

Awareness and Sensitization workshop for Future Managers

On

Mahatma Gandhi – a Management Guru

(27th February – 2nd March, 2011)

“An ounce of practice is worth more than tons of preaching” these great lines of Mahatma Gandhi was the basis of a UGC sponsored awareness and sensitization workshop on **Mahatma Gandhi- a Management Guru** conducted as a part of UGC sponsored major research project titled, “**Applicability of Gandhian Philosophy and Methods in Contemporary Organizations: Awareness and Sensitization Programme for Management Students in Rajasthan State**” being organised at WISDOM from 27th February to 2nd March. The project was divided into three phases:

- Phase 1- To develop conceptual framework on Gandhian philosophy and methods as applicable in business organizations by contacting experts, visiting Gandhian centers and museums.
- Phase 2- To develop workshop modules
- Phase 3- To conduct workshops

So first workshop was conducted for WISDOM MBA students. February 27th was a special day for the students of WISDOM .This four day journey along with fifty participants was inaugurated at 11 AM in the benign presence of Prof. Chitra Purohit and Prof. Siddhartha Shastri. It was started by paying heartfelt tribute to respected Dada and thanks to Prof. Aditya Shastri and Prof. Ina Shastri for their valuable suggestions and support. Thereafter workshop was formally inaugurated by lightening of the lamp by the guests. After seeking blessings of the almighty, Prof. Ipshita Bansal who is also the project’s principle investigator told about the workshop and its objectives. She emphasised that students especially business management students have to be sensitized about Gandhi ji’s planning, leadership style and management skills and his methods of overcoming the toughest barriers. Prof. Siddhartha Shastri addressed the participants highlighting the significance of Gandhian Philosophy today.

Prof.Chitra Purohit in her address very vividly highlighted relevance of Gandhian philosophy and emphasised that the problem is that very few have studied Gandhi, lesser have understood and rare have implemented them, so she appreciated and congratulated WISDOM

department for conducting this workshop. Inaugural ceremony came to an end with vote of thanks given by Ms. Niharika Bajpai after which everybody was invited for tea.

Participants were full of zeal and zest as they joined back after a refreshing tea. Before commencing with the workshop activities, Expectations and Rules of the workshop were formed by the participants themselves in which they enthusiastically participated and appreciated the effort. There were various group activities conducted to make participants learn Gandhian philosophy and practices with respect to self management, leadership, values, culture, ethics through role plays, case studies, quiz, games, documentaries.

Participants especially enjoyed the activity of Zohri Window conducted by Prof. Ipshita Bansal where the participants came to know about their own personalities and it was summed up by explaining Gandhian Zohri window which is an ideal stage and participants were motivated to make necessary efforts to reach this stage.

On 2nd day of the workshop participants were exposed to other areas of Gandhi's life which included simple living, vegetarianism along with Gandhian values like truth, non-violence, service, equanimity, renunciation etc with their corporate relevance through an interactive lecture by Prof. Ipshita Bansal. In order to give an insight into Gandhi's leadership, participants were shown video of Gandhian as well as Hitler and were encouraged to compare the leadership styles of the two with respect to impact on people and organisations.

Third day started with touching role play on Ahemdabad strike performed by participants in which Gauri, Neha, Namita, Jaya, Prachi, Roopal, Suman, Priya, Ritika played a prominent role. Where students were being asked to interpret the problem and give solution and then Ms. Niharika Bajpai explained the students that how Gandhi solved the problem so that it became a win-win situation for all. After that a captivating documentary on Gandhi's leadership style was presented which prove very inspirational for the participants as they were moved to watch it and highly appreciated the effort. Also a case-study on Gandhian Dandi March was given and later it was discussed in groups. Post lunch session started with an energiser for the students which made them all the more enthusiastic and energetic.

