

Report on

An Experiential SEMINAR

on

“SOCIO-SPIRITUAL RESPONSIBILITY AND SUSTAINABLE GROWTH”

27 APRIL 2013, Om Shanti Retreat Centre (ORC), MANESAR, GURGAON

Spiritual Applications Research Centre (SpARC Wing), a spiritual service wing of **Brahma Kumaris** organized a seminar on **“Socio-Spiritual Responsibility and Sustainable Growth”** on 27th April, 2013 at **Brahma Kumaris’ Om Shanti Retreat Center (ORC)**, Manesar, Gurgaon.

The concept of Corporate Social Responsibility (CSR) is not new, but the prime objective of this seminar was **to throw light on the socio-spiritual aspect of corporate social responsibility and how Brahma Kumaris have achieved incredible results in various areas with the aim of serving the society by implementing these very principles of socio-spiritual approach.**

In the seminar, Brahma Kumaris showed new dimensions to address various issues by demonstrating the importance of CSR in relation to spirituality and how to achieve desired results by acting ***“Responsibly” and “Ethically”***.

The Seminar provided an excellent opportunity to the participants to explore:-

- a) **Spirituality:** Discover & Experience inner strength.
- b) Spiritual perspective of CSR: how the CSR benefits can be achieved by applying the deepest spiritual principles while on the field of action.
- c) **‘Case Study’:** Brahma Kumaris’ unique model of CSR, working at the grass-root level through its 18 Service Wings.
- d) The key challenges of CSR, sustainability and responsible business and emergence as mandatory impositions and availing of opportunity of collaborative approach: understand and share the strengths and interests to meet the key challenges, together.

The seminar offered a common platform to **CSR professionals; CSR Torch- bearers, Decision-makers in corporate & PSUs, Corporate Senior Executives in the field of CSR, Corporate affairs & HRD, Senior Government officials** establishing frameworks for sustainable development, CSR facilitators from BMOs and research scholars in the field, to converge and share their views, experience and to help them in discovering their inner strength to explore the spiritual perspective of CSR.

The seminar was blessed by the gracious presence of **BK Brij Mohan**, Addl. Secretary General, Brahma Kumaris and Chief Editor of Purity, **BK Asha**, Director, Brahma Kumaris ORC and **BK Ambika**, National Coordinator, SpARC Wing, Bangalore. We were honored to have **Dr. K. K. Upadhyay, CSR Head, FICCI** as our Chief Guest, who delivered the Key Note address in the context of the seminar.

BK Khyati, Senior Rajyogi Teacher, Brahma Kumaris, ORC welcomed the delegates and expressed hopes that at the end of this one-day seminar they would derive the benefits of this day. The program began with an introductory session. There were professionals approx **70 dedicated participants** from almost every field be it **CSR experts, Corporate heads and CEO's, Sr. Executives from PSUs, Foreign professionals, Sr. Executives FICCI and AIMA, Supreme Court legal professionals, Managers, NGO trustees, research scholars, etc.** This was followed by **inauguration ceremony with lighting of lamp**, accompanied by heart-touching peace melodies **by BK Hridayanka. BK Khyati** nicely co-ordinated the whole session.

BK Chandrani, Core Group Member, SpARC Wing from Bangalore gave a crisp briefing on agenda so as to make the scenario clear and organized.

Adding to it, our honorable brother **BK Brij Mohan gave the keynote address.** He shared his feeling that "CSR is about giving back to the society. **It is not the funding but the re-funding that is the motive."**

BK Asha, shared valuable insights on spirituality in the context of CSR. The seminar was taken to new heights with the presence of honorable Chief Guest **Dr. K. K. Upadhyay, Head, CSR – FICCI.** He threw light on CSR from the company bill's perspective.

Preceding the tea-break was a deeply rejuvenating meditation session by **BK Ambika.**

BK Ranjana, Senior Rajyogi Teacher, ORC gave all a brief introduction about Brahma Kumaris and its wide-ranging service activities. After this, began the formal presentation series to make the professionals aware about the reach of the organization and its major activities being carried out all over the world.

