

Vivekananda Kendra Academy for Indian Culture, Yoga, and Management **(VK-AICYAM Concept Note)**

Vivekananda Rock Memorial and Vivekananda Kendra:

Swami Vivekananda foresaw - India, the land of light and spiritual knowledge, will wake up to its true mission to guide the world on the way to harmony. In his birth centenary year – **1963** - The nations' intense desire to pay homage to this illustrious son, found expression in the form of **Vivekananda Rock Memorial**, a granite memorial on the mid sea rock in Kanyakumari, where the patriotic monk meditated upon National regeneration on 25th – 26th – 27th December 1892.

Vivekananda Kendra, a spiritually oriented Service Mission was started in 1972 as the logical second phase of the grand Rock memorial. Mananeeya Eknathji Ranade, its founder, envisioned Vivekananda Kendra as a Thought movement, to channelize the innate spiritual urge of our people into works of National reconstruction. Headquartered in Kanyakumari, Vivekananda Kendra has been working relentlessly through numerous areas/need specific projects.

VK-AICYAM, Bhubaneswar

Vivekananda Kendra Academy for Indian Culture, Yoga and Management (**VK-AICYAM**), Bhubaneswar, a project of Vivekananda Kendra, Kanyakumari, envisages activities in the fields of Indian Culture, Yoga and Management to cater to the aspirations of people in the Eastern Indian region along with Andhra Pradesh and Telangana.

“All differences in this world are of degree, and not of kind, because oneness is the secret of everything.” — Swami Vivekananda

Indian culture is human culture based on the principle of righteousness or Dharma, which seeks unity in diversity – spiritual unity with behavioural diversity. The expression of unity in various forms have remained the central theme of Indian culture.

Of all the cultures of the world known to human being, Indian culture is perhaps the oldest. Indian culture is vigorously alive, maintaining its unbroken continuity from Vedic times to the present day. This 'indestructible unity and unbroken continuity of Indian culture' is derived from its deep spiritual foundations. Spirituality is indeed the master-key of the Indian mind; 'the sense of harmony, seeing Unity in diversity and the feeling of Oneness' is native to Indian thinking and its way of life.

India is undoubtedly one of the richest countries in the world in terms of the diversity of its cultural heritage in the areas of festivals, dance, music, crafts, handicrafts, traditions, rituals, and worshipping

practices across communities. Irrespective of the innumerable regional, social, and linguistic diversities of the country, there has always been a basic unity in Indian culture.

Indian Tribal Culture speaks volumes about the diversity of the country having 700+ ethnic tribal groups with each group having distinctly different languages, traditions, customs etc. Their rich cultural and human value system contains the powers to maintain the cultural bio-diversity. Unfortunately, they are under-estimated, misjudged, and historically marginalized. Their land, culture and heritage, which are established in more eco-socio-religious context through oral traditions are yet to be recognized.

Mananeeya Eknathji, used to say that the beauty of this country is its diversity – ***‘Apparently there is diversity. The beauty of this diversity is that there is an underlying unity. So long as we preserve this unity, this diversity is a beauty. If we misuse this diversity then there would be only misery.’***

Since its inception, it has been the mission of Vivekananda Kendra to appreciate the uniqueness of the various communities, while simultaneously nurturing the threads of harmony and unity. With an objective to bring out the underlying unity of our diverse cultural traditions and to foster better understanding and exchange of our cultural heritage, Mananeeya Eknathji envisaged the **VKIC (Vivekananda Kendra Institute of Culture)** at Guwahati, for North East Region where the diversity is visibly manifested and pronounced.

Vivekananda Kendra Institute of Culture (VKIC) at Guwahati, Assam:

The north eastern region has a distinctive identity in the cultural map of India. With concentration of several tribes, they form a majority in most of the North-eastern states. Among the indigenous communities, there are nearly 160 Scheduled Tribes, most of whom are traditional inhabitants of the hill regions, which make up over 70 per cent of the total area. Nearly every indigenous community can be considered as a repository of a distinctive body of knowledge, cultural traditions, social institutions and technologies, which have evolved over a long period of time. Wisdom and knowledge embedded in the economic, social, religious, and cultural life of the people of this region is often astounding. Despite impressive social and economic changes, the indigenous communities, tribal and others, still retain a great deal of the pristine elements of their age-old lifestyles.