Workshop's last and 4th day started with exercises related to Gandhian ideology with respect to business and their present day relevance, it was explained with many illustrations by highlighting the core idea of "*tan tyakten bhunjitha*" which means "Earn thy crores by renouncing it" which was emphasized by Gandhi himself. He said we should be a trustee of wealth not the owner. Participants acknowledged Gandhi's visionary power as what had been discussed at length by Gandhi at his time have been implemented as rules and regulation by the government and organisations today and it has become obligatory for them today to survive in the competition. At the end a documentary was shown on prominent personalities

and organisations who got influenced by Gandhi. Participants were thrilled to watch that documentary and unanimously ruled out any doubts about relevance of Gandhian philosophy today especially in corporate. At last participants were given opinion and feedback form to fill. Then started a series of oral feedbacks where participants shared some of the positive changes they noticed in themselves. Where, on one hand Jyoti and Meeta expressed their feeling in the form of a self composed wonderful poems on the other hand Divya, Namita, Neha, Nupur also acknowledged the change encountered after studying Gandhian philosophy. A student Renu was so overwhelmed that she broke into tears while confessing that earlier she had not very good opinion about Gandhi but after attending the workshop she has just started understanding and respecting Gandhian philosophy from the bottom of her heart. Ms. Megha Agrawal, Faculty WISDOM also contributed in smooth running of the workshop. As the famous saying goes, “One who look outside –dreams, who looks inside-awakes” this workshop was an awakening call for all which sensitized and elevated participant’s soul in just amazing 4 days with a hope that the impact will be there in the lives of future mangers forever.

Students' Reflections

Ultimately the workshop ended with a bang. It was impactful, very innovative, well organized and participants also openly shared their suggestions, as to what was its impact in their life and how their expectations were fulfilled. Few of the responses are:

✚ *“I was expecting learning about Gandhian philosophy but was not expecting it to be so entertaining, enjoyable, interactive, splendid, and interesting. These four days were the most memorable days of WISDOM.”*

Namita Singh,
MBA II SEM

✚ *“I didn't expect that you will make everyone feel so special, but you all make us feel very special.*

- *Full exposure – Fulfilled*
- *Equal chance - Fulfilled*
- *Fun activity - Fulfilled*
- *Learning process – Fulfilled*
- *Motivation – Fulfilled*
- *Time management – Fulfilled*
- *Teaching – Fulfilled*

Neha Tayal
MBA II SEM

✚ *“I expected there would be too much information to gulp down but it has been conducted in such a manner that along with being informative it was very participative, entertaining and experimenting”.*

Geetika Gulati

MBA II SEM

✚ *I was not expecting very much to be very frank; but the outcome is marvelous. I am completely changed and will take this to the corporate world.*

Nency Sharma

MBA II SEM

✚ *A very powerful and emphatic workshop. It has definitely made me think over many things. Appropriate examples were given and too much to learn and think about. Was highly influential.*

Jyoti Makhija

MBA IV SEM

✚ *“I thought it is going to be boring, more of philosophy and less of applicability but finally it proved me wrong and it came out to be very fruitful.”*

Pragya Agarwal

MBA IV SEM

GANDHIJI – A Class Apart

*A Brilliant Mind, a Heart of Gold.
An Inspiration, A Lesson Still Told.
Truthful Always, Never A Coward.
A Feeling of Awe & Reverence,
Without Doubt, Comes Forward.*

*Accumulated Wisdom, Right from His Childhood.
And Discovered The Difference Between Bad & Good.
Whether They Were Plays or His Father's Teachings.
Later Turned into Powerful Preachings.*

*Righteousness & Confidence Was All He Had.
He Could Easily Bring Smiles To Faces Sad.
A Powerful Force in No Time Had He Become.
'Satyagrah' Was The Word, Did Everyone Hum!*

*Non-Violence, Truth & Simplicity.....
Under His Charm Were Every Town & City.
Without Fear He Marched Ahead.
And With No Options, The Birtishers Fled.*

*Independence Was Not The Only Goal.
Wanted To Fill Up, If There Was A Hole.
Long Term Sustainability with Social Reform.
He Thought 'Only Then Could India Be Reborn'*

*Creativity & Principles Were The Core.
We Wish To Know About Him More & More.
Organisations Are Still Following His Technique.
Whether They Are Weak Or At The Peak.*

*Each & Every Person Can Draw Something Out.
He Is A Complete Institution, Without A Doubt.
Through This Workshop, A Lot, We Have Learned.
Lots 'N' Lots Of Thoughts Have Inside Out Turned.*

Jyoti Makhija

MBA IV Semester