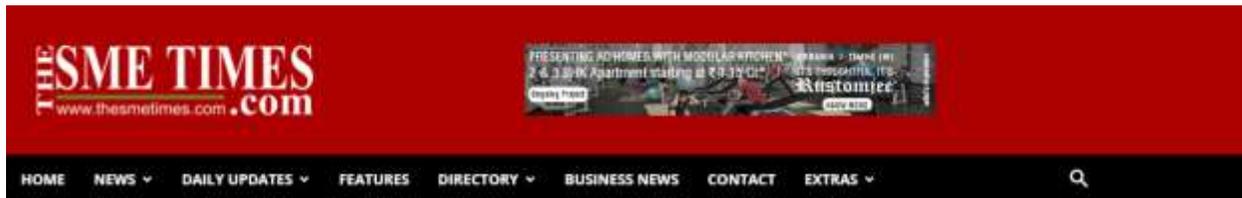
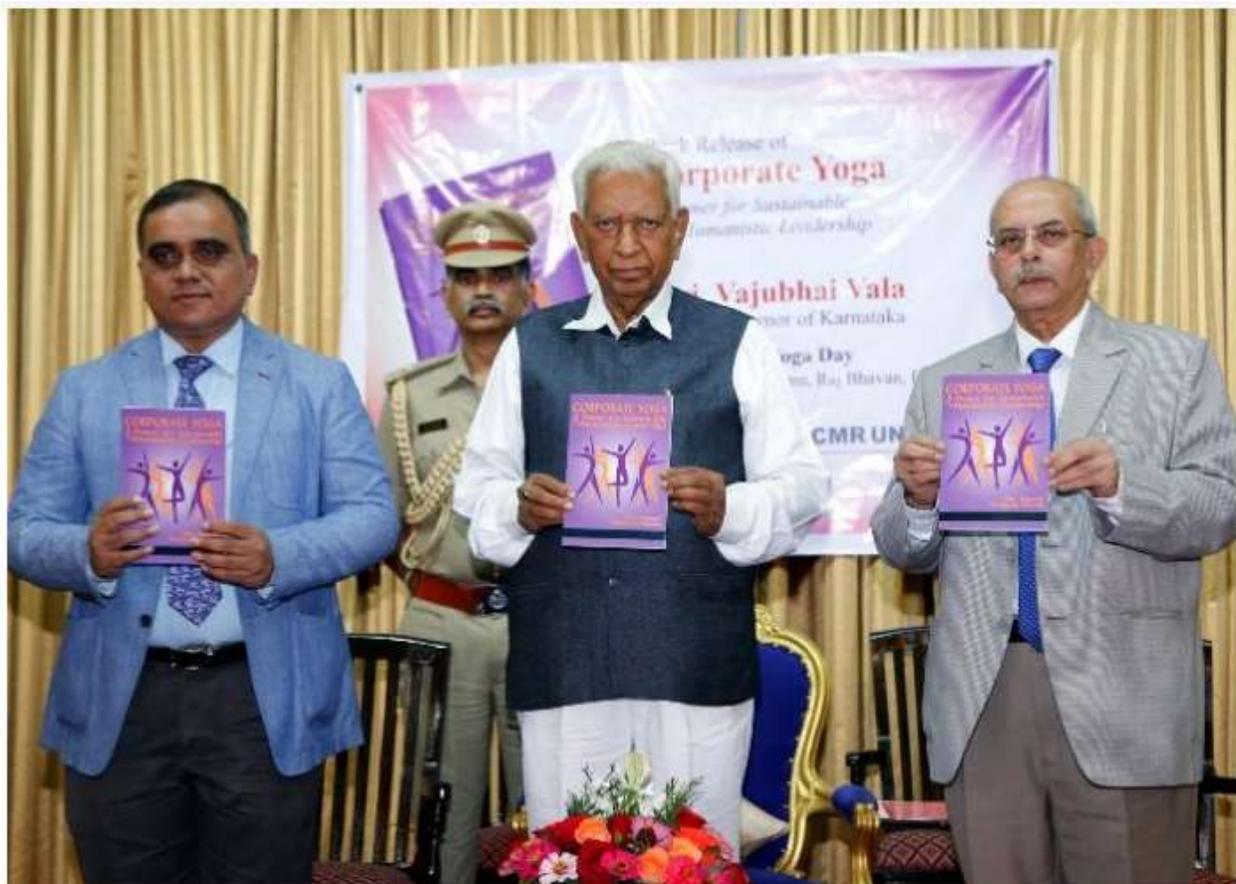


PUBLICATION	THE SME TIMES	DATE	23.06.2018
HEADLINE	Book Launch of Corporate Yoga		
LINK	http://www.thesmetimes.com/2018/06/22/book-launch-corporate-yoga/		



Book Launch of Corporate Yoga

By The SME Times News Bureau - June 22, 2018



Co-authored by Dr. Shiv K Tripathi (Dean – CMRU), the book was launched by the Governor of Karnataka

Bengaluru, June 23, 2018: On the occasion of International Yoga Day, Hon. Governor of Karnataka, Shri Vajubhai Vala, launched the book *Corporate Yoga: A Primer for Sustainable and Humanistic Leadership* in a well-attended event at Raj Bhawan, Bengaluru. Written by Dr. Shiv K. Tripathi, Dean at CMR University (CMRU), and Prof. Wolfgang C. Amann, Academic Programme Director at HEC Paris (Doha), the book emphasizes on how morality and ethics should be developed in day-to-day decision-making and actions in the organizations.

Speaking at the event, the Hon'ble Governor highlighted the importance of Yoga in the modern age and said, "Yoga is an essential part of life and it is beyond just a physical activity, which is just a part of wider yoga philosophy." He added that the philosophy of Yoga can be instrumental in promoting sustainable and balanced development across the world. While congratulating the authors for this unique work, he emphasized that this book will be a great contribution of knowledge in promoting ethical and value-driven leadership.

While introducing the book, Dr. Tripathi said that the book is based on Indian wisdom and stresses on practical ethics and prudence for ethical managerial action and decision-making. He stressed that the ethics and morality are at core of the sustainable enterprise.

Speaking on the occasion, Prof. M S Shivakumar, Vice Chancellor of CMRU, said that CMR University is committed for creation and dissemination of high quality knowledge, which will contribute to larger social good. Appreciating the efforts of Dr. Tripathi in writing this book, he mentioned that the publication of this book is a beginning of CMR University publishing initiative, which will take full-shape in near future to come.

Hon'ble Shri K.C. Ramamurthy, Member of Parliament and Chairman, CMR Group of Institutions also participated in the programme and congratulated the author.

Other dignitaries in the programme included Prof. K. Janardhanam from Bangalore University and faculty members and staff from CMR University.

Published by Information Age Publishing, USA, the book can be purchased at all leading bookstores and e-commerce websites. Both authors of the book are renowned management experts. Prior to joining CMR University, Prof. Tripathi had worked in different roles in India and abroad for more than two decades.

Apart from the book launch, the university also organized a Yoga session in its premises which was attended by the staff members.