



Promoting social responsibility is to develop responsibility from within; self-imposed inner discipline is spiritual discipline. It cannot be effectively imposed from outside. In the spiritual world, everything is connected. The spark in you is same as in me as well as the man on the street. The key lies in compassion, love, sharing and kindness.

**CSR VISION: How do we make the internal process/self discipline evolve?**

**SRI M:** Laws can be made, but it is up to us to obey.

Let us go back to the ancient times. We are indeed proud of our heritage. Dalai Lama recently spoke at a gathering that Indians including Buddha, Nagarjuna, Chandrakirti are our Gurus and all the key knowledge systems were developed here in India, but this does not apply to the modern Indians. There is a disconnection between ancient and modern times. People today think that if you are modern, you are more efficient. This is not true. Efficiency and modernity has no connection.

The connection lies in a quote

written in the Royal Place of Banaras, which says, "*satyanastiparo dharma*" meaning truth is beyond or higher than *dharma*. We may be independent as a nation for 60 years, but mentally, we are still not independent. We are still influenced by the need for western acknowledgement. Until Vivekananda was accepted in the West, he was not respected in India.

Realizing the truth about connectedness will help the internal discipline to evolve. Without the cooperation of all the "constituents", the "whole" cannot function. There is a strong need of communication with all the constituents. It starts from spiritual understanding of the connectedness. Goodness needs to be cultivated. It should not be confined to spiritual centers and ashrams, but should be spread among all including the shop-floor workers and the top management.

**CSR VISION: How do you deal with top management leaders, who are intellectual but not spiritual?**

**SRI M:** The real meaning of intellectual is someone who has lots of information. But no one is as

intellectual as Google. In this Internet age, Google is the father of all information and may be called GOD, G being common. But, goodness can't come from the Internet, it has to come from our hearts. It has to spring from a feeling. That feeling is called spirituality.

**CSR VISION: How do we make the leaders, who are controlled by politicians, compassionate?**

**SRI M:** We have to reach out to all leaders, as they are central to all these processes. The brain is the key. If politicians control the corporate sector, we have to reach out to them too.

But this reaching out has to be done by people, who have no agenda of their own but are ready to take risk and make sacrifices. To break through a certain set structure is a difficult thing. If there are three people who are serious and ready to make sacrifices, we can change the world. Their sacrifice will be recognized in due course.

Enactment of a law is not enough. We need to initiate a dialogue targeting all stakeholders of the business system, primarily the top management, other segments including the employees, civil society, consumers etc.

We also have to engage with the youth and the students, who are our future. Many a time, when words like 'spirituality' and 'God' are not appreciated, then use a word like 'human'.

Believe me, I am very hopeful. This process will succeed.

**CSR VISION: What message would you like to convey to our readers?**

**SRI M:** Humility, Compassion and Spirituality. These three need to be promoted. As I said earlier, it is important to not separate the corporate world from the rest of humanity. When you are part of the vast network called 'Corporate Humanity', to coin a new phrase, then to serve the less fortunate becomes part of the system.