

## Learn from Varghese Kurien's life: Amul chief

Noida, April 5

**Citing lessons learnt while working with Amul dairy cooperative's founder Varghese Kurien, its managing director R.S. Sodhi on Sunday counselled against being overcome by fear of failure and learning from it instead.**

"Accept failure as a part of life. Accept it as an opportunity to begin afresh after imbibing lessons from failure," he said in his address at the 27th Convocation of Birla Institute of Management Technology, according to a press release from the institute.

"Be passionate about your work. Shed impatience to focus on long-term goals and follow a value system built on integrity," he added.

Describing Amul as being "in the C2C - from cow to consumer business", Sodhi said that leading a Rs.31,000 crore cooperative owned by 3.5 million farmers meant sourcing milk at highest possible prices and selling at the most reasonable rates.

"This is a paradox in the corporate doctrine of success," Sodhi said.

(Posted on 06-04-2015)