The Vivekananda Kendra Institute of Culture (VKIC) was established in 1993 at Guwahati, Assam with a mission to foster the unity among all these diversified sections of the North-Eastern states by

- Identifying the uniqueness of every single community and the distinctive elements of their time-tested traditions, customary practices and institutions
- Highlighting the role played by indigenous beliefs and practices in maintaining order and harmony among people and people with nature in different settings

VKIC has been instrumental in fostering peace, communal and social harmony and promotes the spirit of universal brotherhood in India's Northeast states through its multifarious activities – seminars, symposium, research, documentation, workshops, publications, and thought-provoking lectures. VKIC is acknowledged as a cultural nerve center, intellectual fountainhead, and an integrating force in the North East India.

The need to expand the activities in Eastern India:

The eastern region of India is home for rich cultural heritage, nature-friendly way of life, enduring social institutions, and traditional knowhows. These have been shaped and nurtured by many tribal and non-tribal social formations inhabiting different parts of the region.

Of the vast section of Indian tribes, a significant number of tribal communities live in the Eastern region of India. The diversity of the tribal communities of East India is evident from their myths, legends, tales, proverbs, songs, dances, beliefs, rituals, ceremonies, arts, and crafts which determines their course of lives. Residing basically in the mountainous terrains, they have been striving to uphold their indigenous traditions and customs from any foreign influences. However, the rich socio-cultural heritage of the tribal and other indigenous people of the region is getting eroded through factors and forces of exogenous changes. Spread of consumerism and widespread industrialization in the region are rapidly intruding into the lives of these communities with drastic effect on their lifestyle and livelihood. The forces of modernization are a constant threat to the cultural bond of these communities. It is in this context, the work of Vivekananda Kendra Academy for Indian Culture, Yoga and Management (VK-AICYAM), Bhubaneswar has been envisaged and planned to extend and expand the activities of VKIC in the states of Eastern region (Odisha, West Bengal, Jharkhand, and Chhattisgarh) as well as in Andhra Pradesh and Telangana.

Activities by VK-AICYAM, Bhubaneswar in the areas of Indian Culture:

VK-AICYAM shall be undertaking various activities and efforts to preserve and strengthen the rich heritage of Indian Culture in the stated Indian regions. The following efforts will be made to study, understand, and articulate '**Culture – The Value of Life**' for the **tribal and other traditional communities** residing in these regions:

- To bring forth the unique attributes and traits of the different tribal and traditional communities living in the states of Odisha, West Bengal, Jharkhand, Chhattisgarh, Andhra Pradesh, and Telangana.
- To understand and identify challenges, issues, and the integrative forces in their life and how it affects their cultural, social, and wellness practices.
- To formulate development plans to address tribal needs with regional and national interests.

- To enrich, promote, and strengthen the cultural traditions and art forms and bring out the underlying unity of their diverse traditions and heritage.
- To highlight and make the public aware of the value of tribal and other traditional culture in terms of cultural expressions and healing practices for the benefit of the society at large.

Activities Planned:

- Seminars, Workshops, Events, and Guest Lectures
- Research, Documentation, and Publications
- Student Internship and Report of Internship Output
- Fellowships
- Community Leadership Awards
- MOU with institutions to foster common objectives through field study, research, and report
- Any other activities in line with the broad objectives of the VK-AICYAM may be considered

Overall, the efforts on the part of Vivekananda Kendra are aimed to preserve and protect our rich cultural heritage and promote these practices as appropriate.

