



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING

(Deemed to be University)

A Workshop on Confluence of Shakti, Siddhi, and Samsiddhi **6 August 2022, Anantapur Campus, SSSIHL - A Brief Report**

The one-day workshop titled “Confluence of Shakti, Siddhi, and Samsiddhi” was held by the Department of Management and Commerce, Sri Sathya Sai Institute of Higher Learning, Anantapur Campus. Shakti, Siddhi, and Samsiddhi when translated into English reads as Power, Knowledge, and Success.

The workshop commenced with the Lighting of the Lamp followed by the felicitation of the five accomplished guest speakers from the industry – Mrs. Premamala Ramalingam, Managing Director, Jouve India, Mrs. Vidya Shah, Founder Director of Bhooma Trust for Knowledge and Culture, Mrs. Sosmeta Sheshadri, Director Delivery Excellence, Life sciences Practice, Cognizant, Ms. Gayatri Rao Korde, Senior Vice President of HDFC Bank, and Ms. Bharathi Krish, Transformation Coach and Impact Professional.

The welcome address was delivered by Dr. U Suma, Associate Professor, Department of Management and Commerce, Sri Sathya Sai Institute of Higher Learning, Anantapur Campus. She painted a clear picture of the workshop’s topic. Also, Dr. Suma threw light upon the significance of Indian Scriptures and planted a seed in our minds to invoke the thought-provoking process of maintaining a balance between Shakti, Siddhi, and Samsiddhi.

The introductory remarks were given by Dr. K Sayee Manohar, Head, Department of Management and Commerce, Sri Sathya Sai Institute of Higher Learning, who asked the students to dwell upon four key questions “Where am I today?”, “How did I get here?”, “Where would I like to go?” and “How do I plan to go?” and said that “Life is full of choices” and it is important to “Take charge of your life and design your life”. The key takeaways from his talk were: Ideas, Inspiration, and Introspection.

Prof. B Sai Giridhar, Registrar, Sri Sathya Sai Institute of Higher Learning, delivered the inaugural address. He focussed on the various aspects of “Self-Belief” and went on to elaborate on topics such as - the Need to Dream, Self-confidence, Self-satisfaction, Self-sacrifice, and Self-realisation. He spoke about the four aspects of effective management which are “Dependability, Effective Communication, Problem Solving, and Critical Thinking, Emotional Connect and Strategic Thinking”. He concluded his talk with insightful guidelines on how to operate within an organisation.



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The keynote address was delivered by Dr. C B Sanjeevi, Vice-Chancellor, Sri Sathya Sai Institute of Higher Learning. Dr. Sanjeevi also heads the Diabetes-Immunology Research Group at the Center for Molecular Medicine at Karolinska Institute, Stockholm, Sweden. His Topic was “Growth of Start-Ups and Incubators from Bench to Bedside”. He spoke enthusiastically about the Knowledge Triangle which is the inter-dependence of Research, Education, and Innovation. Karolinska Institute is indeed very strategically leading the vision in the field of Medicine. Dr. Sanjeevi said “Nothing is a failure, just some seeds take a longer time to bloom” which is very true in the present scenario.

Post tea break, the first guest speaker of the day, Mrs. Premamala Ramalingam, Managing Director, Jouve India, started by expressing her views on the topic, “Goals and Self-awareness”. She began the session with an interactive exercise titled “The Death Exercise” which got the audience on their toes. The exercise required the participants to express what their - family, friends, peers & teachers would say/write about them once they completed their earthly sojourn. The range of responses spanned from humorous to heart-warming. Mrs. Ramalingam then elucidated on the importance of the creation of the brand “YOU”. She narrated the story behind the emergence of the word “Brand” and went on to play the famous marketing brand game - The Toothpaste Exercise. Quoting Mr. Walter Landor, “Products are created in the factory, Brands are created in the mind”, she shared the key elements of a brand - Core strengths: Knowledge, Communication, Perceived Quality, and Consistency. As for personal brands, she highlighted the following elements - Managing self, Managing communication, Managing expectation, and Managing effectiveness. The session concluded with yet another jaw-dropping activity the “Silk exercise”.

The above session was co-shared by our second guest speaker Mrs. Vidya Shah, who is a renowned Trainer, Singer, Musician, Social Activist, and Writer. Mrs. Shah employed a freshly candid approach wherein she shared her journey of becoming an artist. She highlighted, “Come what may, the calling from within always comes, wait for it and trust the calling”. She believes that in whatever one does, one must never ignore their heart. Madam spoke highly on the relevance of reflecting on our culture today more than ever considering the global appreciation for the culture and its relevance to emerging art-oriented businesses, and the ability to convince nations in negotiations through cultural values. She strongly believes life is all about intersections and her mantra to sail through life is, “If 'risk' is your calling, take it”.

Our third speaker, Mrs. Sosmeta Sheshadri, Director Delivery Excellence, Life sciences Practice, Cognizant, spoke in-depth on the topic, “Brand You! - Developing your brand image for a successful career”. She emphasized the importance of self-learning and re-skilling and up-skilling. She enumerated six key points to success - Conquering the fear of the unknown, Building credibility, Creating visibility, Leading without title, Challenging the status quo, and Maintaining balance. Mrs. Sheshadri also brought to the fore the significance of learning new things. She closed her speech by saying “Be Ready, Be Open & Challenge the Status quo”.



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Post lunch, our fourth speaker, Ms. Gayatri Rao Korde, Senior Vice President of HDFC Bank, Mumbai delivered her talk on the topic “Live a Life of Purpose.” She elaborated upon the meaning of ‘purpose’ and also made a clear distinction between ‘goal’ and ‘purpose’. Further, she threw light upon how one could find one’s purpose by following three well-defined steps - 1) Evaluating one’s interest 2) Stepping outside oneself to find oneself, and 3) Acting on one’s purpose. She not only imparted several key concepts regarding ‘purpose’ but also narrated several instances from her life to substantiate. She quoted relevant excerpts from the well-known book ‘Ikigai’ and concluded her talk with some essential life lessons and learnings.

The last guest speaker of the day was Ms. Bharathi Krish, Transformation Coach, and Impact Professional. Speaking on the topic 'Life lessons in the Context of the Theme', Ms. Bharathi highlighted how our choices play an important role in shaping our lives. She spoke at length about how success and failure must be perceived as two sides of the same coin and how one can enhance the quality of life by ‘protecting the inner calm.’ Her speech was interspersed with interesting stories and analogies.

All the guest speakers were felicitated for their participation. The workshop concluded with Ms. Aishwarya Lakshminarayanan, a student of II-year MBA summarising the day’s events in her valedictory address followed by a vote of thanks by Ms. G. Padmavathy, Associate Head, Department of Management and Commerce, Sri Sathya Sai Institute of Higher Learning. The session ended with Mangala Aarthi, marking the culmination of the day-long conference.

Thank You!