

## **World Confluence of Humanity, Power and Spirituality instils a fresh culture of Spirituality @ Work through Sach Bharat**

**New Delhi, December 16, 2016:** The ninth edition of World Confluence of Humanity, Power and Spirituality, organised by ASSOCHAM in association with Srei Foundation and Times Foundation, introduced a fresh culture of 'Spirituality @ Work' through its brand Sach Bharat, inspiring distinguished industrialists, business leaders, industry captains and noted politicians to imbibe spirituality at their respective work places and lives.

The Confluence was inaugurated in the presence of Hon'ble President of India **Shri Pranab Mukherjee**, ASSOCHAM President **Mr. Sunil Kanoria** and Srei Foundation Chairman **Dr. Hari Prasad Kanoria**.

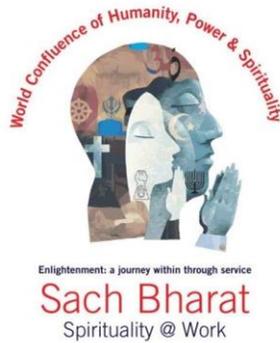
The concept of Sach Bharat originated from Srei Foundation's popular initiative World Confluence of Humanity, Power and Spirituality. Sach Bharat is a first-of-its-kind conglomeration where all streams of thought converge for a great cause.

The Confluence saw the convergence of ideas and principles to build on the strong and wide sense of spirituality that permeates the lives of millions across the globe. Distinguished industrialists, business leaders, noted politicians and achievers 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.

Speaking on the occasion, **Mr. Sunil Kanoria**, President, ASSOCHAM, said: "The idea of spirituality liberates oneself and creates awareness of higher purpose and power, which essentially forms the moral fibre to become invincible entrepreneurs. Spirituality transcends individuals through sustainable motivation in having a sense of direction and vision to create new avenues for others to follow. Inherent spiritual motivation helps entrepreneurs to endure failure in their ventures and design new possibilities of innovation to delight through their products or services."

"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," he added.

**Dr. Hari Prasad Kanoria, Chairman, Srei Foundation**, said: "Every religion is about awakening the divinity in humans. Religions are like flowers of different colours, tied with the chord of love into a beautiful bouquet and offered at the altar of humanity for love, peace and happiness. A human being has infinite inner power, which is awakened by spirituality. Spirituality is essential at workplace; it is needed everywhere – corporate sectors, educational institutions, government, social institutions and religious bodies."



**Smt. Indu Jain**, Chairman, Times Foundation, added: "Sach Bharat is an integral part of all our lives. I am thankful to ASSOCHAM for giving us this opportunity to come together on this platform and think about this. The meaning of spirituality is to understand ourselves. It is not about worshipping a God, its a medium of knowing and understanding oneself. It is about untangling the manifold layers of your inner self and analysing them. Like the rays of rising sun illuminate every nook and corner of the world, with the help of spirituality the light of our soul eliminates all kinds of darkness in our life."

Sach Bharat is working towards igniting the idea of holistic spirituality to encourage the 'right and ethical business conduct'. The message from the confluence is simple: Work ethics can be demanded, but there should be an internal urge to adhere to ethical standards. One must work to the best of his ability without selfishness and motives.

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