

20th June, 2012

Excellent Discourse on “Role of Professionals in Social Enterprise Development”



It was the very right time when the MBA (ABM) students are approaching towards their Summer Internship Project Placement process and anxious to grab an opportunity to showcase their potential in the corporate world with



quality project work; that the **Training & Placement Cell of AABMI** organized a **Thought Provoking Discourse on “Role of Professionals in Social Enterprise Development”** on 20th June, 2012; wherein an enthusiastic young MBA (Rural Management) degree holder **Programme Specialist and the MD of Business Unit of the world renowned International NGO – Aga Khan Rural Foundation Mr. Charu Chandra** was invited for interacting with the students to guide them about what they should aim for in their career and life.

After a very enlightening briefing by the **HR Faculty Member & TPO - Mr. Mehul G. Thakkar** regarding the broad objective of the discourse and setting the rhythm of the session in his inimitable style, **Mr. Charu Chandra** elaborated on the cut-to-throat competitive scenario and the ever increasing disparity between the rich and the poor – wherein the rich is becoming richer and the poor is becoming poorer, leading to severe social issues.



He aptly commented on the seemingly practical but in reality wrong thinking pattern of today’s young professionals like MBAs who always think of having the worldly comforts at the expense of the people at the bottom. Quoting the legendary management thinker late



Dr. C. K. Prahlad, Mr. Charu emphasized that we should shoulder upon the responsibility to bridge the gap between rich and the poor by coming up with innovative ventures in the rural set-up. Then, he exemplified Aga Khan Foundation’s own business initiative namely “*Vinan Vans Furniture Group/Kendra*” and elaborated on the hardships of the tribal belt people, the inhuman working and living conditions of the area around Netrang Taluka of Gujarat, the idea generation of this Kendra, the entire step-by-step process of encouraging the rural people to believe in the feasibility of the idea and then successfully merging them in the main stream of development. Started with a turnover of Rs. 50,000, in the very first year, it reached to 5 lakhs and now aiming at 1.5 crores, this Kendra has been striving hard to improve the standard of living of the bottom line people of rural belt.

Based on his very touchy, emotional, straight from the heart sort of presentation coupled with field data and some really amazing inspirational stories, all the students and faculty members could feel the rural scenario in the AC hall of the institute.

In the concluding remarks, **Dr. B. K. Dhaduk, the Dean of AABMI**, appreciated the philanthropic nature of the whole initiative and the unique way in which it was presented by Mr. Charu Chandra. He even advised all the presentees to inculcate such human qualities and be a better human being in addition to becoming a better professional. As a token of appreciation, he also presented a set of 3 books-publications of our institute to Mr. Charu and formally thanked him for sparing his valuable time. The session was concluded with the choicest pearls of wisdom shared by **the HR Faculty & TPO - Mr. Mehul G. Thakkar** with relevant anecdotes and incidental humor.

This very informative and enriching session ended with a lot of unanimous appreciation from all the students as well as the faculty members, who could feel a wave of emotions of rural people.