



# RAINBOW

Newsletter of Priyadarshni Academy

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## ACADEMY'S MAJOR NEW INITIATIVE – PUBLICATION OF 'KAUTILYA'S ARTHASHASTRA: THE WAY OF FINANCIAL MANAGEMENT AND ECONOMIC GOVERNANCE'

### Chairman's Message

Dear Reader,



Most Indians know about Kautilya and Arthashastra only because they had come across the names while reading history books in school. The reading of 'Arthashastra' itself is rather uncommon and, therefore, the work remains unknown. It was no different for me, until a few years ago when I first read the book. Since then, I have been a passionate follower of the book. Whenever I read it, I have constantly marveled at the author's farsightedness. It is over 2400 years since Kautilya wrote the book, but the relevance of the book is seemingly ceaseless. It is no wonder then that our Finance Minister Pranab Mukherjee quoted him thrice in his recent budget speech, and our other leaders have quoted him since.

Kautilya (also known as Chanakya and Vishnugupta) can teach the world a thing or two about all aspects of governance, apart from a whole range of other subjects that he deals with. We wanted to focus on a couple of specific aspects of his teachings for our publication, so chose financial management and economic governance. The result of our efforts is the publication, 'Kautilya's Arthashastra: The Way of Financial Management and Economic Governance'.

We had the amiable Jaico Publishing House to collaborate with us and bring out a truly handsome looking book. The volume is edited in an easy to read and friendly style. The contents are captivating. If you want to know what Kautilya's all-pervasive wisdom is about, this is the book for you.

Copies can be obtained through Priyadarshni Academy or through any of the Crossword outlets.

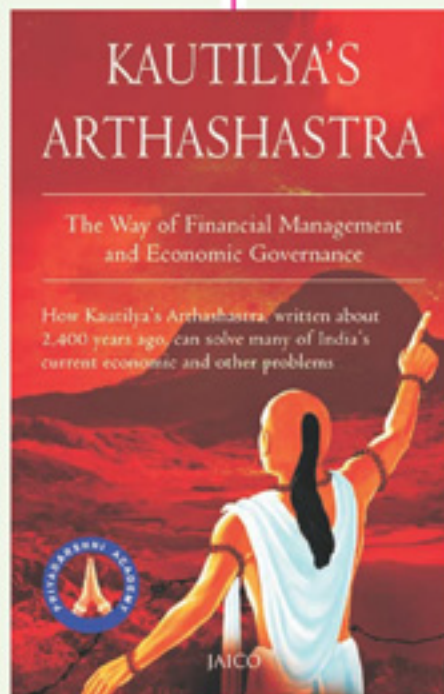
I am personally proud that the Academy has achieved a first in publishing with the right book and at the right time when the world is struggling to recover from the meltdown. As someone said, if the world had read 'Arthashastra' and followed its precepts, there wouldn't have been a meltdown. That is, of course, hindsight, but we can certainly recover much more quickly if we follow the wisdom and ideals contained in the book.

This issue carries a report of two different launches we had of the book. I do hope that you will have an opportunity to read the book and gain from it. Our Academy's objective is to delve deep into ancient Indian literature of substance and expose its contents to interested readers around the world.

On a completely different subject, significant headway has been made to make the Academy's 2010 Global Awards program on September 19, 2010 as good as it gets. The Committee, under Dr. Mashelkar's Chairmanship, has met twice to put its head together, and come up with some fantastic ideas. As a result, the Academy has instituted an Innovation Award with prize money of Rs.10 lakhs. Dr. Mashelkar himself will head a committee to implement this idea. Some brief details about the award are included in this issue.

I hope you will enjoy browsing through this one.

