“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.” (Gandhi’s Speech in South Africa in 1890)

Dear Colleague,

The Gandhian Studies Centre of Andhra University, Visakhapatnam since its inception has been making persistent efforts to contribute to the corpus of literature on Gandhi. With its proven track, it has distinguished itself among other such centre’s. As part of its schedule, it is organizing a National seminar on “Gandhi and Management” on 29th and 30th March, 2016 in Visakhapatnam. You are requested to participate in it. The aim of the seminar is to offer critical and thoughtful insights into Gandhi’s Managerial Principles & Relevance. Your participation in it by way of presenting a scholarly and analytical paper would augur well for the discourse on Gandhi’s principles of management and relevance of Gandhian managerial practices to the present day corporate world.

Prof. A.B.S.V. Ranga Rao
Seminar Director

THEME OF THE SEMINAR:

The Father of the Nation is now being labeled as the master strategist, an ideal leader, a marketing guru and someone whose ideas and tactics are still relevant for the corporate world to pursue. Gandhi advocated flexible management styles that were dependent on the circumstances. When Gandhi was in South Africa, he launched his protests in a suit and a tie. But when he came back to India, he was clad in his dhoti made from khadi and launched non-violent protests on a greater scale; it shows that Gandhiji’s leadership style was situational leadership style. Gandhiji said, "my life is my message” and as a leader, he always led by example. He was not merely preaching or moralizing, but he truly walked the talk. This quality of his made him a leader par excellence and differentiated him from others leaders. His ideology and ways of getting things done, stood the test of time and was emulated by leaders the world over. In today’s organizations, employees follow leaders whose words are not different from their actions. Companies which promote the concept of practicing what is being preached, achieve greater customer loyalty and satisfaction. Mahatma’s leadership and organizational qualities, negotiation skills and people management skills are very much part of modern days management principles.

Gandhi is the ultimate successor of Krishna as a management guru. According to Gandhi there is no greater management guru than Krishna; and the ‘Bhagavad-Gita’ is his ultimate guide to management. Krishna guides a handful of five brothers to victory against the army of a hundred brothers in the mythological Mahabharata, and in a similar way, Mahatma Gandhi guided us to Independence against all odds. Gandhi tested his philosophy in his own homeland, India, and used his managerial acumen to lead masses and activate mass movements many a time. The impact of his persona was so deep and irresistible that it changed the mindsets of the people not only of this country, but of the world at large. He showed them a new method of non-violent and non-invasive management, and how to settle differences and grievances through dialogue, persuasion and passive resistance. Our Seminar will try to bring out the various principles of Gandhian Management and its applications to present day scenario.

SUB-THEMES:

- Gandhi as Management Guru
- Mahatma’s Leadership style
- Mahatma – A Strategist
- Mahatma’s principles in Business & Ethics
- Gandhi as Marketing Maharishi
- Gandhian way of Innovation
- Gandhi and Rural Entrepreneurship
- Gandhi and Trusteeship
- Gandhi as CEO
- Gandhi as PRO
- Gandhi and Trusteeship
- Gandhi and Conflict Resolution
- Gandhi and Media Management
- Gandhi and Communication
- Gandhi and Non-Violent Management
- Relevance of Gandhian Principles
- Gandhi and Social Movements
- Gandhi and Swach Bharat

Mode of presentation:

- Paper presenters are invited to make presentations on any key theme. The duration of the presentation for selected papers will be for 20 minutes.

Guidelines for Author:

- Abstracts not exceeding 300 words and full papers not exceeding 5,000 words typed on MS Word format with title, name of author (s), complete address, telephone number and e-mail of the author should reach the Director of the seminar as an e-mail to the Programme Co-ordinator, Gandhian Studies Centre, Andhra University, Visakhapatnam-530 003. Contact Number: 09849237813.

- Last date for submission of Abstract: 10-03-2016
- Last date for submission of full paper: 20-03-2016
- Abstracts & Full Papers can be sent to aungsc@gmail.com
A committee will review the abstracts submitted and acceptance will be communicated to the authors subsequently. Selected papers will be published in an edited volume with ISBN which will be released on the day of the seminar.

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Registration Form
GANDHIAN STUDIES CENTRE
Andhra University, Visakhapatnam

National Seminar on
GANDHI AND MANAGEMENT
29 - 30 March 2016

Name: ___________________________
Designation: _______________________
Address: __________________________
Phone No: _________________________
Date of Arrival: ____________________
Date of Departure: __________________
Accommodation Required: ____________
Signature of the Applicant: ____________

Send the Registration Form to
Prof. A.B.S.V. Ranga Rao
Programme Co-ordinator, Gandhian Studies Centre
Andhra University, Visakhapatnam - 530 003
Andhra Pradesh, INDIA. Mobile No: 09849237813
Email: aunsc@gmail.com

UGC-National Seminar on
GANDHI AND MANAGEMENT
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Registration Fee:
- For Academicians and Faculty: Rs 1,000/-
- For Research Scholars: Rs 500/-
- For Students: Rs 300/-
- For Spot Registration: Rs 1,000/-

The participants have to pay the registration fee in the form of DD drawn in favour of Programme Co-ordinator, Gandhian Studies Centre, Andhra University, Visakhapatnam payable at Andhra Bank, AU Campus, Visakhapatnam.

Travel and Accommodation:
- Sleeper class fare will be given to out-station participants whose papers are accepted for presentation. Moderate accommodation and local hospitality will be provided to outstation participants. In case of multi-authors, only one author will be paid travel charges.