



Swarnim Startup & Innovation University Activity Report 2018

Department	School of Innovation & Entrepreneurship
Activity	One day seminar on Entrepreneurial Leadership & Innovation Management
Date	27 th September, 2018
Duration	4 hours
Semester	All semesters
Expert Details	Mr. Tejiro Sato & Mr. Ryoji Shimada
Faculty Details	Ms. KrutiThakkar
Number of Guests	All the Principals, HODs, all Teaching & Non-Teaching staff members, and students of all constitute of colleges SSIU. Total 106.

Summary:

“PHP” stands for “Peace and Happiness through Prosperity,” which expresses the ultimate ideal of PHP Institute: to bring peace and fulfillment to human society by assuring both spiritual and material abundance. PHP Institute was founded by the late Konosuke Matsushita, founder of Panasonic Corporation, on November 3, 1946.

In the disorder and confusion that marked the immediate aftermath of the Second World War, Matsushita was moved to establish this Institute out of an ardent desire, which he described thusly: “Humanity should open up the path to a future of peace and happiness through prosperity. I would like to gather together wisdom of many people and conduct research on the ways these can be realized.”

Hence to bring about to share this Philosophy and Spiritual strength enhancement of the Staff and Students at Swarnim Startup & Innovation University cordially invited, Mr. Tejiro Sato, Executive Director, PHP Institute, Japan & Mr. Ryoji Shimada, Senior Coordinator and Manager, PHP Institute, Japan to give a Motivation and Inspiring seminar on,

“KonosukeMatsushita’s Business Philosophy and Management Essentials, Entrepreneurial Leadership and Innovation Management”. The entire seminar was organized and coordinated by Ms.KrutiThakkar and Members of Startup Team at SSIU.

It was a very engrossing seminar wherein all the attendees felt spiritually enlightened and motivated to think about applying these principles in their respective professional and personal lives.

Aim:

The purpose of this seminar was to educate the students as well as faculty members of SSIU about the principles of the KonosukeMatshushita. As the students are being trained for the entrepreneurial approach at SSIU, this seminar added value to their continuing learning of Entrepreneurial leadership skills.

Outcome:

- Students, who attended the seminar got to learn about the principles and fundamentals being followed by PHP Institute, Japan, which would help them to motivate themselves and for their spiritual enlightenment.
- The principles of Konosuke Matsushita are based on Peace and Happiness through prosperity, which ultimately balance your life, and thus the attendees were benefited withthese immensely beneficial principles.

Conclusion:

Students having attitude of taking up entrepreneurship, got inspiration and motivation from this seminar, on how they can implement the concepts of Konosuke Matsushita’s theory to achieve success and peace altogether in life.

Photographs:





