



From Veda Vyasa to
Peter Drucker and beyond
- the Pilgrimage **Continues**

International Seminar

**Towards an
Indian Style of
Management :
Thoughts
from Mahabharata**

4 & 5 JANUARY 2008

Priyadarsini Auditorium
Kerala State Science & Technology Museum
PMG Jn., Trivandrum, Kerala, India.



Organised by



**BODHANANDA RESEARCH FOUNDATION
FOR MANAGEMENT & LEADERSHIP
STUDIES (BRF-ML)
Kalady, Karamana,
Trivandrum 695002, Kerala, India
&**

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THE OBJECTIVE

India is emerging as a global player in the socio-political and business world. Indian companies are becoming transnational in their operations. Many *Fortune 500* companies are establishing their business on Indian soil. Indian mind being spiritual and traditional, our business leaders have to strike a balance between the conflicting demands of traditional values and modern management requirements. The need of the hour is an aggressive management style blended with strong spiritual and ethical values. The purpose of this seminar is to develop an **Indian Style of Management** that can make managers perform in a world of ruthless competition-what Indra Nooyi , Chairperson of Pepsico, calls 'Performance with Purpose'.

Mahabharata, the great Indian Epic, is replete with stories of leaders facing conflicting managerial situations. Hence this effort to discuss managerial wisdom and case studies from **Mahabharata**, which can give a wealth of theoretical and practical solutions to managers of the 21st century.

Management essentially being culture-specific, this seminar is expected to initiate a dialogue in this direction which may pave the way for developing an **Indian Style of Management**, preserving appropriate ethical, environmental and spiritual values to meet the challenges of the modern corporate world.

THE THEME

Papers will be presented by invited experts as case studies from Mahabharata relevant in the context of modern management situations. Themes for presentation will include:

- Creative Leadership
- Management of Change
- Organisational Culture and Work Ethics
- Communication and Conflict Resolution
- Balance between Work and Family; Health & Productivity; Social Responsibility and Profit
- Competition and Networking for Win-Win Solutions
- Managing Ethical Dilemma

Papers are also invited from practising managers, academicians and scholars for oral presentation or presentation in the poster session.

Last date for receipt of full text of paper : 31 October 2007.

PARTICIPATION DETAILS

Participants

Heads of organisations, Senior Managers, Scholars of Indian epics, General public, Management students etc.

Registration fee (per delegate)

● Foreign Delegates	US \$ 150
● Accompanying Spouse	US \$ 100
● Indian Delegates sponsored by Institutions / Organisations	Rs. 2000
● Accompanying Spouse	Rs. 1000
● General Delegates	Rs. 1500
● Accompanying Spouse	Rs. 1000
● Members of Sambodh Organisations	Rs. 500
● Students	Rs. 300

Last date for registration: 15 December 2007

Payments

Payments may be made by Demand Draft drawn in favour of **Bodhananda Research Foundation**, payable at **Trivandrum**, to be sent to:

The Seminar Convener,

**BRF-ML, Bodhananda Kendram, Kalady, Karamana,
Trivandrum 695 002, Kerala, India.**

Tel: (0471) 2344084, Mob: 094479 61550, 093878 03920

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Bodhananda Research Foundation for Management & Leadership Studies (BRF-ML) is a voluntary, non-profit, charitable and educational Trust registered as a research institution in 1995 by a group of academicians and professionals under the guidance of SWAMI BODHANANDA SARASWATI, a renowned scholar, seer and teacher of *Vedanta, meditation and spiritual values*. BRF-ML is an associate organisation of Sambodh Foundation & Sambodh Society Inc. Worldwide and Bodhananda Societies/Trusts in India and abroad.

BRF-ML is a pioneer in conducting sponsored research in **Indian Style of Management**, and in organising seminars and such other public programmes on *value-based management, value-based governance, and value-based education* in India.

In the past, BRF-ML has organised several programmes which included public talks by Swami Bodhananda Saraswati, apart from training programmes, seminars, discussion meetings, dialogues between leaders, managers, trade union representatives, teachers and farmers.

Swamiji has given seminar talks and invited lectures in prestigious management institutes and has conducted training programmes for practicing managers in leading corporate establishments in India and abroad.

BRF-ML has also been conducting three memorial lectures in memory of three outstanding personalities of Kerala for the last five years, namely Sree Narayana Guru Memorial Lecture on 'Spirituality, Culture and Living Values for a Growing Society', 'K C Mammen Mappillai Memorial Lecture on Economics, Management & Leadership' and V K Krishna Menon Memorial Lecture on 'Science, Technology & Social Change'.

Voluntary contributions to BRF-ML are welcome and the same may be sent as demand drafts / cheques, drawn in favour of **Bodhananda Research Foundation**, payable at **Trivandrum**, and sent to the Chief Executive Trustee, in the following address:



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