Activities by VK-AICYAM, Bhubaneswar in the areas of Yoga:

VK-AICYAM shall undertake various activities to establish and strengthen '**Yoga – The Vision of Life**':

- Yoga – As a 'way of life' based on the vision of 'oneness.'
- Yoga – As a methodology to address and eliminate the stress of modern day living.
- Yoga – As a holistic system to realise and unravel the innate potentiality in person.
- Yoga – As a path to spiritual development and perpetual motivation.
- Yoga – As a tool to bring social empathy and harmony.

"Yoga is a science, which teaches us how to awaken our latent powers and hasten the process of human evolution." – Swami Vivekananda

One of the meanings of the word 'Yoga' in Sanskrit is yoke or union. The purpose of Yoga is to eventually dissolve separation and unify the body, the mind, and the spirit. Yoga has been an intrinsic part of the Indian ethos with Vedic roots. This ancient Indian 'physical-mental-spiritual practice' aims to transform body and mind and brings thoughts and actions together in harmony. Besides internal harmony, Yoga also helps bringing harmony with society and nature.

The ego-centered life-pattern forms the prime cause for the disintegration of society, which in turn results in the destruction of the happiness of individuals. Therefore, the solution lies in expanding the self-awareness and integrating oneself with the larger identities of the self, i.e., family, society,

nation, and the entire creation. Yoga is one of the key Indian techniques for developing an integrated personality with a balance of body-mind-spirit, along with a positive relationship with society and nature. 'Yoga - a way of life, based on the vision of oneness' can meet these modern challenges of life and society.

Yoga is the core activity of Vivekananda Kendra. At VK-AICYAM, Bhubaneswar, worthwhile efforts shall be made through various activities in a structured and well documented manner:

- To study and research on the efficacy of Yoga for bringing harmony to the following states:
 - One's body and mind
 - Person and Nature
 - Self and Family/Society/Nation/Creation.
- To study the application of Yogic concepts and techniques for advancement of Education, Health and Social integration with modern scientific approach.
- To research and prepare different Yoga modules for the benefit of different category and for people of various segments of our society.
- To undertake various activities for wider dissemination of information about benefits of practicing Yoga.
- To propagate Yoga and its application for holistic living and bringing harmony in the context of perpetually changing social dynamics.
- To tie-up with various institutions at international/national/state level for certification of courses offered by VK-AICYAM as well as for undertaking research in the above areas.

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Activities at VK AICYAM, Bhubaneswar in the areas of Management:

VK-AICYAM shall undertake studies to understand, postulates, and disseminates '**Management – The Practices of Life**' – the application of management principles and skills to navigate and optimize various aspects of day-to-day life such as goals to achieve, time in hand, available human capital, requirement of material resources, and emotions to handle, to achieve a fulfilling result.

Here are five quotes on leadership, management, innovation, and governance highlighting the practices from India, global practices, and the future possibilities on which VKAICYAM would work.

“...On leadership and governance: The ideal leadership qualities are wisdom, integrity, courage, and empathy. Effective governance requires a balance between authority and compassion” – Arthashastra

“...On prosperity of state: Proactive fiscal policy, clear targets by the leadership, and judicious allocation of resources are required for the prosperity of a state” – Arthashastra

“...the ethical considerations should play an important role during economic decisions.” – Swami Vivekananda

“The role of every general manager is to lay a foundation for future growth. To that end, managers need to understand disruptive innovation, the threat it poses, and how to lead their teams and organizations to create growth that can keep pace with ever-evolving technologies, industries, and customers.” – Clayton Christensen, the author of Innovator’s Dilemma

“It is already becoming clear that a chapter which had a western beginning in business management will have to have an Indian ending, when the world adopts rich thoughts of Indian ethos and wisdom, if it is not, to end in the self-destruction of the human race.” – Arnold Toynbee, Historian and Nobel Laureate

We need to study deep on the multi-dimensional consequences of the modern management system, modeled to pursue high standards of living, consumerism and economic growth. This unbridled pursuit of 'having more' potentially developing an unforeseen tidal wave of social disintegration and moral disorientation.

