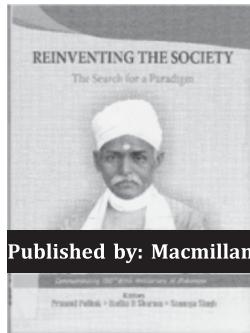


BOOK REVIEW : RE-INVENTING THE SOCIETY-THE SEARCH FOR A PARADIGM

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The Indian Society is presently facing a crisis of sorts if media reports and incidents happening all around are any indication. The issue is largely a values crisis about which the Hon'ble President of India has almost always been mentioning in his addresses to the nation as well as institutions. The President has given suggestions also-to reset the moral compass. Against this backdrop a good attempt has been made by the editors of the present volume to bring out a handy book, rather a reference material with the compilations of eminent people from different walks of life.

The volume as the name suggest is an attempt to offer insights into raising the ethical standards in various domains of society. This book is a culmination of a national workshop cum lecture series conducted at Indian School of Mines, Dhanbad, on the "Need for Promoting Values in the Society". These yearlong workshops during 2012-2013 were organised to commemorate 150th birth anniversary of eminent Statesman and Educationist Pandit Madan Mohan Malviya, who himself was an epitome of values, transcending time and space.

A collection of invited articles and the presentations made during the workshops, the

book serves as a useful guide for understanding values and ethics in the present Indian society in which wealth accumulation has become a bench mark for excellence and materialistic values are driving the people crazy.

This book dwells upon the importance of values in different spheres of society and aims to restore India's spiritual prosperity through the different contributions. Contributors from various fields have underscored the need for promoting values in the society and emphasized the importance of ethico-spiritual dimensions of excellence rather than material ones in their respective domains.

The volume contain two sections, the first section named Reflection is basically based on perception, experiences and musings of the contributors as presented in the workshop-cum-lecture series. The second section contains invited articles from eminent persons on creating values consciousness in their respective fields.

Anil Shastri talks about the challenges faced by the Indian society due to values crisis and very precisely discusses the remedies. His contention on how political corruption has acquired menacing proportions is eye opener.

Dipak Malik has talked about contribution of Malaviyaji in nation building. D. C. Panigrahi discusses values crisis and directs our attention towards the urgent need for promoting values in order to raise the functioning of the society to a higher level. He emphasizes on creating a value based system.

The piece by Pramod Pathak is basically introspection, where the writer recapitulates his

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days in Banaras Hindu University (BHU) as a student. Looking at the present scenario he wonders how codes of living have failed to result in an equitable and just social order. According to him life has become business and people a commodity and the madness for material gains has to be arrested.

Saumya Singh shares her views stating that in the modern society education is commercialised for the purpose of profit making. Despite the tremendous growth of institutions there is more of hatred and less of love. She brings out the decline in values in the society down the ages. Her basic contention is that the only way to transform society is through values education.

The first piece in the second section by DM Pestonjee propagates that Character is the foundation of values and values are the foundation of one's identity. He explains how formation of values takes place during childhood and critical development phases. He further talks about the importance of values in social life considering love and care as the most prominent aspect of Human Behaviour. He reflects that earlier when the communication technology was not so developed people used to travel long distances which contributed to high socialising rates. Today the advent of advanced technology has made people individualistic and lethargic. Our traditional values are getting diluted as we shift towards Western Culture. And on the contrary the westerners are being benefited by healthy and happy living by adopting Indian traditional values.

In the second article Swami Chidananda has focused on the Sattvic approach to solve problems where nobody is to be rejected and nobody is to be looked down upon. He has depicted various instances from Ramayana and Mahabharata in order to provide spiritual insight into management. He accentuates the need to imbibe spiritual values to safeguard our balance in life. He also discusses the importance of family, time management and Swadharma.

Another important contribution is the piece by Radha Rani Sharma who looks critically

at the real picture of Management Education and has mentioned that Management Education is grappling with challenges and is in a state of flux. She has conceptualised the idea of trishul, to depict a three-pronged strategy for Management Education at Institutional Level, National Level and Societal level in order to mitigate challenges.

The piece by Subhash Sharma has very interestingly brought forward the need to link education with the purpose of existence. He advocates the philosophy of holistic education and gives valuable ideas on ethical issues.

K.K. Ahuja discusses business ethics and corporate governance. He has identified cases of scams and poor governance highlighting some major ones like Satyam, Enron and World.Com. He has conceptualised two important lessons that productivity is more important than profitability and the customer is not a sheep to be sheared,

Anupam Anand has focused on CSR and individual perspective of value education. According to him the credo for successful organisation at organisational and social level is- whatever we take from the society, we have to give it back.

In the article by M.P. Chhabra we find how the values crisis is being faced by the modern society how it can only be overcome by strong and ethical leadership.

The piece by A. Thothathri Raman discusses the complex issues in management education and why it is under severe criticism for creating individuals who lack values and focus only on enhancing their personal growth at the cost of society. He emphasises the need for being ethical on the part of B Schools to remain fair and ensure that students get the best education which should focus on values-based education, best global Practices, action-centric research and value-adding consulting.

The one by Dipak Vora in particular has given a very clear idea of games in pharmaceutical industries. In fact, all articles serve as valuable reference points and the volume needs to be not only read but 'chewed and digested' for best results.

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