



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

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

Theme: **“Making a difference: Ordinary People – Extraordinary Work”**

Venue: **Queen Mary's Technical Institute, Pune** | Date: **13th & 14th April, 2013**

CONCEPT NOTE

Dear Sir / Madam,

We are striving to develop an institute to inculcate leadership qualities in 100-120 youngsters every year, who aspire for corporate careers / entrepreneurship. Our effort is towards making businesses more human through people development. Today's consumption and want driven businesses and people are damaging the environment more than anything / anyone else. The scams, scandals, crime and corruption are manifestations of greed in action affecting everyone. Many businessmen are amongst the lead actors in tearing apart the cultural, social, psychological, intellectual, economic, political and geographic fabric of India. As a result, the natural endowments gifted to us with we the men doing nothing to create it, are depleting and getting toxic. Further, the economists and policy makers focus mostly on improving the standard of living and not quality of living of the people. If focus is on quality of living, we will be reverential to the nature and environment and will not indulge too much in unwanted consumption and want fulfilment.

SCMLD's focus is on enlightening its students on conservation and wealth enhancement oriented businesses emphasizing on a happy, peaceful, healthy and harmonious self, family and society. We exhort them to join such businesses as executives or start own entrepreneurship endeavours. Man's striving for a comfortable living is indisputable. But one needs to question oneself as to why so much of chasing of possessions, positions, vanity and the wanton wants. Businesses are competing in this space to first create those unwanted wants and then satisfy it with products and services by creating a perceptual fiction called branding. Anyone can dismiss this belief of ours as utopian. However, we are being practical when we make this statement because, there are ample business opportunities in preventing problems and solving problems of the mankind already created and still being created by man himself for himself. We cherish nobility, gentleness and humanness in business. That can generate more profit with less of resources and expenses.

Men claim to be human beings. But are we being human? Therefore, at SCMLD we choose to sensitize 100-120 youngsters on these aspects besides the intellectual curriculum and we offer them to the business world as sprinklings here and there. Even spiritual and religious leaders can

not impact the lives of people as businesses do. Food items to clothes to health to housing to transportation to communication to drinking water, air and soil, businesses touch everyone's life and living. Therefore, if we could sensitize business people to be more human, and needs and solutions centric, the world will be a better and healthier and happy one for all. Hence our focus on this kind of business education and skill building emphasizing on the inner re-engineering of students. Having said that, we are aware that the students are more interested in their jobs, salary and career. But later when they switch to entrepreneurship or move up to influencing positions, if they become more human, ethical, fair, just and of concern, they will contribute to nation building doing nothing extra. In short, not being unethical and greedy itself and designing one's success being human itself is a contribution. The rich, famous, the influential and successful must be trustees of people and the national assets including natural resources. We cherish this. By working together India should emerge as a happy and healthy country, rather than a super power. It should be an economic powerhouse of happy, healthy and harmonious people.

With this in mind we take our students through a journey of 20 months with us (and two months in internship / field studies) exposing them to yoga, pranayama, aerobics, meditation, academic sessions, hospital visits, mandi visits, factory visits, village visits, visit to cremation grounds, spiritual camps, vipassana camp and so on. We also have eight seminars during one's studentship. In the seminar students could listen to and interact with professionals, CEOs, entrepreneurs, artists, and differently abled people of extraordinary success, NGO leaders, social entrepreneurs and spiritual leaders. Students are also exposed to selling wares as footpath vendors. That is to inculcate dignity of labour and also to understand customers. All these with a mission to open their inner eye to realize realities. Cremation ground visit is for them to see what men carry back. We cannot teach adults but only can facilitate learning. And learning happens by realization. The whole idea is to develop their own knowledge rather than reproducing answers based on someone else's knowledge picked up through rote learning for a limited objective of gaining a paper qualification.

This seminar is the parting gift to the passing out batch organized by the juniors. This is to expose them to the people who are doing extra ordinary work towards a better society – compassionate, kind, sensible, sensitive and harmonious one, and people of extraordinary determination, resolve and action. This is to inspire them that in the noisy, acquisitive, chaotic, conflict and arguments, accusations and entitlement oriented world (not duty and responsibility oriented), there also exist people who work, and work hard despite all the hurdles and obstacles for bettering other's lives or making a difference in own lives. The seminar is meant to convey a message that the word impossible is nothing but a mental creation. Therefore, we desire that you tell your story – why are you doing what you do now, the challenges faced and facing now and so on.

Lot of theoretical, business and spiritual information have already been showered on them. We call it informative because knowledge discovered by others but not assimilated by oneself is nothing but just information. By this seminar we want them to go out with a confidence that if one wants, one can do what is required to be done rather than being in the herds of the so called mass produced intellectual, political, social, legal or professional classes. May be they look at social entrepreneurship as well, as a career option.

We want them to differentiate between success and purpose; wealth and money; needs and wants; profit for self alone and prosperity for all; standard of living and quality of living; work and employment etc. and choose the path that they think is good and right for them. We have sensitized them that business and entrepreneurship with nobility and concern can make recession free, more profitable and meaningful ventures of success by serving the needs of the society. That will build a better world better than anyone else- the so called political, bureaucratic or religious leaders.

Above are our views. You need not subscribe to any of these views. You are absolutely at liberty to not accept any of it and address the students by sharing your experience and knowledge as you feel appropriate.

Let the students go more inspired and confident that there are immense opportunities and possibilities to make a difference and make it profitable as well – profitable not only for oneself but for others also.

Looking forward to the privilege and honour of welcoming you amidst us and learning from your work and experience.

Yours sincerely,

M.S. Pillai
Founder Director, SCMLD