



☞ DHRUVA College of Management is India's first not-for-profit B-school founded in 1995 by a management professor. Over the last 22 years since its inception ☞ DHRUVA has made a formidable presence in the comity of management academia across the country. ☞ DHRUVA offers PhD as JNTU Hyderabad's affiliate apart from a two year full time AICTE approved PGDM with electives such as Marketing, Finance, HRM, Production, Systems, Business Analytics and Event Management. Its home publication " [Business](#) - Indian Journal of Management" is into its 19th edition. ☞ DHRUVA's mission is to co-produce leader managers grounded in intellectual humility and ethical profundity.

AHIMSA - Axis Hyderabad Indian Management Systems Academy is a ☞ DHRUVA forum aiming to usher in ancient Indian wisdom into MBA curriculum. "When everything is subject to money, then the scarcity of money makes everything scarce, including the basis of human life and happiness. Such is the life of the slave - one whose actions are compelled by threat to survival. Perhaps the deepest indication of our slavery is the monetization of time. In this culture of 'more, more and more money', even the idea of happiness has turned into an endless quest for more of it. Neglecting Indian culture and tradition "happiness or bliss is internal to one self" lead to the present skewed material riches and degeneration. In the face of increasing trans-cultural interactions and relations, springing out of globalization, the indigenous identity and spirit are gradually becoming oblivious".

AHIMSA aims at promoting Indian Management thought through a conscious and concerted effort. In the context of euphoria & catastrophe manifest as a result of DEMONETISATION announced by the Govt Of India, ☞ DHRUVA under the aegis of AHIMSA is organising a conference on "Relevance of Ancient Indian Wisdom to Modern Management" on Dec 24, 2016. **Papers are invited on this as well as related themes. Best papers will win cash prizes and find place in " [Business](#) - The Indian Journal of Management" due Jan 1, 2017.**

"Relevance of Ancient Indian Wisdom to Modern Management"

AGENDA		Conference on Sat, Dec 24, 2016
08:30 – 09:20 AM	REGISTRATION & BREAKFAST	
09:30 – 10:15 AM	AHIMSA - A bird's eye view	Dr S Pratap Reddy - Founder Chairman, Dhruva College of Management
10:15 – 11:30 AM	KEYNOTE*	Devdutt Pattanaik* - Chief Belief Officer, Future Group N.V. Raghuram - President, Yoga Bharathi, USA
11:30 – 11:45 PM	TEA	
11.50 – 12.50 PM	PRESENTATIONS - 1	Select Papers
01:00 – 02:00 PM	LUNCH	
02:00 – 03:00 PM	PRESENTATIONS-2	Select Papers
03:00 – 04:00 PM	TEA and Networking	
04:00 – 05:00 PM	Valediction (Announcement of Winners & wrap up)	M. Gopalakrishna, IAS (Retd.) Chief Guest

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PRIZES to WIN
1st Prize ₹15000
3 Consolation Prizes
₹5000 each

IMPORTANT DATES

- Submission of Abstract
Dec 3, 2016
- Notification to Authors
Dec 10, 2016
- Submission of the final draft paper
(along with fee) Dec 17, 2016

REGISTRATION FEE

Corporates	₹ 2,000
Academics	₹ 1,000
Research Scholars	₹ 750
Students	₹ 500

*yet to be confirmed

GUIDELINES FOR AUTHORS

- All manuscripts must adhere to the 6th Edition <http://www.apastyle.org/>
 - Papers submitted should not be under concurrent consideration of another journal/conference.
 - Any potential data overlap with previous studies should be communicated.
 - Manuscript should be submitted in Microsoft Word format to mail@dhruvacollege.net
 - Papers that don't adhere to guidelines will be returned without being reviewed.
 - Authors shall also send a brief biodata and declaration stating that the paper is original and is not already published or is under review elsewhere by email at mail@dhruvacollege.net
 - Conference Board looks forward to receiving contemporary and contextual research papers reaching on or before Dec 3, 2016.
 - If ABSTRACT is selected, the concerned author(s) will be informed on or before Dec 17, 2016. FINAL PAPER alongwith the registration fee should reach on or before Dec 17, 2016.
 - Conference Board may embellish the final draft of the accepted paper to make it more presentable. The decision of the Conference Board shall be final.
 - Author(s) of the accepted papers shall present the gist of the paper at the conference- if no author is present, it will not be considered for any prize, but will be considered for publication in later editions of [Business](#).
- (Please see a sample issue of [Business](#) in www.dhruva.ac.in)

Outstation participants are provided FREE hospitality & accommodation first-cum-first-served basis on Dhruva Campus.

DHRUVA stands tall amongst India's B-Schools.

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DHRUVA was ranked as "Most Promising Company, July 2017"

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DHRUVA founder acclaimed as "one of the top 10 thinkers of India-2014"

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