

AMITY-Oxford Brookes University Virtual Student Exchange Lecture Series

The webinar was conducted on **17th 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.**



Prof.(Dr). Sanjeev Bansal
Dean- Faculty of Management Studies
Director, Amity Business School





VIRTUAL STUDENT EXCHANGE PROGRAM



Title - Cultural Diversity in India



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



**LIVE
WEBINAR**



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.

25:44

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Namaste!

A Traditional Indian Welcome

Namah, to bow
te, "to you."

namo: stu te
"let there be a salutation to you"
or
"I bow to you"

Dr. Sanjeev Bansal

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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.

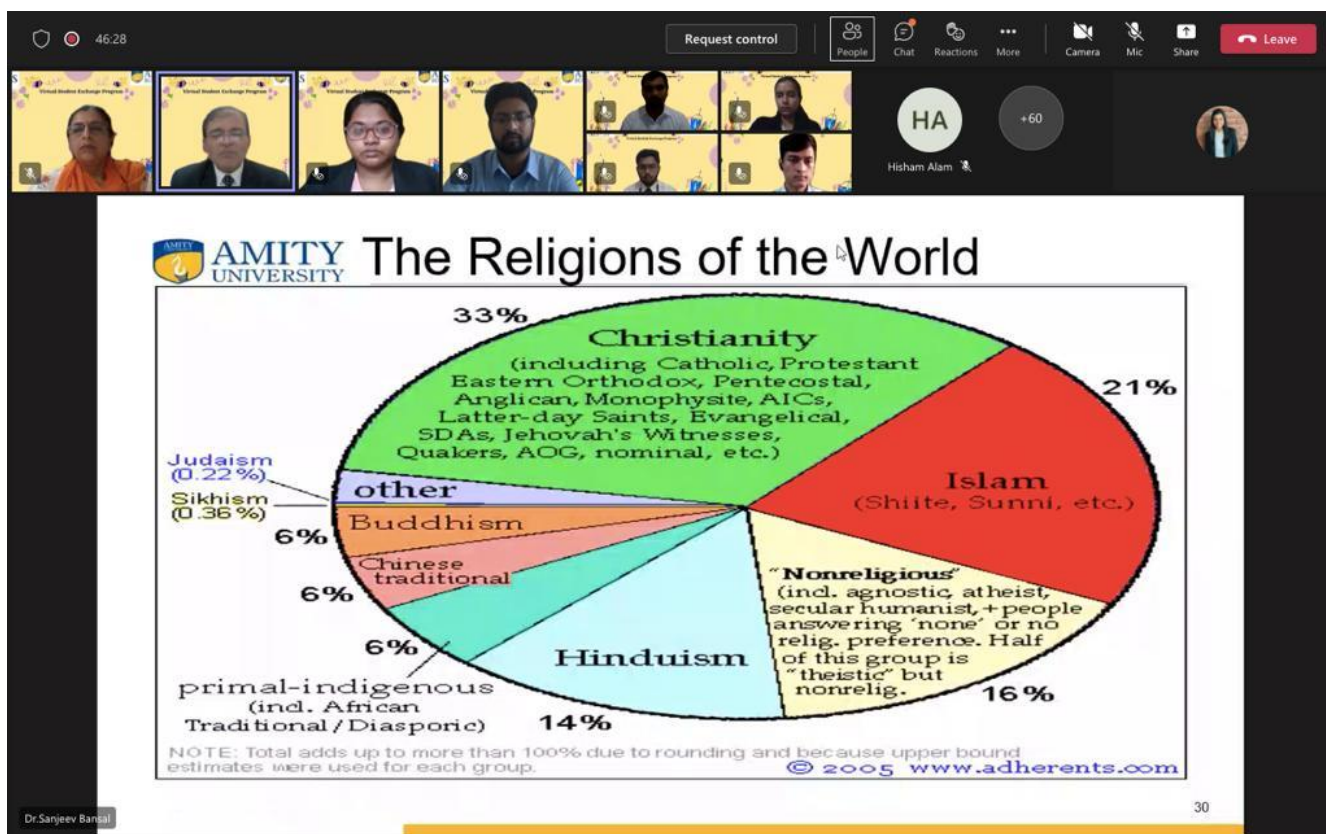
Moving forward with the lecture, Director Dr. Sanjeev Bansal told the gathering about the roots of Hinduism, a spiritual history, and its evolution to the third largest religion

The screenshot shows a Zoom meeting interface. At the top, there's a toolbar with icons for 'Request control', 'People', 'Chat', 'Reactions', 'More', 'Camera', 'Mic', 'Share', and 'Leave'. Below the toolbar, a grid of video thumbnails shows several participants. The main content area displays a presentation slide from AMITY UNIVERSITY. The slide is titled 'incredible india' in a stylized font. It features a map of India on the left, filled with colorful icons representing various aspects of Indian culture and heritage, including the Taj Mahal, a temple, a bull, a person in traditional attire, and a lotus flower. To the right of the map, a list of statistics is presented in blue text, each preceded by a diamond symbol:

- ❖ 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, the word 'INCREDIBLE' is written in a small, bold, sans-serif font, followed by 'india' in a large, stylized, red font. The AMITY UNIVERSITY logo is in the top left corner of the slide. A 'Mute microphone' button is visible on the right side of the slide. The Zoom interface shows a timer of 36:45 in the top left corner. The name 'Dr. Sanjeev Bansal' is visible in the bottom left corner of the Zoom window, and 'Hisham Alam' is visible in the bottom right corner.

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.



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


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HA +62 Hisham Alam

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Shri Mahavirji Temple (Rajasthan, India)



Dr. Sanjeev Bansal

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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

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Important Symbols in Hindu Dharma




The Swastika



Om



Trishul & Damru



Shree Ganesha

Dr.Sanjeev Banaji 38

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


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



Dr. Sanjeev Bansal

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01:10:25

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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

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