



Sadhana Educational & Empowerment Foundation's (SEEF)
Sadhana Centre for Management & Leadership Development
(SCMLD)

Seminar: **“Learning from the Learned”** - Series II

Theme: **“People and Performance - Transactional to Transformational Leadership”**

Venue: **Le Méridien, Pune** | Date: **7th & 8th April, 2007**

CONCEPT NOTE

Dear Sir / Madam,

We are a management institute with a difference. We follow the Gurukulam method of facilitating learning by doing, exploration and experiential realization. We aspire to turn 150-160 youngsters every year, into value driven executive leaders for business, industry and other fields of action/pursuits. We believe that management is an art, craft and science of action. Mere knowing and passing tests are no guarantee for performance. Therefore, we have many activity centered learning processes which the students go through to evolve, realizing the realities. Man is a victim of habits too. We have many daily drills and responsive processes to inculcate positive habits. The first 36 pages of the enclosed prospectus give a glimpse of what SCMLD is trying to do to enable its students to emerge with an enlightened approach to work and life.

We follow the path of ‘Management by Truth’ and absolute transparency. Our students are empowered to even audit our accounts and examination departments beside all the other processes. We believe the institution and the mentors to be examples of what they want their students to be. Hard work, uncompromising integrity, giving one’s best and 100% in all that one does, self-discipline, doing only good to others, being firm to not accept nonsense whatever and however intense the resistance may be etc. are a few aspects of our ethos.

We believe business & industry – the wealth creation, exchange and distribution activities - to be karmayoga for spreading prosperity, peace, harmony and happiness around. That is the world most of us want. Naturally we have to contribute our bit towards it. The world we get is what we choose to get. Surplus (profit) is an essential part of the process without which no such activity/organization/person can sustain, grow and expand. However, this legitimate imperative should not be at the cost of our life sustaining Mother Nature and its endowments. We should, not only not vitiate our environment but also proactively do everything possible to conserve, preserve and support the renewal of, all our resources, the nature’s gift to us. It is our duty to be reverential to all beings and things nature has given to us. We must be grateful to have been born as human beings. Unfortunately, greed, ego and craving for position and possessions have overtaken mankind. Nothing wrong provided the ‘basic humanness’ is not lost. Hence, our

approach to leadership oriented and enlightening executive education. Customers are to be served and not serviced. To serve is to be spiritual and therefore, our emphasis on the spiritual dimension in managing.

In the above context, we believe that the products & services offered must be of genuine quality and should advance the cause of a better world. For this, every one engaged in business & industry must be a fine human being and a responsible citizen alongside growing as a successful careerist / entrepreneur. Deception, masking, faking and pretensions will not bring sustainable and satisfying outcomes / life.

With the above aspirations, we keep redesigning and implementing many unique, transformational, reflective, responsive and explorative processes in our educational and grooming attempt. We know that it is a small effort. We know that we can't change the world but we believe that it is important that we positively influence whoever and whatever is in our control / area of influence. This vision fuels our efforts at creating a model institution which will nurture action leadership. Our journey is from good to great and not small to big. We are facing many hurdles but nothing tires us. We need your moral support and blessings.

To reinforce our efforts, we expose our students to 'Leaders' who broke new paths in their pursuits / areas of operation and made a difference. Emotionally, this seminar is organized by our junior students as a parting gift to their passing out seniors. It precedes the convocation every year.

We look forward to speakers sharing their experience, by way of real stories / case presentations. The audience will consist of our first year and passing out students, faculty, staff, parents of students, invitees and industry delegates, may be 400-450 in all.

Looking forward to your support and with warm regards.

Yours sincerely,

M.S. Pillai

Founder Director, SCMLD