

16 August, 2014

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To: All Members of MCCI Ladies Forum
All Members

Dear All,

Re: Brief Proceedings of the **MCCI-MLF joint session with Smt Rajashree Birla, held on August 14, 2014 at the Park, Kolkata**

Please find attached the Brief Proceedings of the MCCI- MCCI Ladies Forum joint Session with Smt Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development who shared '**10 Lessons Learnt during her Illustrious journey of Life**', held on **August 14, 2014 at The Park, Kolkata**

Thanking you,

Encl: Attached below

Yours faithfully,

Muroti Chatterjee
(Assistant Director General)

Brief Proceedings of the MCCI -MLF joint Session with Smt Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development who shared '10 Lessons Learnt during her Illustrious journey of Life', held on August 14, 2014 at The Park,Kolkata

MCCI Ladies Forum on their second Foundation Day organized a joint session with MCCI, with Smt Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development who shared '10 Lessons Learnt during her Illustrious journey of Life', held on August 14, 2014 at The Park,Kolkata

Smt Divya Agarwal, Chairperson, MLF in her welcome address spoke of the indomitable spirit of Smt Birla to '*introduce widow remarriage in remote villages with the lucrative offer of loans to prospective husbands*' which underscored the 'fire' and 'zeal' in her to fight for this women's cause which was the key in making the Aditya Birla Centre for Community Initiatives & Rural Development, so 'prompt' and 'effective'. She also mentioned that Smt Birla has '**revolutionised**' womanhood by emerging as the '**Corporate Magnet**' from the '**Veil of Housewife**' *rewriting history and manifesting the immense strength of un tapped power of women.*

Smt Rajashree Birla lauding the '**selfless agenda**' of Shri Narendra Modi with ample freedom of work said that '**he is going in the right direction**' *after the paralysis and indecision and stagnation over the past decade.*

While narrating the 10 Lessons she has learnt during her journey of life she said:

1. **To think and believe that 'Nothing is Impossible'**. We need to build a moat of unbridled faith, passion and commitment to *make seemingly impossible, possible* working with a single-minded focus. Quoting **Shri Kumar Mangalam Birla, her son and Chairman, Aditya Birla Group**, who believes 'the quality of our future is entire dependent on the quality of imagination', she said that Shri Birla has '**walked his talk**' by expanding the Group from an USD 2 Billion Company to **USD 40 Billion stretching across 36 countries,42 nationalities and 12 percent women workforce in management cadre, proving 'nothing is impossible'**.

2. **In life at every step, courage is extremely important.** Courage can help one, face all obstacles by conquering the fear of unknown which she has learnt from Late Aditya Birla, her husband and Guru. The sheer courage and clairvoyance shown by Late Shri Aditya Birla in making offshore investments in 1960s earned immense respect for the country. **She said at Aditya Birla Centre for Community Initiatives and Rural Development, they envision** *An India free from poverty. An India of inclusive growth. An India where every person realises his or her optimal potential. An India where every human being lives a life of dignity. An India that can hold her head high, in the hegemony of nations*
3. **Always stay positive and be compassionate.**-We need to team up with people who have a sunny, cheerful disposition to see the bright side of life. **Compassion** gives us inner strength as it is the spirituality of the highest order leading to positivity and contentment
4. **Importance of Forgiveness**-forgiveness is a mix of tolerance and acceptance and is a way of life that we consciously opt for. It entails self-restraint, self-control, and self-discipline and it helps us move away from hatred and revenge by removing the clutter of the mind.
5. **Go, with the flow. That is to live in the moment** - We should not carry any baggage of the past that can disturb our equanimity and peace of mind.
6. **To remember and believe ' This too shall pass'** - *Everything in life is ephemeral.* Nothing lasts forever. In any situation it holds true, gives enormous strength, resilience and hope.
7. **Expanding our mind space by being willing to move out of our comfort zone**
8. **Minding the Mind** - we must not let the storms of the heart, blanket the sun in the mind. Instead, we must learn to mould our mind, never regretting the past, and taking forward, its lessons into the future.
9. **Live and let live** - It embodies the philosophy of tolerance which helps us recognize, that every individual is **distinct, different** and **has the right to his/her own views** and attitude.

10. **Giving is living** -The act of giving, brings about a different kind of renewal - that of hope. It is a life re-affirming act. God has given us, an abundance, of his grace. *All of us have a moral duty, to share some part of it, in any way we can, to enhance, to make a difference to the lives of those who need our support, and to society at large*

Her concluding lines were

**People are often, unreasonable and self-centered
Forgive them anyway**

**If you are honest, people may cheat you
Be honest anyway**

**If you find happiness, people may be jealous
Be happy anyway**

**The good you do today, maybe forgotten tomorrow
Do good anyway**

**The people you care for, may not appreciate your affection
Love them anyway**

**Give to the world the best you have, yet it may never be enough
Give your best anyway**

**Because in the end, it's between you and God
It was never between you and them anyway**

Smt Divya Agarwal, Chairperson, MLF proposed the Vote of Thanks and presented a memento to Smt Birla

The session was well attended by over 200 Participants comprising: MLF Members, MCCI Members, Members of Birla Family, Hindalco Employees, Other Corporates and Media.

- Muroti Chatterjee