

## AMITY-Oxford Brookes University Virtual Student Exchange Lecture Series

---

The webinar was conducted on **17<sup>th</sup> March 2022** at **05:30 PM – 06:30 PM** by **Director Prof. (Dr.) Sanjeev Bansal** (*Director Faculty of Management Studies and Director and Head of Amity Business School*). Dr. Simon M Smith (Principal Lecturer in Business, Management and Enterprise, Oxford Brookes Business School, Oxford Brookes University). Prof. (Dr.) Anupama Rajesh (Head of Internationalization Cell and Professor of Amity Business School) and Ms. Karen Blakeley were also present. The lecture was started by **Prof. (Dr.) Sanjeev Bansal on the auspicious occasion of Holika Dahana.**



The banner features a portrait of Prof. (Dr.) Sanjeev Bansal on the left, with the Oxford Brookes University logo in the top left corner. On the right, the Amity University logo is in the top right corner. The background is a colorful watercolor splash. The text on the right reads: **Prof.(Dr). Sanjeev Bansal**, **Dean- Faculty of Management Studies**, and **Director, Amity Business School**. At the bottom left, there are small navigation icons.



# VIRTUAL STUDENT EXCHANGE PROGRAM

Title - Cultural Diversity in India



**THURSDAY**  
17th March '2022  
IST - 5:30 PM  
GMT - 12:00 PM



**DR ANUPAMA RAJESH**  
Head - Internationalisation cell  
Professor - Amity Business School



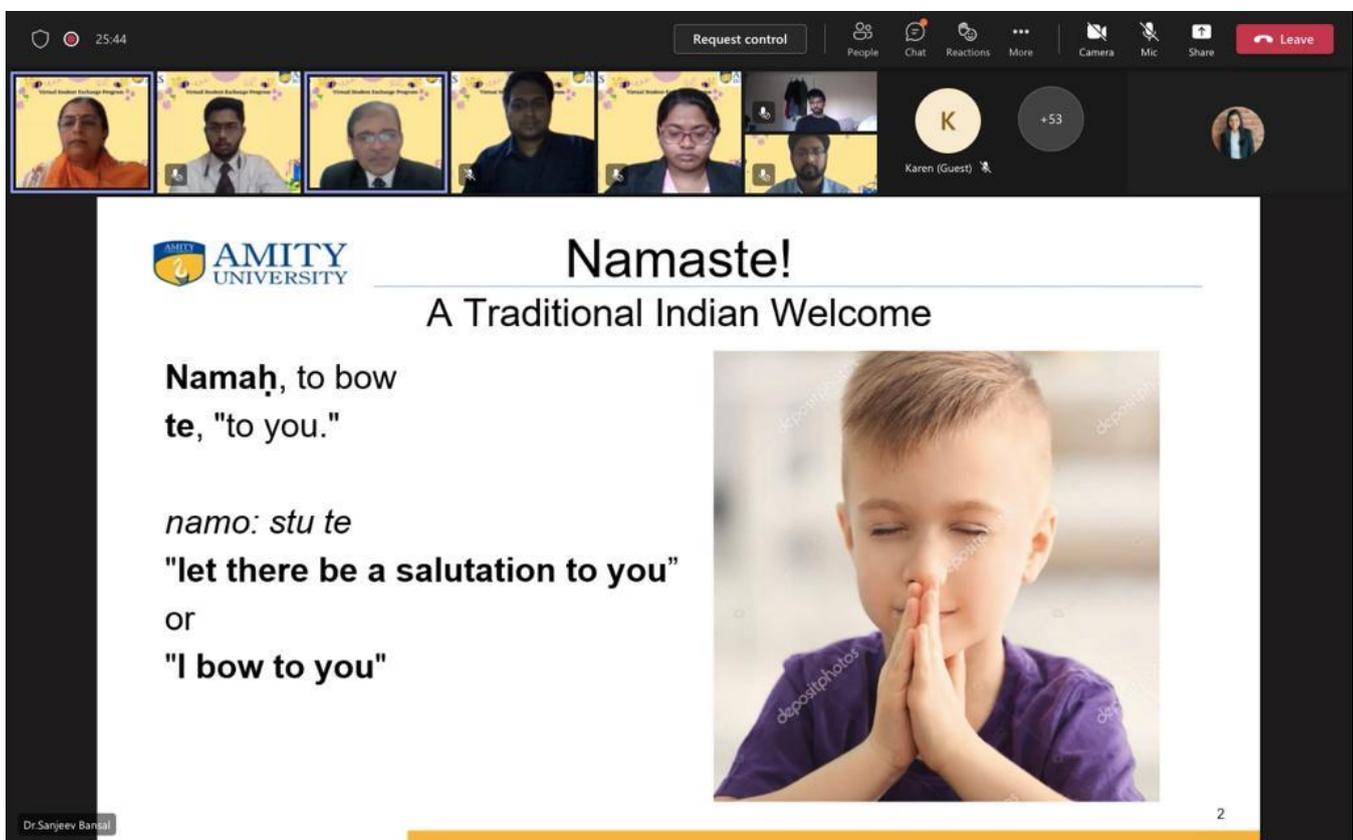
**Speaker:**  
**DR SANJEEV BANSAL**  
Dean, Faculty of Management studies  
Director & Head - Amity Business School