Nanik Rupani  
Chairman



Compliments of the season & Happy New Year 2010



## PRIYADARSHNI ACADEMY REACHES A NEW MILESTONE WITH THE PUBLICATION OF 'KAUTILYA'S ARTHASHASTRA: THE WAY OF FINANCIAL MANAGEMENT AND ECONOMIC GOVERNANCE'

**P**riyadarshni Academy has brought out its debut publication, 'Kautilya's Arthashastra: The Way of Financial Management and Economic Governance' in collaboration with Jaico Publishing House. The book was released in the hands of Dr. Indu Shahani, Hon. Sheriff of Mumbai, at a Rotary meeting at the Taj Gateway Room on September 1.

In her speech, Dr. Shahani made the telling statement that India is one of the few countries insulated from the worldwide financial crisis because "we have understood Arthashastra better than the rest of the world."

Mr. Radhakrishnan Pillai, an authority on Arthashastra, in his speech said that "Even though Kautilya lived over 2400 years ago, he had in Arthashastra covered about 180 topics from economics to financial management, fort-building, architecture, intelligence, accountancy, taxation, the kind of friends one should keep, the type of people to be avoided, the kind of people to be employed, and so on. He had answers to all questions under the sun - - the book is a sort of ready-reckoner for making any kind of strategic decision and was studied by kings as it helped them in running their countries."

Mr. Pillai went on to state that "Arthashastra is not a book, it's a library, a complete encyclopedia. It reflects the past, present and the future of India. Books like this have an impact for thousands of generations".

The World Economic Forum has noted that in the history of the last 2,000 years, India was the richest country in the world for 1,700 years. "Three hundred years ago, India stopped reading/following the Arthashastra and promptly fell off the perch that it occupied as a Sone ki Chidiya", said Mr. Pillai. Now, Indians seem to have rediscovered the book leading to the query, 'will India regain its former glory'?

Mr. Pillai added that Kautilya was the first thinker in Indian history who did not write off or disparage money. He had described the four stages of wealth: 1. Wealth Identification. Where would money come from? This required research to identify sources of wealth and opportunities to accumulate it. Merely learning about these would not make one rich. 2. Wealth Creation, which comes as a consequence of hard work; 3. Managing Wealth, through investments, securities, and so on in order to have sufficient wealth for oneself, one's family and future generations; 4. Wealth Distribution. Kautilya writes about wealth management in 6,000 sutras! No other book in the



Book release on September 1, 2009, at Taj Mahal Palace & Tower of Kautilya's Arthashastra: The Way of Financial Management and Economic Governance, by the hands of Dr. Indu Shahani, Hon. Sheriff of Mumbai. Others in the picture are (from left to right) Ms. Shaheen Mistry, Mr. Nanik Rupani, Chairman, Priyadarshni Academy, Dr. Radhakrishnan Pillai and Mr. Nandan Damani, President, Rotary Club of Bombay.



Dr. Radhakrishnan Pillai, addressing at the Book Release.



A view of the dignitaries in the audience.



world has ever covered such details of accounting, auditing, taxation, and so on.

Did Kautilya have anything in his work relating to the kind of global economic crisis that we are going through? Mr. Pillai said, 'Yes'. While most economists and other experts are performing a postmortem of the current situation, "Chanakya had talked about prevention being better than cure. If regular checks and balances, or auditing, were conducted, then economic crises would not occur. Further, it is the duty of the ruler to ensure that these are conducted from time to time." Kautilya also said "money can give happiness, but that doesn't mean that money is the end of everything."

Mr. Pillai pointed out that during a recent visit to Delhi, he noticed that in the Supreme Court Museum where pride of place is given to the Preamble of the Constitution beginning with the words, 'We, the People of India.....', the line next to it stated unambiguously that "We derive our Constitution from Kautilya's Arthashastra".

Sadly, India and Indians had for a very long time forgotten the values and mores enshrined in the Arthashastra. But a certain Prof. Shyama Shastri discovered the original writings of Chanakya (another name for Kautilya) in Mysore University in 1905. He studied them and translated the book into English. The first version was brought out in 1909, exactly 100 years ago. Recently, Prof. Shastri's grandson was quoted by the media as saying that nobody was celebrating the 100th anniversary of the publishing of Arthashastra. The new book, published by Priyadarshni Academy and Jaico is proof that the anniversary had not gone unnoticed, said Mr. Pillai, who was confident that Kautilya's Arthashastra would be relevant for another 1,000 years.

