

SIDDHARTHA

ACADEMY OF HIGHER EDUCATION

An Institution **DEEMED TO BE UNIVERSITY**

(Under Section 3 of UGC Act, 1956)

(Sponsored by Siddhartha Academy of General & Technical Education), Vijayawada, A.P.

TWO DAY NATIONAL SEMINAR ON ETHICAL LEADERSHIP AND MANAGEMENT

THROUGH THE LENS OF
BHAGAVAD GITA
FOR SUSTAINABLE DEVELOPMENT
TOWARDS
VIKASIT BHARAT @ 2047

3rd – 4th November 2026

MODE: OFFLINE



ETHICAL
DECISION-MAKING



SELF-DISCIPLINE
& SELF-LEADERSHIP



DHARMA &
RESPONSIBILITY



भगवद्गीता
यदा यदा हि धर्मस्य...
कर्मण्येवाधिकारस्ते...

समत्वं योग उच्यते।
योगः कर्मसु कौशलम्॥

Organized by
School of Management
in association with
AIMS & Chinmaya Mission

About the University:

Siddhartha Academy of Higher Education, Deemed to be University, evolved from Velagapudi Ramakrishna Siddhartha Engineering College, established in 1977 as the first private engineering college in erstwhile united Andhra Pradesh under the aegis of the Siddhartha Academy of General & Technical Education (SAGTE), which manages 18 educational institutions across diverse disciplines.

SU has a distinguished legacy of academic excellence, with six cycles of NBA accreditation since 1998, adoption of Outcome-Based Education (OBE) in 2013, NAAC 'A+' accreditation in 2021, ISO 21001:2018 certification, and consistent placement in the 150–200 band of NIRF rankings for the past eight years. The institution was conferred Deemed-to-be University status in 2024.

Today, SU offers undergraduate, postgraduate, and Ph.D. programmes through its Schools of Engineering, Management, Law, Science, and Arts & Commerce. In alignment with NEP 2020, the University promotes multidisciplinary education, research, innovation, skill development, and experiential learning to nurture competent, ethical, and socially responsible professionals.

About the School of Management:

The School of Management at SU, established as the Department of

Business Management in 2007, evolved into a School following SU conferment of Deemed-to-be University status. Offering BBA, MBA, and Ph.D. programmes, the School has emerged as a vibrant centre of academic excellence with a strong focus on contemporary education, research, and industry engagement. Its curriculum, developed through interactions with academic and industry experts, emphasises a multidisciplinary approach, skill development, experiential learning, and practical exposure, while providing comprehensive functional knowledge. It aims to develop competent managers, researchers, entrepreneurs, and responsible business leaders equipped to succeed in a dynamic professional environment.

The School is supported by highly qualified and experienced faculty and state-of-the-art infrastructure, including well-equipped laboratories, smart classrooms, and seminar halls. Facilities for sports, transportation, and hostel accommodation further contribute to a comprehensive and enriching learning experience.

About the Seminar Topic:

The proposed A Two-Day National Seminar on "Ethical Leadership and Management through the Lens of the Bhagavad Gita for Sustainable Development towards Viksit Bharat @ 2047" aims to explore the timeless wisdom of the Bhagavad Gita and its

relevance to contemporary management practices, ethical leadership, and sustainable development. As India progresses towards the vision of Viksit Bharat 2047, there is a growing need for value-based leadership capable of addressing complex economic, social, and environmental challenges with integrity, responsibility, and purpose.

The seminar will bring together academicians, researchers, industry professionals, policymakers, and students to deliberate on integrating the philosophical insights of the Bhagavad Gita with contemporary management principles. Discussions will focus on ethical decision-making, self-leadership, governance, organisational excellence, responsible business practices, sustainability, and human-centred leadership inspired by the teachings of the Bhagavad Gita.

The event will feature keynote addresses by distinguished experts, technical sessions for research paper presentations, panel discussions, and interactive deliberations, fostering interdisciplinary learning and knowledge exchange. It will provide a platform for sharing innovative research, best practices, and practical strategies for promoting ethical, responsible, and sustainable leadership across organisations and institutions.

By bridging India's traditional wisdom with contemporary management challenges, the seminar seeks to foster responsible leadership that promotes inclusive growth,

environmental stewardship, and social well-being. The outcomes are expected to enrich academic discourse, inform policy and organisational practices, and contribute to India's aspiration of becoming a globally competitive, ethically driven, inclusive, and sustainable developed nation by 2047.

