



ARTHA FORUM MUMBAI

30th August, 2014

Artha Forum is an online community dedicated to connecting spirited entrepreneurs, professionals and family offices and bringing to them the relevance of ancient wisdom literature in contemporary business

Artha Forum is an independent not-for-profit initiative supported by Basil Growth Corporation.



Mumbai, INDIA

Ancient Wisdom Modern Business

An Artha Forum mini-event held at Bhaktivedanta Hall, Sri Sri Radha Gopinath Temple, ISKCON Chowpatty, Mumbai, on Saturday, 30th August 2014 and attended by prominent Industrialists, Entrepreneurs, Business Owners, Investment Bankers, Journalists, IT Professionals, Home Office Executives, Social Reformers, HNIs and NRIs and budding next generation family managed business heirs.

Artha Forum Mumbai 30th August 2014

H.H. Bhakti Rasamrita Swami's Address was titled:

"The Dharma of Business"



HH Bhakti Rasamrita Swami addressing the audience at Bhaktivedanta Hall, Mumbai

Distinguished participants included: **Abhay Ahuja**, High Court Advocate, **Anil Agarwal**, MD, Vinod Steel Pvt. Ltd., **Charudutt Dangad**, Founder, Dangad news agency, **Bijay Sahoo**, HR Head, Reliance Retail, **Mr. Kushal Desai**, Managing Director, Apar Industries, **Mr Sunil Sanghai**, Managing Director, HSBC Bank, **Mr Ashok Nahar**, Real Estate Developer, **Hemant Naik**, VP, Reliance, **Rajeev Pant**, General Manager, National Australia Bank India, **Shri Raman**, ED, SEBI, **Sameer Kanodia**, Director, Datamatics Global Services Limit, **Shubha Ashraf**, Business Head - Kitchenware of Eureka Forbes, **Subhash Udeshi**, Director - Jayant Agro Organics Ltd, among others.

KEYNOTE ADDRESS BY H.H. BHAKTI RASAMRITA SWAMI

His Holiness succinctly spoke on dharma, business education and the real meaning of life. He said, “The world is getting increasingly focussed on business and economy. There are issues of terrorism, crime, exploitation etc... but economics, industrialisation, GDP, GNP are becoming major topics, fundamental points on which elections are fought. Modern day economics is largely industrial and one can’t escape the point of how business or economics can become meaningful and beneficial to the world.



Mr. Bijay Sahoo, HR Head, Reliance Retail (left) in conversation with Sameer Kanwar, General Partner, Basil Partners (centre) and Sanjiv Maheshwari, CFO, Basil Partners(right).

He stated that, “Wealth is commonly understood today as – green notes, bank balance, property, and material assets, gold or anything of material value so we consider that as wealth. Certainly it is wealth but this is one kind of wealth. It is an important kind of wealth but it has been given far greater importance than it deserves.

Any society, individual needs some economic activity for sustenance and survival. No society can do without a platform or foundation of some economic system. And as spiritualists, we do recognise the need for a sound economic foundation for the society in which we live. But richness or wealth is not defined, really speaking, in terms of how much we have but in terms of how much we can be without, how much we can do without, happily. The

degree to which we are dependent on excessive material comforts and assets doesn't actually indicate wealth but actually indicate lack of it."

He also gave the real meaning of the word 'Dharma'. He said, "Dharma can be understood in terms of being that one defining quality which characterises any particular entity and which cannot be separated from that entity

For example, Dharma of sugar is sweetness, Dharma of water is fluidity, dharma of fire is heat and light. When you take away these essential qualities from these entities, they don't remain those entities any longer.

Similarly dharma of Human being is that set of values, that higher purpose for which we all exist ! Unless we explore the higher dimensions of life and why we are here in this world, we will never be able to reconcile and synergise dharma with business!"



Shri Raman, ED, SEBI is seen asking question from the speaker, HH Bhaktirasamrita Swami (not seen in the picture)

The lecture ended with an insightful question answer session followed by a sumptuous dinner.

ACKNOWLEDGEMENTS

We wish to express our gratitude to H.G. Gauranga das, Vice-President, Temple Presidential Board and the team of dedicated contributors for the stage management, audio and video services, photography and overall management for the event. Artha Forum sincerely appreciates the help received from Media Services of the Sri Sri Radha Gopinath Temple, ISKCON Chowpatty.

Special Thanks to Govinda's Catering Service for the catering and decoration arrangements.

For more information on Artha Forum past and forthcoming events, please contact: Ms Ruchi A., Executive Director on M: +91-98333-54036 or write to ruchi@arthaforum.com

Please log on to www.arthaforum.com

Link to photos of the event: <http://arthaforum.com/artha-forum-mumbai-2014>

Link to audio of the event: <http://goo.gl/vkWZdW>

Our Social Media presence:

Facebook: <https://www.facebook.com/ArthaForum>

Twitter: <https://twitter.com/Arthaforum>

YouTube: <https://www.youtube.com/ArthaForum>

Google+: <https://plus.google.com/u/0/111356075228665677516>

LinkedIn: <https://www.linkedin.com/company/artha-forum>

Artha Forum also supports **Serve Cows** (www.servecows.org) an initiative aimed at looking after the welfare of cows.