How has Arthashastra survived so many generations? It is because of one attribute, viz., quality. That quality had come about due to thorough research. Chanakya understood the fundamental principles, foresaw the problems that would arise thousands of years later and wrote this one book which has created history.

Armies can be resisted, but not an idea whose time has come. Dr. Pillai added: Chanakya's and Arthashastra's time has come. He told the audience, 'Now it's your choice whether you want to be a part of this history, or you wish to just watch as this history is being created.'

The book is in the form of an introductory volume, written for the reader who wishes to have an understanding of Arthashastra's fundamental wisdom.

Mr. Pillai strongly urged the audience to read the book, talk about it and gift it to friends, colleagues and associates, in order to spread its wisdom.



Mr. Nanik Rupani with Right Honourable Stephen Harper, Prime Minister of Canada at the Luncheon meeting on the occasion of the latter's official visit to India on Monday 16<sup>th</sup> November, 2009 in Regal Room, Trident Hotel, Nariman Point, Mumbai. Others seen in the picture are Mr. Gul Kripalani, President, Indian Merchants' Chamber and Dr. Kirti Narain, Principal, Jai Hind College.



Mr. Nanik Rupani with Mr. D. Sivanandhan, Commissioner of Police Mumbai at the Graduation Ceremony of BMS, BMM & BBI students of Jai Hind College of the academic year 2008-2009 on August 8, 2009.



Delegation led by Mr. Nanik Rupani to congratulate Mr. Ashok Chavan, Chief Minister of Maharashtra on his victory in Assembly Elections on November 30, 2009. Others seen in the picture are Mr. Prabodh Mehta, Trustee, Mr. Vijay Mehta, Managing Trustee & Dr. A.C. Shah, Trustee of Lilavati Hospital.

### Chairman Rupani in Other Roles:

Mr. Rupani presided at the Graduation ceremony of the B.A. and B.Sc. students for academic year 2008-09 of the Jai Hind College on September 5 at the college auditorium.

Mr. Rupani was a Guest of Honor at the Mumbai International Children's Film Festival (2009) which was inaugurated at the National Centre for the Performing Arts on November 6, 2009.



## BOOK LAUNCH AT CROSSWORD

The scene shifted to Crossword, Kemps Corner, on November 6 when Crossword initiated another launch of the book to begin marketing it through its retail stores. This time Niranjan Hiranandani, Managing Director, Hiranandani Group of Companies and builder extraordinary, and Ms. Manju Nichani, Principal, K. C. College, released the book. They both spoke about the importance of the book to the present and future of India -- to weather the current economic turmoil and to place India well on the road to recovery. Mr. Radhakrishnan Pillai, once again, and Mr. Shailesh Haribhakti emphasized the need for the larger population of India to read the book in order to be able to imbibe its practical orientation and apply it for the benefit of India's growth. Mr. Haribhakti expressed optimism that the technological changes that are taking root in India today will resolve issues of governance and help transform India. Mr. Rupani affirmed what was emphasized by the speakers and stated that Priyadarshni Academy will continue to bring similar ancient Indian masterpieces to the attention of the public by undertaking their publication.



Mr. Niranjan Hiranandani, Managing Director, Hiranandani Group of Companies, and Ms. Manju Nichani, Principal K. C. College, releasing the book "Kautilya's 'Arthashastra: The Way of Financial Management and Economic Governance'" at Crossword, Kemps Corner, on November 6, 2009. Also seen in the picture are Mr. Nanik Rupani, Chairman, Priyadarshni Academy & Mr. Radhakrishnan Pillai, Director, SPM Foundation.



A view of the audience.



Mr. Shailesh Haribhakti, Executive Chairman and Managing Partner, Haribhakti Group, addressing the group.

