



# Gujarat Technological University

## Centre for Business Ethics and CSR

### Report of

### "Ethics Week"

celebrated at GTU from 25th -29th November, 2014

Day-1: 25th November, 2014

### A Seminar on 'Quality Improvement in Research'

Centre for Business Ethic and Corporate Social Responsibility of Gujarat Technological University organized a one day seminar on "Quality Improvement in Research" dated 25th November, 2014 with the objective to address the issues faced by doctoral scholars of management of the University to improve the quality of Research.



Dr. Charles Savage, Board Member, Centre for Business Ethics and CSR, President and Mentor of Knowledge Era Enterprises International was the key speaker on this seminar. He consults and speaks widely in the United States, Asia and Europe on variety of issues. He was welcomed by Dr. Kaushal Bhatt, Asst. Professor with a memento. Dr. Savage asked the topic of Ph.D. to each of the participants to provide individual

guidance. He discussed about the critical question of the research. He clarified the objective and purpose of the research on various topics such as Brand loyalty, Strengthening Dairy Co-Operatives, Investment behaviour of FII's, NPAs of Micro Finance, Perception of teenagers



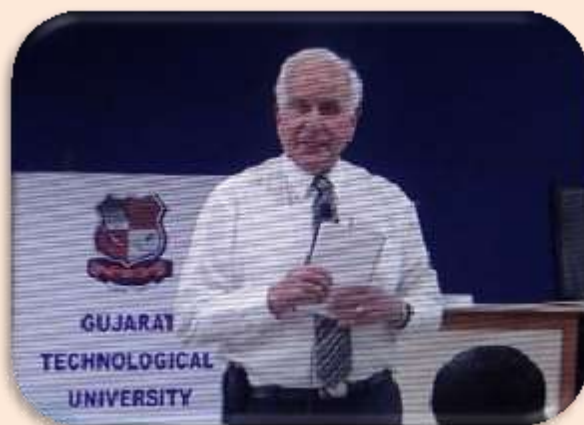
about quick service restaurants, study of apparels, comparison of agriculture industry of India and Tanzania, below the line promotion in pharma industry, SEWA Bank, Human Resources Practices, emotional intelligence, comparative study of universities, etc. He gave directive feedback on what has been studied so far to the participants.



He discussed about Sustainability Development Goals. He asked participants about their issues and questions. He emphasized on the concept of group dynamics to solve the issues concerning to the research. He shared his thoughts about his Ph.D. thesis. He told there was still a little research in the field of cloud computing. He talked about different models such as disruptive innovation,

capitalism etc. He showed comparison of reference management software such as Citavi, Mendeley, Qiqqa and Zotero. He had shown how to use Zotero with Amazon and Google Scholar.

He had also shown how to put footnotes. He insisted from participants to practice citation management software. He stated that mugging up culture would slow down the economic growth and kill inner spirit of the person. He discussed about standard format of the thesis, American Psychological Association (APA) and Chicago citation style of references in text. He shared the thought of great scientist Albert Einstein and stressed on asking powerful questions.



Dr. Charles appreciated the commendable work done by Indian Prime Minister Mr. Narendra Modi and Dr. Akshai Aggarwal, Vice Chancellor of the University. He gave best wishes to the all the participant for their research work. All the participants enjoyed a meaningful seminar and were given the Certificate of participation at the end.

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Day-2: 26th November, 2014

## **A Seminar on “Emerging Trends in the Field of Engineering & Management” organized by CBECSR & International Student Cell**

The seminar was organized by Centre for Business Ethics and CSR & International Student Cell of Gujarat Technological University. Dr. Charles Savage was the key speaker. He was welcomed by Mr. Mitesh Dadhania, Dy. Director & Advisor International Student Cell, GTU. He advised foreign students to take the maximum advantage of the learning opportunity. Then Dr. Savage got a brief of each participants and their country of origin. There were students from Bangladesh, Bhutan, Nepal, Thailand, etc.

It was an interactive session. He made four groups consisting of four students in each group. He created a mentor and co-mentor in a pair of two students. He explained the term ‘Co-Creative’ i.e. listening other person’s insights. He talked about cultural diversity. He instructed to write down some special work or projects done by each of them in their home country and to share

with their co-mentor. The co-mentor was required a careful listening and drew some inferences without questioning.

Dr. Charles guided the groups. The participants shared their stories with co-mentor in each group. Each member talked about a vision, qualities of co-mentor with other members of the same group. He instructed to discuss the things liked by them in India being a person of a different culture. It made the free flow of ideas. He instructed to one of the students of each group to stay on the same table and rest of the three

interchanged to three different tables. They shared their names with one another. He instructed to talk about how Indian Student learned from them and how Indian students interested about their culture, language and new things. It was co-creative exercise. Dr. Charles brought out the creativity. Students gave their feedback at the end of the



exercise such as the exercise brought new ideas; they found it as very good learning exercise. Dr. Charles had worked with energy inside the students. They shared their energy by telling real life story with each other.