SEMINAR TRACKS / SUB THEMES

The seminar invites submissions of original research papers, conceptual papers, case studies, review articles and industry practice papers under the following tracks:

1. Bhagavad Gita and Management

- ✦ Philosophical foundations of ethical management
- ✦ Spiritual wisdom and managerial responsibilities

2. Ethics and Leadership

3. Vikshit Bharat

4. Six Enemies and Gita: Root Causes of Corporate Scams

5. Strategic Leadership from Gita

- ✦ Ethical Vision
- ✦ Self-discipline
- ✦ Dharma

6. Integration of Gita Values into Corporate Sustainability Strategies

- ✦ Ethical decision-making
- ✦ Stakeholder harmony
- ✦ Sustainable practices

7. Ecology, Economy & Ethics: Building Viksit Bharat 2047

- ✦ Ethics and Governance
- ✦ Youth leadership
- ✦ Value-driven sustainable growth

Guidelines for Paper Submission

Paper Length	Abstract: 200 -250 words. Full Paper should preferably be between 6,000-8,000 words.
Format	Manuscripts should be submitted in MS Word format (.doc/.docx).
Font & Spacing	Times New Roman font with 12 pt size for text and 14 pt for headings, maintain 1.15 line spacing and keep 1-inch margins on all sides.
Plagiarism	Similarity index should be below 10% (excluding references); AI Content should be 0%.
Originality	The paper must be original and unpublished.
Reference Style	APA 7 th edition format

Publication Opportunity: Selected papers will be considered for publication in a peer-reviewed journal or an edited book with a reputed publisher with additional charges

Submit the abstract and full-length papers to
som-research@siddhartha.edu.in

Who can participate?

The seminar is open to Academicians, Researchers, Industry Professionals, and Students.

Important Dates:

Activity	Date
Late Date for Submission of Abstracts	28-09-2026
Communication of Acceptance	30-09-2026
Last Date for Submission of Full Papers	20-10-2026
Registration Closing Date	27-10-2026
Seminar Dates	3 rd & 4 th November 2026

Registration Link:

<https://forms.gle/GYHurRpFLav73Hip8>

Registration



Registration Fee (Non-Refundable)

Category	Registration Fee (Including GST)
Industry Professionals (Per Person)	Rs.1500
Academicians (Per Person)	Rs.1000
Researchers (Per Person)	Rs.750
Students (Per Person)	Rs.500

Payment Gateway: All the Payments are to be made online to the following Bank Account

Scan & Pay

A/c Name:	Siddhartha Academy of Higher Education
A/c No:	33672200004978
IFS code:	CNRB0013367
Bank:	Canara Bank



UPI ID: 219144671004978@cnrbi



HH Vedavyasapriya Swami Maharaja
ISKCON

His Holiness Vedavyasapriya Swami Maharaja, ISKCON will deliver his blessings. He served his spiritual master Srila Prabhupada, carrying his disciples with parental affection, serving Lord Sri Nathji, expert by singing songs of Sri Krishna and dedicating to the sacred devotional scriptures.

RESOURCE PERSONS



Swami Sarveshananda Ji
Thinker, Philosopher,
Management Guru and
Vedantic Practitioner, Chinmaya Mission

Swami Sarveshananda Ji is a thinker, philosopher, management guru, and Vedantic practitioner who embraced Sanyasa at the age of 17. With over three decades of study and research, he simplifies profound Vedantic wisdom into practical life lessons. He has inspired youth through Chinmaya Yuva Kendra (CHYK), establishing chapters across 75+ universities in North America. Through discourses, workshops, youth programs, and corporate sessions, he promotes higher values, success, peace, and harmony. A versatile personality, he is also passionate about sports, art, and healthy culinary traditions, exemplifying dynamic living of higher values.



Dr. P. Subba Rao
Retired Professor of
Management

Dr. P. Subba Rao is a Retired Professor of Management and former Vice-Chancellor of two Universities with over 44 years of experience in India and abroad. He has served in senior academic and administrative positions at universities in India, Papua New Guinea, Eritrea and Malawi. He has authored 25 books and published over 110 research papers in national and international journals. His recent books are 'Business Ethics and the Bhagavad Gita' (Springer Publisher) and 'Compassionate Leadership of Sri Krishna Chaitanya-Timeless Leadership Lessons for Managers' (Chaitanya Publishing House). He is a recipient of several prestigious awards, including the Member of the Order of Logohu (ML), Papua New Guinea's highest civilian honour.



Murru Mutyalu Naidu
Former Vice Chancellor,
Adikavi Nannaya University,
Rajamahendravaram, AP.

