

Sach Bharat Confluence inculcates a fresh culture of Spirituality @ Work

~ Distinguished industrialists, business leaders, noted politicians and celebrated actors sign the pledge to imbibe Spirituality @ Work ~

Mumbai, May 7, 2016: The second edition of the **Sach Bharat Confluence**, organised by ASSOCHAM in association with Srei Foundation, Times Foundation and IMC, inculcated a fresh culture of Spirituality @ Work with distinguished industrialists, business leaders, noted politicians and celebrated actors signing the pledge to imbibe spirituality at their respective work places and lives. The confluence enlightened all with the essentiality of spiritualism in life and at work.

The concept of Sach Bharat originated from Srei Foundation's popular initiative – World Confluence of Humanity, Power and Spirituality – which is now in its eighth year.

The Confluence saw the convergence of ideas and principles to build on the strong and wide sense of spirituality that permeates the personal lives of millions across the globe. The crème-de-la-crème from various walks of society came together with a belief that fundamentals of universal spiritualism can be inherited into the workplace in order to benefit the society and humanity at large.

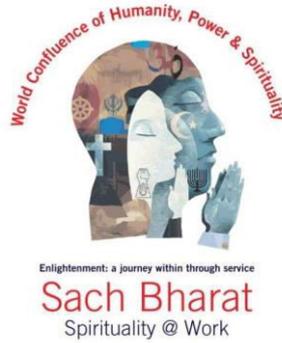
Sach Bharat is a first-of-its-kind conglomeration where all streams of thought converge for a great cause.

Speaking on the occasion, **Mr. Sunil Kanoria, President, ASSOCHAM**, said: "Spirituality is the burning need at work. It is important to inculcate the right attitude, righteousness, devotion to work, commitment to innovation, deep insight and intention, unified cooperation in work, profit with the right means and not motivated by greed but self-confidence, faith in self and others, peace and harmony, fearlessness and many such values."

These values cannot be taught externally but needs to be internalised. This is possible only when there is a culture of honesty and truthfulness in the basic fabric of the society. For multiple reasons, spirituality is essential for work. The impact of spirituality at work gives insight into complex business problems and encourages one to work hard and give their best."

The Confluence witnessed diverse thoughts represented by various industry stalwarts, politicians, actors, social activists and bureaucrats of the country. The essence of their message was unity, harmony and co-operation will always lead to social welfare.

Dr. Hari Prasad Kanoria, Chairman, Srei Foundation, said: "Spirituality manifests divinity within us. It ignites us to work with devotion and righteousness to serve humanity. As children of God, we have perfection and purity within us. We have to ignite these inherent attributes given by God."



Padmabhushan Smt. Indu Jain, Chairman, Times Foundation, added: "Spirituality has the power to unlock tremendous human potential over time. Alongside, spirituality bestows the ability to handle change wisely and smile through both springs and storms."

Sach Bharat Confluence is working towards igniting the idea of holistic spirituality, especially amongst businesses to encourage the 'right and ethical business conduct'. The message from the Confluence is simple: Governance standards can be imposed externally, but unless there is an internal urge to do well governance standards cannot improve. One must work to the best of his ability without selfishness and motives.

The pledge to imbibe Spirituality @ Work was signed by prominent personalities, which included:

- Mr. C.V. Rao, Honourable Governor of Maharashtra
- Mr. Ajay Sancheti, Honourable Member of Parliament
- Ms. Snehal Ambekar, Honourable Mayor of Mumbai
- Adv. Raj Purohit, Chief Whip, BJP Maharashtra Assembly
- Mr. Sunil Kanoria, President, ASSOCHAM
- Dr. Hari Prasad Kanoria, Chairman, Srei Foundation
- Padmabhushan Smt. Indu Jain, Chairman, Times Foundation
- Mr. Dilip Piramal, President, IMC
- Mr. Hemant Kanoria, Chairman & Managing Director, Srei Infrastructure Finance Ltd.
- Dr. Sanjeev Kanoria, Chairman, Suasth Healthcare India Ltd.
- Mr. Sujit Kanoria, Managing Director, Shristi Hotels
- Mr. Raghav Raj Kanoria, Director, India Power Corporation Limited
- Mr. Sailesh Haribhakti, Group Chairman, DH Consultants Pvt. Ltd.
- Mr. Sanjay Bhatia, Chairman, Mumbai Port Trust
- Mr. Vivek Oberoi, Actor

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