

## SSSIHL 2016/17

The 21<sup>st</sup> of August of 1986 became yet another significant milestone in the career of the Sri Sathya Sai Institute of Higher Learning. Bhagawan Baba, the Revered Founder Chancellor of the Institute, inaugurated the Masters of Business Administration programme on this day.

On the day of the inauguration, Bhagawan Baba delivered a discourse that highlighted the essence of the SSSIHL M.B.A.

*In the Sai Institute, we are attaching special importance to cultural and ethical values. Among these, the chief position is given to **Indian Ethos and Values**. This course will cover such matters as the Indian Economic Environment, Human Resource Management, Organisational Behaviour and Communication Skills. However, the study of Indian Ethos and Values will be the most distinguishing feature in the M.B.A. programme of Sri Sathya Sai Institute of Higher Learning.*

*All over the world there are numerous institutes of management. They confer the Master's Degree in Business Administration. In our Institute we want to turn out Masters in Man Management (M.M.M.). We should focus on making students 'Masters in Man Management'. The students should develop a broad outlook and prepare themselves to serve society with sincerity and dedication. They must set an example in morality, and bring credit to the country by their work and their contribution to the development of the nation."*

**Sri Sathya Sai Baba**  
Revered Founder Chancellor, SSSIHL

Bhagawan Baba was so involved with the M.B.A. programme that He Himself taught some of the courses in the early years of the programme! He had extensive interaction with the faculty of the programme on numerous occasions.

The M.B.A. programme since then has been producing men (and now women) of capability and character.

On **21 Aug 2016**, as a reminder of the vision of Bhagawan Baba, the department celebrated its 30<sup>th</sup> anniversary. The 30<sup>th</sup> M.B.A. foundation day celebrations was named **Sameeksha - to deeply enquire**.

### DAY 1 – Sat, 20 Aug 2016

The proceedings began at 2:00 p.m. with the invocatory Vedam chanting by the students of the M.B.A. programme. The ceremonial lamp was lit by the Campus Director, Head of the department and other senior faculty members. The students and faculty members were then blessed with Bhagawan Baba's Divine message for the occasion.

This was followed by an introductory speech by a 2<sup>nd</sup> M.B.A. student, underlining the purpose and importance of the M.B.A. programme at Sri Sathya Sai Institute of Higher Learning and the role of students in societal development as envisioned by Bhagawan Baba. **Prof. Radhakrishna Nair**, Dean, Faculty of Management & Commerce, then addressed the gathering in which he highlighted the importance of students not just being leaders but also good servants to the society.

As a part of the celebrations, the first phase of the Management games—organised by a group of senior students—was conducted. This event required teams of students to present new ideas for a start-up business and present their business plans. These business plans had to include their business vision, mission, value propositions and financial workability. Fresh and innovative business ideas were presented and these were evaluated by the faculty members.



At 6:45 p.m. in the evening, all the teachers, guests, alumni and students reassembled for the gratitude ceremony to the faculty members of the Department of Management & Commerce, SSSIHL. Students lovingly introduced each and every teacher and also presented small tokens of love and gratitude.

This was followed by an inspiring talk by **Sri R J Rathnakar, Member, Sri Sathya Sai Central Trust**, who is also one of the illustrious alumni of the M.B.A programme.

#### DAY 2 – Sun, 21 Aug 2016

On Sunday morning, Sameeksha 2016 began on a soulful note with Bhajans at 9:00 a.m. This was followed by a talk by the chief guest, **Mr. Murali V, Founder, Rural Shores**. In his inspiring talk, Mr. Murali spoke on how he built his 'social enterprise' under the direction and blessings of Bhagawan Baba. He explained their business model and emphasised the importance of having a long-term vision for a business. He also graciously answered questions from the audience.

The next event was a panel discussion by the faculty members on the topic, **Evolution of the M.B.A. at SSSIHL and the way forward**. The panel consisted of eminent and senior teachers of the department. These included **Prof. U S Rao, Prof. Shiv R Pandit, Prof. H J Bhagya** and **Prof. Kumar Bhaskar**, along with **Dr. B Sai Giridhar**, who moderated the discussion. All these

teachers have served in the department almost since inception of the M.B.A. programme and have received immense grace and direction from Bhagawan Baba.

The discussion had each of the them recollect personal experiences of how Bhagawan Baba had started the M.B.A. programme and what were His expectations from the students and teachers. It then concluded with the moderator, **Dr. B Sai Giridhar, Head, Dept. of Management & Commerce** stressing that the core aim of the M.B.A. at SSSIHL is manifesting Bhagawan Baba's vision for the ideal citizens in the world.

Next up was the second phase of the Management games. The first game was titled **Ma-Ad – Making Advertisements**. Three finalist teams, selected based on their performance in three preliminary rounds, showcased their creative video ads. They were then questioned by the judges and audiences. The judges then stressed on the importance of clarity and simplicity while creating creative communications.

The final event of the day was the **Grey Matter Business Quiz** in which four teams competed over three rounds of business trivia. This quiz encouraged the students to continue to stay abreast with current affairs of the business world.

The celebrations came to a culmination with the concluding remarks by a student followed by *Mangala Arati* to Bhagawan Baba.

