



GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Business Ethics and CSR (CBECSSR)

Report of the International Seminar on

“Business in the Digital Era: How might we build upon the Wisdom of Dharma to Co-Create a Low-Carbon Economy?”

(So we & future generations can truly enjoy the abundance of Life itself!)

organized on 12th March, 2016 at GTU, Chandkheda campus

The seminar was organized by Post- Graduate Centre for Business Ethics and Corporate Social Responsibility (CBECSSR) of Gujarat Technological University on 12th March, 2016. The seminar began with our tradition of lamp lighting ceremony. Swami Avadhutanand made the sacred environment with sloka of vedas. Dr. M B Athreya, Dr. Charles Savage, Dr. Shailesh Thaker, Dr. Hitesh Parikh and Swami Avadhutanand Saraswati, such eminent speakers were present. There were 200 participants who took part in this seminar. All the dignitaries were welcomed by bouquet and memento with shawl. Dr. Shailesh Thaker, Dr. Charles Savage, Dr. M B Athreya were honoured with the certificates for their valuable contribution to Indian wisdom, values and ethics in the education of India. Dr. Pankajrai Patel, Director, GTU welcomed the speakers and the august gathering.



Dr. Akshai Aggarwal, Vice Chancellor, GTU formally welcomed all the participants and dignitaries. He told that GTU organized its first conference which was in the area of ethics. He told that we should remember our heritage in rebuilding our universities. He said without the principles of ethics no business could prosper. He was worried for not having the world class literature which connects the Asian heritage with today's world of business.

Dr. Aggarwal emphasized on writing on the ethical issues supported by research which could be useful to the rest of the world. He further added that the universities had to lead the change. The universities were supposed to study the society, its events to build a new future. He advised all the participants to take the maximum benefit of the seminar and enjoy the day.

Dr. M.B. Athreya, Indian - Author, Educationist and Management Advisor, New Delhi

Topic: Resolving ethical dilemmas in business through Dharma

Dr. M. B. Athreya has been a founder and pioneer in Indian management education. In 2014, he was honoured with a *Padma Bhushan* award by the Government of India.

He talked about role of Dharma (Ethics) in solving business dilemmas. He said the dilemma occurs because of trade-offs of stakeholders objectives. He described the application of Dharma between internal stake holders and external stake holders. He explained Leadership, membership and social support for Dharma. He also presented Business Dharma Action Plan. He said an MBA is to be lifelong Change Agent for Corporate Dharma and management faculties to be Gurus for Business Dharma. Corporate companies should do periodical *Dharma Audit* and correct the deviations.

Dr. Charles M. Savage, Board of Advisors, CBECSR, GTU & President, Knowledge Era Enterprises, International, Munich, Germany

Topic: Rebuilding our Universities, Businesses & Economy upon the DHARMA (Wisdom), not Oil & Coal!

He started with a slogan of Chanakya as “*a human being should strive for four things in life Dharma, Artha, Kama and Moksha. A person who hasn't striven for even one of these things has wasted life*”. He emphasized on redesigning our entire global economy, redefining education, business and our economy. He posed a question to bring wisdom, digitalization and sustainability dialogues together.

He also discussed about the carbon budget. He brought the changes in education, family, kids playing, our desks, medicine, sharing knowledge in the past and now to the notice of the participants. He compared industrial era and digital era. He elaborated the meaning of 'OM'. He discussed the new and emerging concept of carbon budget. He discussed about six degrees of Mark Lynas. He also discussed Lord Macaulay model. He gave interesting examples of Katha and Mundaka Upanishada. He insisted our universities to be Centre of Reflection and co-creativity and be the wisdom imparting universities. He expressed a wide knowledge of our Indian culture.

Dr. Shailesh Thaker – Motivational Trainer & Honorary Director, CBECSR, GTU, Ahmedabad

Topic: Leadership Lessons from Indian God & Goddesses

Dr. Shailesh Thaker is a world-renowned management thinker and trainer on organizational behavior and development. Dr. Thaker explained the importance of the Present. He clarified the terms such as search, research, innovation, invention, information, knowledge, wisdom, etc. He described how a mantra can lead to transformation. He shared the video of inspiring life of Dr. APJ Abdul Kalam. He explained the importance of Upanishads. He differentiated Guru and Charlatan. He shared examples of his life. He taught leadership lessons from Upanishads, Lord Krishna, Lord



Shiva, Lord Mahavir, Lord Buddha, Lord Brahma, Lord Vishnu, etc.

He also narrated the quotes of the holy Quran. He explained the terms of desire, value and the meaning of Saraswati-the goddess of knowledge. He also gave the examples of Lord Ganesha, Goddess Durga, Goddess Sri Lakshmi, and Lord Hanuman. He also explained the meaning of information, knowledge and wisdom. He posed important questions on wisdom. He discussed about the future challenges of life. He ended his speech with the true meaning of religion as way of life.

Swami Avadhutanand Saraswatiji, Mumbai

Topic: Subjective Ethics and Objective Ethics

Swamiji began his speech with sacred sloka of Bhagavad Gita. He shared the example of disciple and master. He explained the Gurukul system of education which develops all four layers of personality i.e. physical, mental/psychological, intellectual and spiritual. He emphasized that values need to be imparted from the childhood. He shared the story of Mahatma and the scorpion to explain Dharma (Ethics). He narrated the quotes of Mahatma Gandhi i.e. “Be the change you wish to see in the world.”



Avadhutanandji said the protection of the ecology is the collective responsibility of all of us. He advised to live with the harmony of the nature. He explained the importance of love. He described the term wisdom. He explained six things would destroy human race i.e. politics without principles, progress without compassion, wealth without work, learning without silence, religion without fearlessness and worship without awareness.

He said great masters had implemented great ideas in their own life first then it transcended to mass movement and revolution happened. Masters lived for the mankind not for themselves. He explained the meaning of thermometer and thermostat. He delivered an inspiring speech to the participants.

Dr. Shailesh Thaker, Honorary Director, Centre for Business Ethics and CSR expressed his vote of thanks to all the dignitaries, all the participants, media, Dr. Aggarwal, and the co-ordinators. He insisted to apply the learning into the life. Dr. Aggarwal gave the closing remarks at the end. He expressed sincere appreciation to Dr. Thaker for the valuable services to the Centre. He thanked all the students for their contribution in the success of GTU. All the participants had group photographs. The certificates of participation were given to all the participants. They enjoyed the entire day and learned lessons of ethics.

