

**Lecture Report on “Samyak Prabhandhan Aur Jaatak
Athkathaayien”**

Sustainable Development Goals (SDGs) - 04, 10 & 16

(February 17, 2025)

Department of Business Administration

Deen Dayal Upadhyaya Gorakhpur University



Department of Business Administration
DDU Gorakhpur University, Gorakhpur

Welcomes

Dr. Jasbir Singh Chawla
for his lecture on the topic
(SDG 4, 10 & 16)

“सम्यक प्रबंधन और जातक अट्कथाएँ”

February, 17th 2025
11:00 am

A one-day lecture on the topic “Samyak Prabhandhan Aur Jaatak Athkathaayien” was organized under the National Lecture Series at the Department of Business Administration, Deen Dayal Upadhyaya Gorakhpur University. The event was

conducted under the auspices of the State Buddhist Museum, Gorakhpur (Department of Culture, Uttar Pradesh). The session was chaired by Prof. Shrivardhan Pathak, Head of the Department of Business Administration, and was attended by faculty members, students, and distinguished guests. The lecture aimed to integrate ancient Indian wisdom, particularly the Jaatak Athkathaayien, with modern business management practices and Sustainable Development Goals (SDGs).



राजकीय बौद्ध संग्रहालय, गोरखपुर
(संस्कृति विभाग, उत्तर प्रदेश) एवं
Department of Business Administration
दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय, गोरखपुर
के संयुक्त तत्वावधान में
राष्ट्रीय व्याख्यान श्रृंखला के अन्तर्गत

"सम्यक प्रबंधन और जातक अटुकथाएं"

विषयक व्याख्यान

दिनांक : 17 फरवरी, 2025 समय : पूर्वाह्न 11:00 बजे

- मुख्य विषय विशेषज्ञ -

डॉ. जसवीर सिंह चावला
अध्यक्ष
"WAAK" चण्डीगढ़

उक्त अवसर पर आपकी उपस्थिति सादर प्रार्थनीय है ।

<p>प्रोफेसर मनीष कुमार श्रीवास्तव Coordinator Department of Business Administration दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय, गोरखपुर</p>	<p>डॉ० यशवन्त सिंह राठौर उप निदेशक राजकीय बौद्ध संग्रहालय, गोरखपुर</p>
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स्थान :
Department of Business Administration
दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय, गोरखपुर



Opening of the Session

The Session commenced with an introduction of Guest Speaker by Compere, Dr. Suruchi Srivastava, Assistant Professor highlighting the significance of the lecture. This was followed by a warm welcome address delivered by Prof. Shrivardhan Pathak (Head of the Department of Business Administration) formally welcomed 'Dr. Jasvir Singh Chawla' (President, WAAK Chandigarh) with a memento and highlighted the significance of the lecture in bridging traditional knowledge with contemporary management practices.



Keynote Address by Dr. Jasvir Singh Chawla

Dr. Jasvir Singh Chawla delivered an insightful lecture, illustrating fundamental management principles through Jaatak Athkathaayien. Dr. Chawla's Lecture effectively connected ancient Indian wisdom with modern business practices, aligning with Sustainable Development Goals (SDGs) 4, 10, and 16. He emphasized how Jaatak Athkathaayien foster quality education (SDG 4) by promoting knowledge-sharing, ethical learning, and lifelong wisdom, which can be integrated into business education. Furthermore, the stories highlight themes of justice, equity, and ethical leadership, contributing to reduced inequalities (SDG 10) and fostering peace, justice, and strong institutions (SDG 16). By drawing from the Indian Knowledge System (IKS)

He emphasized the relevance of Indian scriptures, particularly the life and teachings of Lord Buddha, in understanding ethical and strategic business practices. Through engaging storytelling, he provided various examples from Jaatak Athkathaayien to explain the principles of ethical leadership, strategic planning, resource management, and sustainable business growth. The Lecture underscored how



traditional knowledge can complement contemporary management strategies, reinforcing ethical entrepreneurship, fair labor practices, and long-term economic sustainability.

Vote of Thanks

The session concluded with a vote of thanks by Prof. Manish Kumar Srivastava, the event coordinator. He expressed gratitude to the esteemed guest speaker, Dr. Jasvir Singh Chawla, for his insightful discourse and valuable contribution. He also expressed gratitude to the Dr. Yashwant Singh Rathore, Deputy Director, State Buddhist Museum, Gorakhpur. He also acknowledged the efforts of Prof. Shrivardhan Pathak, faculty members, and organizing committee members for making the event successful. Special appreciation was extended to the students for their enthusiastic participation, making the session highly engaging and informative.



Conclusion:

The Lecture successfully conveyed the importance of traditional knowledge in modern business education, Dr. Chawla illustrated that these narratives provide timeless lessons on teamwork, responsible governance, resource management, and sustainable business ethics. Dr. Chawla's lecture inspired students to explore Indian texts for management wisdom. The session concluded with a vote of thanks by Prof. Manish Kumar Srivastava, the event coordinator.

The Lecture was attended by MBA students and faculty members, including retired Prof. Sushil Tiwari, Dr. Kuldeepak Shukla, Dr. Irfan Ansari, Dr. Shefali, Dr. Kritika, Mrs. Tojasvi Dubey, Dr. Rahul Pal, Dr. Anandvardhan, and Dr. Sushil. The event reinforced the idea that integrating traditional knowledge with contemporary management principles can contribute significantly to sustainable and ethical business practices.

Program Coordinator (MBA/BBA)
Prof. Manish Kumar Srivastava

Head and Dean
Prof. Shrivardhan Pathak