

## Inaugural Session



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**“It is a matter of satisfaction that we do have a good number of successful business ventures which have CSR programs that are making a dent in the society around.”**

The other day Dr. APJ Kalam, while presiding over the silver jubilee function of the Bahai House of Worship, the Lotus Temple, talked about the need of spiritual qualities for the betterment of society. However, present-day development plans do not address this issue. A number of welfare measures do not reach to the grassroots. About 150 years ago, Bahauallah, founder of the Bahai Faith, gave this call of establishing harmony between science and religion. Your Textile Association did have a number of seminars at different centers in the country with training programmes organized by a secretariat created for advancing this discourse which was inaugurated a decade ago by M. S. Swaminathan, architect of the green revolution. We admire the role the Textile Association India played in this field which has been lauded even at international forums.

But the time has come to realize that we can no longer afford to suppress the voice of conscience, whose decibel is controlled by our belief system--we may call its religion. And no religion says we can steal, cheat, be corrupt: however, sadly we see all these crutches used to flourish and acquire prosperity. It is high time we address the dual reality of the human being and give attention to his spirit/soul/mind, whatever you may call it, which in fact is the governing entity of all our actions. The real motivation to be value-based comes from our commitment to these universal principles of honesty, trustworthiness, trusteeship etc. Those of us belonging to the privileged class thus have to be mindful of our responsibility towards society. We have to question the validity of our basic assumption that science can solve all the problems. Do we really believe that? We need to introspect. In reality, science cannot deal with issues of motivation and purpose. Do we really need to be told by people coming from the west as to how important is corporate and personal philanthropy? We only need to develop the ability to listen to the voice of conscience. And then our programs under corporate social responsibility will become truly meaningful and our commitment will be genuine.

It is a matter of satisfaction that we do have a good number of successful business ventures which have CSR programs that are making a dent in the society around. As the mother of Zia Mody, I am proud to say that my daughter has carved her image becoming a successful professional with a high level of integrity. Among the many awards she has received I give the greatest importance to the one given by the InterContinental Finance Magazine Award 2010 as the Most Trusted Law Firm - India. But where did it come from? From the ethical values which were nurtured right from childhood. It also proves that one can be both ethical as well as be a successful business man. Hence when, every single fellow colleague and staff of a company is treated as a holistic being he will give you all the productivity which you intend to achieve. And that will happen when he is highly motivated, and that kind of purposeful motivation will be triggered in him only when one actually starts believing that "Every man is a mine rich in gems of inestimable value."