## PRIYADARSHNI'S SUPPORTERS



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## COMMENTS ON THE BOOK

The publication is very timely during this period of global economic turbulence. The wisdom of our forefathers formed successful political and economic policies for the welfare of the common man – an approach which our modern world is in dire need of. The gap between rich and poor has grown too wide and nature is rebalancing it, as it always does when things go to extremes. I wish you the best of luck for all your endeavours at Priyadarshni Academy and look forward to further publications presenting India's ancient wisdom to the modern man.

**Srichand P. Hinduja,**  
*Chairman, Hinduja Group*

It has been beautifully published by Jaico.

**Jawahir Mulraj,**  
*Institutional Investor*

It is indeed a great creation and will benefit many of us in these turbulent times.

**Devendra Bharna,**  
*Executive Vice President,  
Oberoi Hotels & Resorts, Mumbai*

It is heartening to note that Priyadarshni Academy is continuing its fine work in educating India of its past cultural heritage. Your efforts in getting Kautilya's Arthashastra published is a testament of the hard work being put in by Priyadarshni to accomplish its mission. The publication is also timely and topical given the current economic conditions in the world.....I am sure millions more will benefit by reading the book and I hope it also impacts our policy making.

I congratulate you for bringing out such a fine publication and wish you every success in future such endeavours.

**Harish Fabiani,**  
*India Land, Americorp Group*

After browsing through the book I intend to keep it in our library so that other members of SEBI may also have access to the book.

**C. B. Bhave,**  
*Chairman,  
Securities and Exchange Board of India*

I found the book to be very informative and interesting.

**S. M. Krishna,**  
*Minister of External Affairs, India*

I found it to be interesting and useful. You are making yeoman contribution to the society through the medium of Priyadarshni Academy.

**Nandkishor Kagliwal,**  
*Nath Group, Aurangabad*

Finding it very interesting, informative and full of knowledge. I congratulate and compliment you for being instrumental in bringing out such a worthwhile book.

**Mahavirprasad G Saras,**  
*Chairman & MD, Supertex Sarex Group*

## PRIYADARSHNI ACADEMY YOUTH WING PROJECTS

### Climate Change

Climate change, a theme that is as important as any for today and for the future of the world, was the focus of the inaugural program of the recently launched Youth Wing of Priyadarshni Academy. Titled **Agents for Change Conclave: The Road to Copenhagen**, the one-day interactive program was organized in collaboration with The American Center and Indian Youth Climate Network (IYCN) and held at the American Center auditorium on June 20, 2009.

The Conclave was inaugurated by **Mr. Paul Folsombee, US Consul General** and the **Honorable Sheriff of Mumbai – Dr. (Mrs.) Indu Shahani**. The keynote address was given by Mr. Nanik Rupani. Mr. Samyak Chakrabarty, President, Priyadarshni Academy Youth Wing also spoke. Other important personalities who led discussions included: Dr. Shyam Asolekar, Professor, Centre for Environmental Science and Engineering, Dr. Rajan Sharma, Manager, Asian Paints, and Mr. Pritam Doshi, Executive Director and Chief Executive Officer, Premier Auto Electric Co. Ltd. Students of IYCN made presentations and debated what best they could take and present to the international gathering in Copenhagen and contribute to policy that develops a better world for future generations.

### Forth coming event

#### Young Leaders Forum

The Youth Wing will hold another important program on **December 18, 2009** to provide its members an opportunity to interact with young political leaders and provide inputs to public policy. Entitled "The Youth Leaders' Forum", the program will cover themes such as *Young Entrepreneurship, The Power and Potential of Young India in Politics, How To Bridge the Gap between Political Leaders and Young Citizens*. The program will be held on **December 18, 2009 (Friday), from 5:00 to 7:00 PM at The Jai Hind College A/V Room, Churchgate.**

Some of the most promising young political leaders have been invited to address the Forum and interface with the young audience in a question-answer/discussion session.

Young members of Priyadarshni Academy or young children of members are welcome to participate. Please email interest to [pa@priyadarshniacademy.com](mailto:pa@priyadarshniacademy.com).