BK Pradeep, Founder & Principal Facilitator, **tpro** Learning Solutions, Delhi, **BK Sushil Chandra**, Scientist 'F', Head BME, INMAS, DRDO, Delhi, and **BK V Srinivas Raju**, Managing Director, Unnathi Projects Ltd., Bangalore, made a detailed presentation about the social service activities matching the schedule VII of the CSR bill by the government, undertaken by Brahma Kumaris in a very brief and crisp manner. The major fields covered were, Women empowerment, Value Education for children & Youth development, Employability Skills' training, Health, Solar Projects by Brahma Kumaris, Disaster Management, Environment protection, Green Earth projects, Rural development and research done on the aspect of meditation in collaboration with DRDO, Ministry of Defence .

In fact, these presentations projected that Brahma Kumaris is not just a Spiritual Organization **but is serving the society doing a lot but silently, at the grass-root level as their OSR (Organizational Social Responsibility)** in each and every area of the country. Our prestigious audience who took out time from their busy schedules to participate in the seminar **were then welcomed for a Satvic lunch** prepared by the BK sisters and brothers at ORC with pure love and dedication.

Post-lunch, saw a really informative presentation from **Mr. Rajit Pal Singh**, Managing Director, Reach Potential , which gave new insights into CSR and most importantly cleared the air between what actually CSR is and what we perceive about the same.

Succeeding this brainstorming session, was a panel discussion on **"Solutions Through Collaborative Approach"**, facilitated by **BK Balakishore, SpARC Core Group Member**, from Hyderabad, and the participants of the forum were respected: **Mr K.K. Upadhyay**, FICCI, **Mr Rajit Pal Singh**, Reach Potential, **Dr. S.P. Ram**, CSR expert, **Mr. Tapan Ray**; L.T. Group. The hon'ble panelists shared their valuable views on Industry perspective, Government perspective, PSU perspective, Social perspective and Socio-Spiritual perspective and collaborative approach, respectively. **One thing that was commonly shared by all was to come forward and have partnership with Brahma Kumaris in implementation of their CSR projects** because of proven track record of working at the grass-roots level in urban and rural areas across India and producing desired results for the last 75 years, working responsibly and ethically with great integrity through its 8,500 Service centers in India and abroad in 137 countries with active co-operation of approximately 9,00,000 members serving the society at global level.

The open-house discussion was very informative and showed an overview perspective of corporate social responsibility. After this, we all got a wonderful opportunity to receive love filled blessings from **BK Ambika and BK Asha**.

In the concluding session, all participants were given opportunity to come forward and express their views, experiences, etc garnered from the seminar. There was overwhelming response from all. Some gave their vote of thanks, some narrated poems, some added their point of view, etc. In all, the session ended on an excellent note and yielded the feeling of having touched many hearts through it. Another soul-touching meditation session took place with the assistance of **BK Rama, SpARC Core Group Member**, followed by **BK Ashok, Noida** who proposed a vote of thanks to all dignitaries and participants.

The seminar ended with distribution of Tolis (sweets) and blessing cards by our loving Sister Ambika and Sister Asha, which is a custom at Brahma Kumaris.

The message of the seminar was clearly put across: **"You have the means - We have the reach"**. Some of the corporates' executives indicated collaborations with Brahma Kumaris in various CSR projects initiative by them in future.

In short the seminar was a great success and met our prime objective of show casing Brahma Kumaris as an organization working at the grass root level and serving the society *,professionally ,responsibly and ethically* .The message was graciously acknowledged by the corporate audience. The seminar was widely covered in media by CSR focused media. In fact the Founder Director and Editor of *, **India CSR*** (India's Largest CSR News Network) Shri Rusen Kumar from Chattisgarh, was also present on the occasion.

For more details on OSR projects undertaken by Brahma Kumaris please feel free to contact **<bksparc.csr@gmail.com>**

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