Dr. Charles talked about mugging up culture which does not involve imagination, feeling and emotions. He briefed the 'Gurukul' system of education in India and how it was destroyed by Britishers. The mugging up culture was the gift of Lord Macaulay's education



system. He explained about Digital India and 'Make in India' campaigns of Shri Narendra Modi, Hon'ble Prime Minister of India. Digital India would help in transforming knowledge economy. It would impact country of foreign students. He gave examples of electric toothbrush, electric watch, GPS, etc.

Technology has changed the ways of life and work. Everything is now connected with internet. He talked about Big Data with graphical presentation through Google. He discussed the Digital India in 2020 an emerging topic of study on the web. He talked about the book of Thomas Piketty's named "Capital" and "From Smart to Wise" written by Kaipa and Navi Raojou. He explained there is a need to shift from ego system to eco system. He said that the 'Pin-Making Factory model' of Adam Smith was based on distrust and devalues. Therefore organizations need a paradigm shift.

He said that we all have different apps in our smart phones but how many apps do we have inside ourselves. We have so much talent inside ourselves. He compared mugging up is shallow memory, deep learning is the challenge for the education system. He stressed on meditation to ignite inner self. He showed the award winning international organization 1001 inventions on the web. Dr. Charles keeps on learning every day. He keeps teaching himself every year. He keeps watching what happened around the world every day. He is very curious and taught many international students of India, China, Saudi Arabia, etc. He insisted to the international students to be curious and learn from one another's culture. Dr. Charles used the concept of Group Dynamics and Group Learning. The interactive session was successfully conducted by Centre for Business Ethics and CSR & the International Student Cell of the University. At last a group photograph was taken and all the participants were awarded a certificate of participation.

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Day 3: 27th November, 2014

## Board Meeting of Centre for Business Ethic & CSR (CBECSR)

It was the first Board meeting of Centre for Business Ethics and Corporate Social Responsibility (CBECSR). All the Board members were welcomed by Dr. Akshai Aggarwal, Vice Chancellor of the University. Shri Narayani Guruji gave a book of Gautami Darshan of Godavari Parkarama written by him to all the members. He shared his thoughts on transforming his life.



The objective of the board meeting was to review the working of the Centre and determine the plan of actions for the development of the Centre. The meeting was attended by:

1. Dr. Akshai Aggarwal, Hon'ble Vice Chancellor, GTU
2. Dr. Shailesh Thaker, Honorary Director, Centre for Business Ethics & CSR
3. Dr. Charles Savage, Board of Advisors, Centre for Business Ethics & CSR
4. Shri Narayana 'Guruji', Board of Advisors, Centre for Business Ethics & CSR
5. Shri Rajesh Ramani, Asst. Professor, Centre for Business Ethics & CSR
6. Ms. Hema Rajput, Research Assistant, GTU
7. Ms Krutita Raval, Asst. Professor, Centre for Business Ethics & CSR (Could not participate in the meeting)

Overall meeting was very interactive and operational for the members of the Centre. Meeting was ended with the Vote of thanks by Mr. Rajesh Ramani, Asst. Professor, Centre for Business Ethics & CSR.

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Day-3: 28th & 29th November, 2014

## International Seminar on Re-Discovering Ethics and Values

*(That release co-creative talents)*

### Day-1 (28<sup>th</sup> November, 2014): Inauguration Session

The program started with lamp lighting by the dignitaries on the dais. All the dignitaries were welcomed with bouquet, shawl and memento. **Mr. R. K. Rai, CMD, Unique Mercantile India Pvt. Ltd.** was the Chief Guest of the seminar. He was born into an agrarian family where his father wanted him to be a farmer, struggling to get a job after completing his education and later building up a company that is growing at a rate of 100% with a human resources base of 4.5 lakh associates and with a bold mission of providing self-employment to at least 20 lakh people by 2015. He told that ethics and values are the base for the prosperity of India. He believed that without ethics and values one could not succeed. The person with honesty and integrity leaves his own mark in the organization. He thanked the Centre for the invitation as Chief Guest.



**Dr. Akshai Aggarwal, Vice-Chancellor of the University** briefed about the Centre and its activities. He told that ethics is being taught from the family. He informed the



participants that, GTU has been one of the most intelligent, honest and ethical institution in India. India had a very good base of teachers. He insisted from the academic community to imbibe ethical standards in students and themselves for the benefit of the society. He requested to all the participants to learn as much as possible.

### Speaker-1 Sadhu Brahmaviharidasji: “Why should I be good in the Bad World?”

Sadhu Brahmaviharidasji is one of the 900 sadhus at the BAPS Swaminarayan Sanstha that conducts over 160 humanitarian activities worldwide. He grew up in the UK, was a top scholar at the ‘A’ levels and was invited to Oxford for Medicine. He delivered his thoughts on “Why should I be good in the Bad World”. He gave real life examples to the participants on ethics. He told goodness returns, rewards or reforms. He gave examples of Robert Alaton, Herbert Hoover, Bob Monaro, and Nelson Mandela. He shared a very inspiring story of a boy wishing to conquer the ocean. He gave an inspirational speech with examples. The participants were delighted hearing him. On this occasion Dr. Ramsinh Rajput shared his thoughts on ethical dilemma and how he came out of it. He told the participants that God always help those who work keeping moral values with them.



### Speaker-2 Dr. Satish Batra: ‘Ethics for Personal & Professional Excellence’



The second session was of Dr. Satish Batra who was a trainer and educationalist from Jaipur. He delivered his speech on Ethical Personal and Professional Life. He gave the example of Mahatma Gandhi and his life to build up the character. He also shared the examples of Swami Vivekananda, Dr. A.P.J. Abdul Kalam, Sachin Tendulkar, Angela Merkel, Kiran Bedi, Rabindranath Tagore, Indira Gandhi, Ratan Tata, C K Prahalad, etc. He gave many important lessons with examples.

### Speaker-3 Shri Narayana Guruji: Integrating Economy with Ethics in an enlightened way

The third session was of Shri Narayana Guruji delivered speech on Integrating Economy with Ethics in an enlighten way.



He explained four components of Dharma which are purity, compassion, empathy and truth. He defined the meaning of ethical behaviour. He explained the link between ethics and economy. He told the moral of the Ramayana in just seven minutes. He shared the example of Excel Industries Ltd. Participants asked questions and Guruji solved them in a deep sense and humorous way.

#### Day-2: 29th November, 2014

#### Speaker-4 Dr. Charles Savage: Digital Revolution and Deeper wisdom of India



On the second day the first session was shared by Dr. Charles Savage, Member-Board of Advisor, President and Mentor, Knowledge Era Enterprising, International, Germany and Dr. CSR Prabhu, (Retd) Director General of National Informatics Centre (NIC), New Delhi. Their topic was Digital Revolution and Deeper Wisdom of India. Dr. Charles began with Modi's Digital India dream through video aid. He insisted

participants to read books such as Internet for everything, Piketty's Capital, The Innovator's Dilemma, Smart to Wise, etc. He discussed on mugging up culture and participant shared their views and experiences on it. He discussed different models on education.

#### Speaker-5 Dr CSR Prabhu, Director General of National Informatics Centre (NIC) New Delhi (Retd)

Dr CSR Prabhu explained three Gunas and four Purushartha. He said all values of Dharma come from self. Dharma is the natural law. He explained Adharma such as ego, possessiveness, attachment, hatred, desire, anger, greed, craze, pride, jealousy, etc. Observation and Meditation are remedy to Adharma. He explained the definition of Dharma in a very enlighten way. He shared convocation address given by IIIT, Hyderabad.





He advised to examine every action with Dharma Audit and develop a model of economy based on Dharma which would be sustainable & beneficial to all.

### Speaker-6 Shri A. Nagananda: Decision Making: Moral Reasoning/Values and its Application



The second session was of Shri A. Nagananda, Trainer from Bombay. He delivered speech on Ethics and Decision Making. He discussed terms related to ethics and sources of ethics. He shared the case of Japan after Second World War. He explained ethical behaviour, categories of Managers, ethical decision making, etc. He told decision should lead to inner piece, harmony

and fulfilment. He shared wonderful quotes very useful in life.

### Speaker-7 Dr. Shailesh Thaker: Principle Centric Leadership: Myth or Reality?

The last session was delivered by Dr. Shailesh Thaker, Honorary Director, Centre for Business Ethics & CSR and Motivational Speaker. He delivered speech on Business Ethics-Reality or Myth? He shared live business and social cases on unethical practices. He discussed examples of Business Ethics of Toyota, Nokia, Taj Hotel, Maruti Suzuki, Infosys, Malaysian Airlines, etc. He used audio and video aids of live cases. He told ethical leadership is a global crisis. He discussed big questions on ethics. He also shared wonderful quotes with the participants. He used physical exercises for relaxation and meditation during his session.



All the participants were given certificate of participation. They were also given video recorded speech of Sadhu Brahmavihariji and Dr. Satish Batra and the presentations of speakers in DVD. All the participants enjoyed and learned a lot during these two days of international seminar. The Centre for Business Ethics and CSR has successfully Co-Ordinated this five days Ethics week. All five day programs were co-ordinated by Mr. Rajesh Ramani, Ms. Hema Rajput and Ms. Krutika Raval.

Glimpse of the Program:



Reported By

Mr. Rajesh Ramani, Asst. Professor, Centre for Business Ethics and CSR

Ms. Krutika Raval, Asst. Professor, Centre for Business Ethics and CSR

<https://www.facebook.com/CBECSR>

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