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## HIS HOLINESS ACHARYA PRAVAR SHREE GULAB JI MAHARAJ CONDUCTS LIFESTYLE MANAGEMENT PROGRAM

Priyadarshni Academy members had the rare privilege of listening to His Holiness Acharya Pravar Shree Gulab Ji Maharaj when the Academy, in collaboration with the Indian Merchants' Chamber (IMC), organized a program on 'CHANGE YOUR LIFESTYLE' at IMC's Walchand Hirachand Hall on September 2. They also actively participated in exercises to help them remove stress. His Holiness, who is a Lifestyle Management Guru based in Nepal, spoke vibrantly and demonstrated stress-releasing exercises with great energy. He drew spontaneous participation and acclaim from the participants.



Acharya Pravar Shree Gulab Ji Maharaj addressing a Lecture on 'Change Your Lifestyle' on September 2, 2009 at Indian Merchants' Chamber, Churchgate.



Acharya Pravar Shree Gulab Ji Maharaj having a live demonstration with the audience.

## Ms. BIJAL DOSHI's COLUMN



### SATTVIC VEGETARIAN FOOD AND YOGIC CONDUCT

A Yoga Practitioner considers the body as a vehicle for the soul and hence treats it with respect and care. The very first of the 8 steps of Ashtanga yog compiled by sage Patanjali is 'Yama'...which includes *Ahimsa*, i.e., non-violence. A yogi understands the main principles that permeate all life and keeps in tune with them through a very basic sattvic vegetarian diet:

*athasane drdhe yogi vasi hitamitasanah gurupadistamargena pranayaman samabhyaset*

Posture having been established, a Yogi, a master of himself, eating salutary and moderate food, should practice *Pranayama*, as instructed by his Guru.

According to Hathayog Pradipika, foods Injurious to a Yogi are:

*katvamlā-tikṣṇa-lavanosna-haritasaka sauvara-taila-tila-sarsapa-madya-matsyan ajadi-mamsa-dadhi-takra-kulattha-kola-pinyaka-hingu-lasunadyam apathyam ahuh*

Bitter, sour, pungent, saltish, hot vegetables fermented, oily, mixed with Tila seed, rapeseed, intoxicating liquors, fish, meat, curd, buttermilk, kulattha, pulses, plums, oil-cake, asafetida (Hinga), garlic, onion, etc. These should be avoided.

*bhojanam ahitam vidyat punarapyusnikrtam ruksam atilavanam amlayuktam kadasanasakotkatam varjyam vahnistripathisevanam adau varjanam acaret*

Food heated again, dry, having too much salt, sour, minor grains, and vegetables that cause burning sensation should not be eaten. Fire, women, travelling, etc. should be avoided while commencing Yoga practice.

Yogic scriptures typically divide food into three distinct types: *Sattvic*, or pure; *Rajasic* or stimulating; and *Tamasic* or impure and rotten. *Rajasic* foods arouse animal passions, create restless states of mind and make the person overactive. The Bhagvad Gita 17-9 states that foods that are sour, saline, excessively hot, pungent dry and burning are liked by a *Rajasic* and produce pain, grief and disease. *Tamasic* diet benefits neither body nor mind, instead it makes one dull and lazy resulting in chronic ailments and depression. A *sattvic* diet brings serenity and calmness resulting in clarity of mind.

**K.D. Lang** has famously stated, "If you knew how meat was made, you'd probably lose your lunch." Cooked Meat is considered heavily *Tamasic* and *Rajasic*. There are several things that are wrong with it. Right from the moment of the fear and pain of an animal in cramped confinement to chickens crammed into cages to keep them from pecking each other to death.... to animals pumped fully with various powerful drugs to kill diseases resulting from filthy living conditions or to making them grow or produce faster than nature intended – all of these make the very base *unsattvic*. To add to these are the various requirements of freezing, canning, fermenting, burning, re-heating for that 'steak or barbeque' that is placed on your dinner plate. To add to it....tuber roots like, onions, garlic and stronger condiments are required for the gravy too! A Yogi refuses to



participate in this cruelty as this diet results in destruction. It is high time human beings realize the enormous cruelty that is meted out to animals. This has been shown in a documentary called Earthlings. I would recommend you see it. For more details check [www.earthlings.com](http://www.earthlings.com).