We need to develop approaches where human values take a front seat while charting a sustainable growth. Human values refer to spiritual, ethical and moral values. These values act as the base for thoughts, actions, skills and behaviour and shape good character. These values create a good person, a good manager and a good organization. They set good examples in society. As Swami Vivekananda said ***“I care only for the spirit – when that is right everything will be righted by itself.”*** Spiritual development is an essential part of integral human development where mind precedes material and ethics precedes economics. Most likely, the solution lies in building a sound value system as preached by Indian tradition of holistic living based on the vision of oneness. The management scholars across the globe are reading and referring to Vedas, Upanishads and the Bhagvad Gita for getting answers to the challenges pervading the society, which the current management practices struggle to address.

Ancient Indian scriptures such as Vedanta, Bhagavad Gita, and Kautilya's Artha Shastra, have global perspective and relevance. Apart from philosophy and spirituality, these scriptures deal with topics like leadership, team building, motivation, emotional intelligence, mind management, organizational skills, administration and strategic approaches to management, which will be useful to modern business leaders and managers in managing their businesses as well as their social life.

The Kendra, at VK-AICYAM, Bhubaneswar, shall focus on the doctrines and ideas from these ancient Indian scriptures as well as other global management practices, which are relevant to global mindset development with specific reference to business leadership and organisational management. VK-AICYAM shall attempt to connect these concepts and ideologies with contemporary management principles and practices for sustainable management of the organisations with focus on perpetual improvements in personal effectiveness.

Broad Objectives:

- To study the contemporary management techniques and the affinity analysis with respect to Indian cultural and ethical practices.
- To study management practices and establish relevance, if any, based on Indian scriptures.
- To bring ethics and social harmony into business management.
- To organise seminars and symposiums on the important management ideas, concepts, and doctrines enshrined in our ancient scriptures to enrich the modern management practices.
- To organise and conduct courses for professionals and youths on Holistic Management.
- To develop VK-AICYAM as a Centre of Excellence.

Activities Planned:

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Other Broad activities proposed to be undertaken by VK-AICYAM, Bhubaneswar:

VK-AICYAM may undertake other activities, which are aligned largely with the aims and objectives of the above three areas as well as other related core activities of Vivekananda Kendra. Such activities would be in the areas of Holistic Personality Development and/or skill development of under-

privileged youth and women for betterment of their livelihood, empowerment of children of under-privileged communities, Health care, etc.

VK AICYAM, Bhubaneswar – A service project:

To start the above intended service activities catering to the aspirations of Eastern Indian states along with Andhra Pradesh and Telangana, having pan-Indian scope, Vivekananda Kendra envisaged this ambitious project – VK Academy for Indian Culture, Yoga and Management (VK-AICYAM) at Bhubaneswar, the temple city of India, a centre of religious and economic importance in this region. A large and comprehensive infrastructure with latest communication facilities, manned by persons of proven intellectual competency and integrity has already been put in place.

Highlights of the Infrastructure:

- A 5-story building (Basement + 4) with built-up area of approximately 45000 sq. ft.
- One auditorium having a capacity of 250 seats
- One hall for Yoga, Prayer, and Meditation
- Three seminar halls with 15-20 seating capacity, Library, and Research desks
- Residential facilities (Dormitory) for accommodating 120 persons at a time
- Dining facilities for 200 persons
- Guest rooms

Invitation to join VK-AICYAM:

A small team of dedicated Kendra members is already working for planning and execution of the project. Eminent personalities have been enrolled for participating in organizational and functional work of VK AICYAM. However, this noble endeavour needs wholehearted participation of thousands of generous and charitable philanthropists. Therefore, we appeal to your generosity to contribute for fulfilment of these noble objectives for the betterment of the society. It will be a real tribute to the memory of Mananeeya Eknathji Ranade, the guiding force behind the making of Vivekananda Kendra as well as for fulfilment of the vision of Swami Vivekananda.

“In this world, always take the position of the giver. Give everything and look for no returns. Give love, give help, give service, give any little thing you can, but keep out barter... Let us give out of our own bounty, just as God gives to us.” – Swami Vivekananda

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