**DR SIMON M SMITH**  
Oxford Brookes University  
Principal Lecturer - Business  
Management & Enterprise



Director Dr. Sanjeev Bansal greeted the gathering with utmost warmth and ardor on the auspicious day of Holika Dahana. He enlightened the conference about “Cultural Diversity in India – The Land of Faith.” India creates stories and instances from diverse cultures and religions. The country stands out with its diversity in the entire world as a secular nation with the highest number of religions. He also discussed religious and cultural practices all over the country and the importance of such festivals in their influence over the hearts and minds to temper societal behaviours. Through the webinar, Director Dr. Sanjeev Bansal brought forward the importance of unity in diversity and its need in today’s time.



The screenshot shows a Zoom meeting interface. At the top, there are icons for 'Request control', 'People', 'Chat', 'Reactions', 'More', 'Camera', 'Mic', 'Share', and 'Leave'. Below these are several video thumbnails of participants. The main content is a presentation slide with the AMITY UNIVERSITY logo on the left. The slide text reads: 'Namaste! A Traditional Indian Welcome'. It explains that 'Namah' means 'to bow' and 'te' means 'to you.' It also provides the Sanskrit phrase 'namo: stu te' and its English translation: 'let there be a salutation to you' or 'I bow to you'. To the right of the text is a photograph of a young boy with his hands pressed together in a traditional 'Namaste' gesture. A small number '2' is visible in the bottom right corner of the slide. The name 'Dr. Sanjeev Bansal' is visible in the bottom left corner of the Zoom window.

Gracing the event were the guest faculty from Oxford Brookes University, Ms. Karen and Dr. Simon M. Smith – Principal Lecturer, Business Management & Enterprise. Both the guest faculty were highly exuberant about the event, and the Director’s address on the auspicious day of Holi. A very lively conversation took place between Dr. Sanjeev Bansal and Dr. Simon M. Smith, discussing the following meet.

Dr. Sanjeev Bansal brought forward the importance of the festival of Holi. He also explained the mythology behind the festival of colors—the story of Hiranayakashipu – The Demon King and his son Prahalad, a devotee of Lord Vishnu. The tale resonates with devotion and the might of Lord Vishnu. As Prahalad was set ablaze by his father, the son kept repeating Lord Vishnu’s name and emerged unscathed from the pyre, but his aunt, Holika, who was supposed to be immune to fire, was burned to ashes. Thus, the day before Holi is known as Holika Dahana, an eternal symbol of victory over evil and demonic forces. In the evening, a pyre is set aflame the day before Holi with people dancing and singing around the pyre. In India, Holi is celebrated by all religions with utmost zeal.

Moving forward with the lecture, Director Dr. Sanjeev Bansal told the gathering about the roots of Hinduism, a spiritual history, and its evolution to the third largest religion

The screenshot shows a Zoom meeting interface. At the top, there are icons for 'Request control', 'People', 'Chat', 'Reactions', 'More', 'Camera', 'Mic', 'Share', and 'Leave'. The meeting duration is 36:45. The main content is a presentation slide from AMITY UNIVERSITY titled 'incredible india'. The slide features a colorful map of India composed of various cultural icons like the Taj Mahal, a temple, a bull, and a person. To the right of the map, there is a list of statistics:

- ❖ 5,000-year-old civilization
- ❖ 325 languages spoken – 1,652 dialects
- ❖ 22 official languages
- ❖ 28 states, 8 union territories
- ❖ 3.28 million sq. kilometers - Area
- ❖ 7,516 kilometers - Coastline

At the bottom of the slide, it says 'INCREIBLE india' (with a typo) and the number '15'. A 'Mute microphone' button is visible on the right side of the slide.

in the world. A rich civilization of more than 5,000 years old, more than 325 spoken languages, and 1652 dialects around the country. Regardless, there are 22 official languages recognized by the constitution. Dr. Sanjeev Bansal very beautifully portrayed the sprawling diversity in the country and the elements unifying the nation.

