH KANT, CEO, NITI AAYOG

'A rattling good read, full of twists and turns, setbacks and triumphs'

– VALERIE CURTIS, PROFESSOR,
LONDON SCHOOL OF HYGIENE AND TROPICAL MEDICINE



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Method in the Madness
PARAMESWARAN IYER

Method —in the— Madness

Insights from
My Career as an
Insider-Outsider-Insider

PARAMESWARAN IYER

Lessons in management that one can't learn at business school

– NANDAN NILEKANI

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