

Press Release

Padmabhushan and National Professor for Management, Prof. N S Ramaswamy addresses the Educational Community in Guwahati

Gives a talk on “Managing Paradigm shift in Education: Indian Way”

Mumbai, 27th January, 2012: Padmabhushan and National Professor for Management and the Founder Director of IIM, Bangalore, Prof. N S Ramaswamy enthralled the educational community at a recently held event at Guwahati, comprising of Principals, Teachers and Students with his address on “**Managing Paradigm shift in Education: Indian Way**”.

The event was organised by International Institute of Business Studies (IIBS), one of the fastest growing B-School in India with campuses at Bangalore, Kolkata and Noida.

Dr. Jay Prakash Ram, Chairman of IIBS, said “IIBS has always been in the forefront when it comes to propagating ethics and moral values in the arena of higher education. The address by Prof N S Ramaswamy (who is also the Chief Mentor of IIBS) at Guwahati, is one of our many such continuing endeavours”.

Giving his address, Prof. N S Ramaswamy said, “Education in India today is more of training for equipping students for jobs. As per the Indian Gurukul concept, education should be comprehensive and holistic in order to make them competent for management of entire life, consisting of business or profession, transactions, relationships, family and retired life. Education is really character building, consisting of ethics, morals, values, culture, humanism and also ability for business or professions. While it is not possible to replicate the Gurukul system now where in students stay with the Gurus, we can certainly introduce many elements of that system by giving emphasis to truthfulness, honesty, positive attitude, courtesy, helpfulness, selflessness, love for animals, respect for nature, patriotism to the Country and contribution for the well being of the whole society”.

“The present emphasis in mere training should be replaced by multidimensional inputs. Mind should be expanded and diversified. Man is a part of society, and hence, all his social relationships, including family, should be understood properly in order to get along as a peaceful, productive and patriotic citizen. A sense of pride in the Country should be instilled. Respect for elders and parents should be fostered. Purpose of life is avoidance of sorrow and suffering and attainment of happiness and peace. The object of education should be for equipping the students in achieving the aims of life” **added Prof. N S Ramaswamy.**

Dr. K Ramadas, Director and Dr. M Biswas, National Head, (CR & A) of IIBS, lauded the efforts of Prof. N S Ramaswamy to promote the cause of ethical management.

About IIBS

The International Institute of Business Studies aims to prepare a global talent engine, capable of bringing success in any business environment.

It also aims to establish a fresh direction for education and resume a new approach towards enhancing the prospect of employability. In addition, IIBS conducts various symposiums, workshops and conferences, to buildup leadership capabilities. Through a holistic approach towards professional development the IIBS seeks to build a global network among the management students, industry and society at large.

In tune with our vision & mission, IIBS keeps its focus to the aspiring students from all strata of the society across the geographical boundaries in expanding their horizon. In this omen cause of transformation processes, we accept one & all irrespective of their academic & professional present level. This process involves a gradual upward movement of everyone with enhancement of knowledge, improvement of skill & fine-tuning of attitude with Business Reality Simulation Strategy. Experiential learning brings-in effective changes as expected by the corporate world.

Acceding to demands across India, IIBS has expanded its quality higher educational facility apart from Bangalore at different locations like Noida & Kolkata looking into best possible locational advantages at all these centers. These campuses represent the corporate hubs in India other than Bangalore where corporate activities are at its peak.

Present students' professional enhancement remains as testimony with remarkable personal perception with confidence. Their experience with developmental, participative activities with well connected corporate practioners has kept their morale very high.

For further details visit www.iibsonline.com