Man is the only animal that can remain on friendly terms with the victims he intends to eat until he eats them – **Samuel Butler**

*tathahi goraksavacanam :..... manobhilasitam योग्यam yogi bhojanam acaret*

As said by Goraksa, one should keep aloof from the society of the evil-minded, fire, intense traveling and fasting, early morning bath and all kinds of bodily exertion.

Wheat, rice, barley, Sastika (a kind of rice), good corns, milk, ghee, sugar, butter, sugar candy, honey, dried ginger, Parwal (a vegetable), the five vegetables, Moong, pure water -- these are very beneficial to those who practice Yoga.

A yogi should eat tonic (things giving strength), well-sweetened, greasy (made with ghee) foods, milk, butter, etc., which may increase humor (Vatta Pitta and Kapha) of the body, according to his desire.

To the Yogi, the body is a mould prepared by the mind to carry out the activities of the mind. The foods that we eat build both the body and the mind and should therefore be pure, wholesome, and nutritious.

Just like the Yoga sutras, the law of karma states that what you sow, you reap. It is based on cause and effect. Human beings have suffered in this world whenever they have caused suffering to other beings. In many countries, there is mass destruction like the Twin Towers coming down, Tsunamis, earthquakes, etc. Human beings are paying the price for their destruction of other beings.

*"For as long as men massacre animals, they will kill each other. Indeed he who sows the seed of murder and pain cannot reap joy and love". Pythagoras.*

*"Flesh eating is unprovoked murder". Benjamin Franklin*

The greatest thinkers have been vegetarians — Albert Einstein, Thomas Edison, Leonardo Da Vinci, Leo Tolstoy,

Albert Einstein, Pythagoras, Ralph Waldo Emerson, Henry David Thoreau, George Bernard Shaw. Vegetarianism helps people think clearly.

"A man can live and be healthy without killing animals for food; therefore, if he eats meat, he participates in taking animal life merely for the sake of his appetite. And to act so is immoral." – **Leo Tolstoy**

"Nothing will benefit human health and increase chances for survival of life on earth as much as the evolution to a vegetarian diet. Vegetarian food leaves a deep impression on our nature. If the whole world adopts vegetarianism, it can change the destiny of humankind – **Albert Einstein**

"A mind of the caliber of mine cannot derive its nutrient from cows" – **George Bernard Shaw**

Above all, the purpose of yoga is to control the mind and make it peaceful. When the mind is agitated, one is unhappy. A perfectly controlled mind leads to the highest state of Self-Realisation, i.e., *Samadhi* - the 8<sup>th</sup> step of Ashtang yog. Thus if you have to control the mind, you need to be a vegetarian. A simple demonstration is that all vegetarian animals can be controlled, tamed more easily than a carnivore animal.

How can you eat anything with eyes?—**Will Kellogg**...When we know that eyes are one of our 5 senses controlling or contributing to the oscillations of the mind! – 2<sup>nd</sup> Sutra '**Yogshchitta Vritti Nirodha**'

When it comes to having a central nervous system, and the ability to feel pain, hunger and thirst, a rat is a pig is a dog is a boy – **Ingrid Newkirk**

Finally, when it comes to me, I prefer to be vegetarian for the same reason that George Bernard Shaw was. "To become vegetarian is to step into the stream which leads to nirvana". Lord Buddha who talks about *maître*...friendship says, animals are my friends.....and I don't eat my friends. A man of spiritual intensity does not eat corpses." – **George Bernard Shaw**

"My stomach is not a graveyard for dead Animals." – **George Bernard Shaw**

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