



Centre for Educational and Social Studies

In collaboration with



Indian Institute of Management
Bangalore



Indian Institute of Management
Tiruchirappalli



Reva University
Bangalore

Two Day National Workshop on

bharatiya Management

On 18th & 19th October, 2019

Supported by



All India Council for Technical Education

*Bringing knowledge and wisdom drawn from Indian Philosophy,
Culture and contemporary practices that are unique to India
into Management education and practices everywhere*

Venue:

Reva University

Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru, Karnataka 560064

About Centre for Educational and Social Studies

CESS was established in 2006 and is a Registered Society that has been working with Indian Education system since its inception. CESS is engaged in myriad activities in the domain of education for over a decade and positioned itself to meet the current challenges in the society keeping education as a focal point. CESS is committed to bringing about 'Social Transformation through and with Education' through Research, Policy Advocacy and Capacity Building in the fields of Education and Public Health. It is also committed to investigating Indian philosophy in education and other areas.

CESS aims to focus on development of Bharatiya Management thought by exploring the application of management to sectors like education, health, rural development and agriculture, co-operative, micro, small and medium enterprises and also draw from Indian practices. With this purpose CESS has initiated a dedicated wing to conduct research and capacity building with respect to Bharatiya Management. The objective is to promote a variety of research and scholarly initiatives in the field of Bharatiya Management.

About IIM-B

The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance. It has key partnerships and collaborations with Goldman Sachs for women entrepreneurship, with Michael and Susan Dell Foundation for incubation of non-profits, and with NITI Aayog for scaling up of new ventures. It has been accredited by the EFMD Quality Improvement System (EQUIS) for period of five years in 2016. IIM-B has deep engagements with international networks, such as the Global Network for Advanced Management, which includes 30 eminent business schools around the world, and the Partnership in International Management (PIM), a consortium of more than 60 leading international business schools around the world.

About IIM-T

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted in the year 2011. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land. IIM-T is committed to provide high quality management education and consultancy services through a wide array of offerings under executive education and consulting. IIMT received "Top Institute of India" award by Competition Success Review in 2018 and ranked 9th among top B-schools in MBAUniverse.com Ranking 2018-19. IIMT holds strong values which it imparts to its students, primary amongst which is an unceasing desire to learn. It also firmly believes that the foundation of value creation lies in the path of continuous learning.

About Reva University

REVA University has been established under the REVA University Act, 2012. The University currently offers 24 Full-time Post Graduate Programs, 2 Part-time Post Graduate programs, 33 Graduate programs, several Certificate/Diploma and Post graduate Diploma programs in Engineering, Architecture, Science & Technology, Commerce, Management Studies, Law, Arts & Humanities and Performing Arts. Above All, the University facilitates Research leading to Doctoral Degrees in all disciplines. REVA University has been awarded the Most Promising University by Global India Education Forum, 2018 along with EPSI in Geneva. The University has won 6th place in Prestigious 'Swachh Campus Award 2018' by MHRD under HEIs cross country in the University (Residential) Category.

About the Workshop:

The Expert Committee appointed by AICTE for preparing the model curriculum for MBA and PGDM courses has incorporated courses on Indian Ethos and Business Ethics in its program structure. In the recent past, the courses on Indian Ethos and Indian Management have become part of the mainstream of MBA/PGDM Programs offered by many AICTE approved institutions. AICTE and many Universities have recognized the need for bringing Indian ethos, culture and Indian business practices into the classroom rather than presenting only the dominant western view.

Indian educationists have always passionately identified the 'Bharatiya' rudiments in the management theories. The entire gamut of body of knowledge, cases, curriculum content, study material and practices which are drawn from Indian philosophy and culture constitute Bharatiya Management. There is a strong literature evidence to demonstrate that 'Bharatiya style of Management' or the "Indian-ness" is existent and relevant forever.

In short, '**Bharatiya Management**' comprises of:

- Management concepts/ ideas/ constructs based on India's ancient wisdom i.e., from texts such as the Vedas, Mahabharatha, Ramayana, etc. (from Vedas to Vivekananda and Gandhi)
- Management concepts/ practices/ case studies which are uniquely Indian
- Research methodology that is uniquely Indian

A number of scholars have done a lot of work in these areas. However, the body of knowledge is yet to be curated and articulated as one whole. It is the endeavor of organizers to bring various perspectives on this domain, identify research and content gaps, and eventually work towards formulating and articulating a coherent ideology/framework of Bharatiya Management in terms of national life with global perspective.

Why the Workshop?

- To review and analyse the existing practices in the design, implementation and evaluation of curriculum in new areas of Bharatiya Management and facilitate exchange of experiences between those who are already offering such courses and those who are willing to offer such courses.
- To identify research and content gaps for giving direction to all the efforts in the domain of Bharatiya Management.

Expected Participants:

- Faculty Members and leaders of management schools
- Authors and Researchers in the area
- Representatives of public and private universities
- Experts on uniquely 'Indian' theories/concepts/practices
- Representatives of the various regulatory and policy making bodies
- Representatives from industry and other associations as well as organizations
- Representatives of various stakeholders

Themes and sub themes

- Management and Ancient Indian Wisdom
- Indian way/approach to Research and Pedagogy
- Current Management Practices unique to India
- Case Studies in Bharatiya Management
- Future of Bharatiya Management
- Potential Courses on Bharatiya Management and Research and Content Gaps in track mode as workshop by contributing experts

Organizing Committee

- **Dr. M K Sridhar**, President, CESS
- **Dr. G Raghuram**, Director, IIM-Bangalore
- **Dr. Bhimaraya Metri**, Director, IIM- Tiruchirappalli
- **Dr. P Shyama Raju**, Chancellor, Reva University
- **Dr. Jayadev M**, Professor, IIM-Bangalore
- **Dr. P Narayana Reddy**, Group Director, Sanskrithi Group of Institutions, Puttaparthi
- **Wg. Cdr. A Raghunath**, Vice President, CESS
- **Workshop Convener: Dr. G P Sudhakar**, Consultant & Visiting Professor, CESS

For further details please contact:

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