46:28 Request control People Chat Reactions More Camera Mic Share Leave

AMITY UNIVERSITY **The Religions of the World**

Religion	Percentage
Christianity (including Catholic, Protestant, Eastern Orthodox, Pentecostal, Anglican, Monophysite, AICs, Latter-day Saints, Evangelical, SDAs, Jehovah's Witnesses, Quakers, AOG, nominal, etc.)	33%
Islam (Shiite, Sunni, etc.)	21%
Hinduism	14%
"Nonreligious" (incl. agnostic, atheist, secular humanist, + people answering 'none' or no relig. preference. Half of this group is "theistic" but nonrelig.)	16%
other	6%
Buddhism	6%
Chinese traditional	6%
primal-indigenous (incl. African Traditional/Diasporic)	6%
Judaism	0.22%
Sikhism	0.36%

NOTE: Total adds up to more than 100% due to rounding and because upper bound estimates were used for each group. © 2005 www.adherents.com

Dr. Sanjeev Bansal 30

Further Dr. Sanjeev Bansal enlightened the gathering about the deep-rooted history of the oldest religion of the world, Hinduism. The transformation of Hinduism can be traced by bringing forward a list of spiritual sages of the last 2,500 years. He further told that India is the country with the longest span of the evolution of philosophy from 100 AD to 500 AD. Along with progressing philosophies, India is also the birthplace of more than 3 global religions. From 600 AD to 1000 AD the subcontinent saw the genesis of Buddhism and Jainism under the age of Gautama Buddha and Mahavira. Later along the historical timeline, during the medieval period, many can argue the Indian subcontinent saw a renaissance of the major religions, this can be traced during the social reformation phenomenon in India known as the *Bhakti Movement*.

59:38 Request control People Chat Reactions More Camera Mic Share Leave

AMITY UNIVERSITY Shri Mahavirji Temple (Rajasthan, India)

Dr. Sanjeev Bansal

54

Shedding light on one of the notable religions of the world, Dr. Sanjeev Bansal brought forward Jainism as India's sixth-largest practiced religion. There are around 4,200,000 Jains in the country, most of them living in the Northern Indian state of Rajasthan. Moving forward with Zoroastrianism is another crucial religion of the country, with a total population of over 69,000 living primarily in Gujarat and Maharashtra. The most prominent communities of Zoroastrianism in India are the Parsis and Irani. He also listed the most celebrated festivals of India from all the religions of the country, like Diwali, Holi, Eid, Baisakhi, Christmas, etc.

Dr. Bansal also quoted Mark Twain and Albert Einstein to further the importance of Indian culture and philosophy, the quotes are: -

*India is, the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only.*

- Mark Twain

51:44 Request control People Chat Reactions More Camera Mic Share Leave

AMITY UNIVERSITY

## Important Symbols in Hindu Dharma

The Swastika Om Shree Ganesha Trishul & Damru

Dr.Sanjeev Bansal 38

A screenshot of a Zoom meeting showing a presentation slide. The slide is titled 'Important Symbols in Hindu Dharma' and features four symbols: a red Swastika, a red Om symbol, a red Shree Ganesha symbol, and a black Trishul & Damru symbol. The slide also includes the Amity University logo and a page number '38'. The Zoom interface at the top shows a 'Request control' button and various icons for people, chat, reactions, more, camera, mic, share, and leave. There are several video thumbnails at the top, and a name 'Hisham Alam' is visible next to a profile picture.

*We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery could have been made.*

- *Albert Einstein*

The Director concluded the occasion with the remarkable example of 'Shastra Puja' performed by the Indian army, evoking the ancient practice of worshiping arms practiced in India. The event ended with the remembrance of some of the greatest Indians, such as Gandhi Ji, Aryabhata, Swami Vivekananda, Ramanujam, and Vinoba Bhave.

The event ended on a very festive and spirited note, with all the senior members exchanging good wishes on the positive occasion of Holika Dahana.

YouTube Link : <https://youtu.be/4oMITILuj0U>

01:03:08

Request control

People Chat Reactions More Camera Mic Share Leave

HA +63 Hisham Alam

**AMITY UNIVERSITY**

Religion is everywhere in our lives, even while buying a new Mercedes too!



Dr.Sanjeev Bansal

60

01:10:25

Request control

People Chat Reactions More Camera Mic Share Leave

HA +63 Hisham Alam

**AMITY UNIVERSITY** **Some of the Great Indians**

Mohandas Karamchand Gandhi  
"Father of Nation"



Aryabhata,  
Invented the Zero



Swami Vivekananda  
Champion of humanitarianism



Vinoba Bhave,  
National Teacher of India



Ramanujam, Great Indian Mathematician  
Postulated and proved 3,542 theorems



Dr.Sanjeev Bansal

84

