

BMI Session of LIBA comes together for a Book Launch –

“Incredible Champions – Volume II”



A student body that is well known around the campus for planning and organizing guest lecture sessions across different industry domains, the BMI Team of Loyola Institute of Business Administration (LIBA), Chennai, recently came together for something that was beyond what they typically do. The event in question was a book launch for one of LIBA’s very own, Prof. N. Chandrasekaran, Professor, Supply Chain Management and Business Analytics at LIBA. His work “Incredible Champions – Volume II” was being launched and introduced to the readers. This was a part of the session on the topic “*Creating value through societal impact*”.

A social entrepreneur may be defined as an ordinary person who is capable of making an extraordinary impact on the world. This session saw numerous eminent social entrepreneurs coming together on the same platform to share their experiences of how they contributed towards the betterment of society and how their actions helped in adding value to the current social standards in the country.

The event commenced with an address by Fr. Christie, Director of LIBA, who gave a brief insight on social entrepreneurship and how it is of great value in shaping the society. This was followed by a talk by the first speaker of the day, **Mr. H.R.Srinivasan** who is the *Vice-Chairman and Managing Director of Take Solutions Ltd.* During his speech, Mr. Srinivasan spoke about the importance of people getting together and doing something constructive rather than simply speaking at length about doing things. This book by Prof. Chandrasekaran stands as a tribute to all those who are on the practical path towards doing something and working for the development of society. Humane touch is something that has lost its glory in this world of political, social, and commercial interest and these social entrepreneurs are on a mission to bring back this much needed touch to the lives of those around them.

Mr. Srinivasan highlighted how electronic media in India always seems to show a lot of breaking news but none of this news is ever positive. This media never speaks about the good things

happening in society but only chooses to focus on promoting negativity. It is important to know that there is 99% good happening in society, thus keeping the world together. This is where “Incredible Champions – II” comes into the picture as it tells the society more about these do-gooders. They may not be forthcoming about their works but it is important that society recognizes and gets to know more about them. Their actions and the way they have helped to bring success to society are highlighted in this book which salutes these champions.

At the end of his speech, Mr. Srinivasan went on to release the book and the first copies were handed out to all the dignitaries present. The next person to address the gathering was **Mr. Ramanathan Bupathy**, *former President of ICAI*. Mr. Bupathy began his speech on the topic of creating value with societal impact by citing the example of a teacher whose job it is to create and nurture. A teacher should not be focused on only his own achievement but rather try and fulfill the potential he has in terms of shaping the lives of his students. We should all contribute in our own ways to help in the growth of society. Working hard and achieving success should be the mantra in life and success should not be measured in terms of only monetary value. Rather, our measure of success should be built around the number of lives that we manage to touch and the positive impact we manage to bring forth on each one of them.

This was followed by **Mr. M Sivakumar**, *CEO of ICT Academy* addressing the session. His take on the subject was that all of us should have the aim of earning money but it should not be the sole driver of our purpose in life. We should also focus on making some form of contribution towards society. Our aim in life should be to try and create a synergy between our passion and profession so that society is benefited by these actions.

At this point a question was put forth on the subject of expanding the outreach of a socially beneficial project. It was highlighted how people always seem to appreciate those who start something for a social cause but are never willing to make a monetary contribution to fund expansion plans. Mr. Sivakumar’s answer to this was that a social entrepreneur should have a proper alignment of his mission and vision. He should start by earning enough money and taking care of himself before deciding to take on the challenge of caring for others.

Various others – Champions – who were featured in the book and present for the event were also asked to share their experiences of how they had added value to society. Some of these narratives were truly heart-warming. This session motivated and inspired the students of LIBA to become leaders of social change in the foreseeable future.