

## *Message from the Editor*



*“Recall the face of the poorest and weakest man you have seen, and ask yourself if this step you contemplate is going to be any use to him.”*

— Mahatma Gandhi

As an introspection activity of an institution at the cusp of its fifth decade of existence, we at Adarsh Group of Institutions are focusing on Social Responsibility in Education. For, clearly, there is a link between what we do at educational institutions and the well being of the society.

Also, the state of flux in the American and the European economies in the recent past has necessitated a major re jig and rethink on how and what we are doing at educational institutions. Institutions of learning have an increasing onus in developing students with strong moral character, responsive and sensitive to the needs of family, neighborhood, firm, nation, and the world. The content of how we teach ethics and social responsibility, the pedagogy we use, and how it appears in our curriculum must be influenced by the humane worldview we wish to set forth and the type of leadership roles (e.g., providers of labor versus agents of socially responsible change) we envisage for our students.

This is especially true of management education. Instilling the primacy of a financially driven, materialistic super ordinate set of goals ahead of integrity leaves ethics and social responsibility subordinate. The need of the hour is to conduct research and develop meaningful courses on topics like ‘Sustainable Community Development’, ‘Social Entrepreneurship’ and the like. The complexities of social issues in such courses are probably best taught by ‘Service learning’ and ‘Field works’.

We already have role models in people like the rural energy service pioneer Dr. Harish Hande who has bagged this year’s Ramon Magsaysay award’ for “his passionate and pragmatic efforts to put solar power technology in the hands of the poor, through his social enterprise SELCO India that brings customized, affordable, and sustainable electricity to India’s vast rural populace encouraging the poor to become asset creators.” He has clearly demonstrated that social enterprises can be truly run as commercial ventures. Profit need not be a dirty word if it puts a smile on the poorest of the poor or does not take away his right to live in dignity.

Happy reading!!!!

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