Prof. Murru Mutyalu Naidu is an eminent Indian academician, researcher, and former Vice-Chancellor of Adikavi Nannaya University. He holds a Ph.D. from Sri Krishnadevaraya University and an MBA and B.Com from Andhra University. With over 30 years of teaching and research experience, he has contributed significantly to management and engineering education. As Vice-Chancellor, he played a key role in the growth of AKNU and introduced new academic programmes, including M.P.Ed. He is also a strong advocate for electoral reforms and the preservation of Telugu culture and traditions.



Sri Nanduri Srinivas
Former General Manager,
IRCTC

Shri Nanduri Srinivas, a 1989-batch Indian Railway Traffic Service officer, has held several key positions in Indian Railways and DFCCIL. He holds a Bachelor's Degree in Agriculture and a Master's Degree in Agricultural Economics from IARI, New Delhi. He has also served in IRCTC, Singareni Collieries and NTPC, gaining expertise in transport, logistics, coal and power sectors. As Director (Operations & Business Development), DFCCIL, he played a key role in freight corridor operations, tariff strategy and innovative logistics initiatives. After retirement from DFCCIL, he is serving as Advisor (Traffic & Safety) at DMRC and handling additional responsibilities related to Chennai Metro Phase-II.



Dr. V. Nagalakshmi
Distinguished Entrepreneur,
MD-IMIS Pharmaceuticals,
Vijayawada

Dr. V. Nagalakshmi is the Managing Director of IMIS Pharmaceuticals, Vijayawada, with over 25 years of pharmaceutical industry experience. She holds B.Pharm and M.Pharm degrees from Andhra University and a Ph.D. in Pharmacy from UDCT, Mumbai. A leader in industry and academia, she has served CII, IWN, CCRAS, and Vignan Pharmacy College in various capacities. Under her leadership, IMIS Pharmaceuticals received the World MSME Day 2025 award for excellence and impact in the women-led MSME sector. A dedicated Chinmaya Mission volunteer, she has led Bhagavad Gita and spiritual study groups for over 20 years, promoting practical Vedantic wisdom.



Vrajdharm Das
Youth Mentor-ISKCON
Vijayawada

Vrajdharm Das is a Celibate Monk and Youth Mentor at ISKCON Vijayawada. He holds a B.Tech in Electrical Engineering and an M.Tech in Power Electronics from NIT Warangal. He has teaching experience as an Assistant Professor and Professor in reputed institutions. He joined ISKCON as a full-time monk in 2008, inspired by the teachings of the Bhagavad Gita. Currently, he leads ISKCON Youth Services in Vijayawada, mentoring students and teaching scriptures practically.



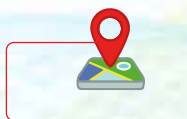
Mr. Jammula SRK Prasad
Founder & CEO, Better Castings
&
Past Chairman of CII Andhra Pradesh

Mr. Prasad, Founder & CEO of Better Castings and Past Chairman of CII Andhra Pradesh, is a first-generation entrepreneur with over 25 years of experience in the Oil & Gas industry. A Mechanical Engineering graduate with a Postgraduate degree in Industrial Metallurgy from PSG Tech, Coimbatore, he founded Better Castings in 2000, specializing in API-certified components and advanced materials for global markets. He actively contributes to industry and academia and has received prestigious honours including Best Entrepreneur, Pearls of AP, Rotary Vocational Excellence Award, and Eminent Engineer.

Accommodation

University hostel accommodation is available for seminar participants, subject to availability. Rooms will be allotted on a first-come, first-served basis. Charges will apply as per University norms.

LOCATION:



How to Reach:

15 km from Gannavaram Airport to Siddhartha University

9.5 km from Vijayawada Railway Station to Siddhartha University

8.8 km from Vijayawada Bus Station to Siddhartha University

Chief Patron:

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Patrons:

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Sri. P. Lakshmana Rao, Secretary, SAGTE

Sri. S. Venkateswara Rao, Treasurer, SAGTE

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Advisors:

Prof. A. V. Ratna Prasad, Pro Vice Chancellor, SU

Prof. M. Ravichand, Registrar, SU

Prof. D. Venkata Rao, Dean, SoM & SAC, SU

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Prof. A. Sree Ram, Head, SoM, SU

Co-Conveners:

Dr. K. Raghuveer, Associate Professor, SoM, SU

Contact: 9441064888

Dr. B. Hari Babu, Assistant Professor (SG), SAC, SU

Contact: 9985466701

Organising Committee:

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