

Ethics and governance are the pillars of sustainable success

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Economies need to integrate the principles of sustainable development into their policies and programs and reverse loss of environmental resources, said Dr R Seetharaman, CEO of Doha Bank. Addressing the Convocation ceremony of the National College in Trichy, India, he said environmental issues are now openly discussed by business world.

"Profit is no more considered as the sole objective of business. Instead of maximization of shareholders wealth now the focus of business organisations is on stakeholder approach. Many large business organisations are involved in socially responsible activities", Dr Seetharaman said.

Speaking on the "happiness at the work place", he said the youth currently spend substantive time at work place. A happy environment would motivate them to bring positive changes and improve productivity both in organisations and society at large. "Human

happiness has large and positive causal effects on productivity. Positive emotions appear to invigorate human beings. The driving force seems to be that happier workers use the time they have more effectively, increasing the pace at which they can work without sacrificing quality."

Commenting on the legacy of the National College, he said: "The Founders of National College conceived the idea of a national institution to promote among its youth the highest and the loftiest ideals which constitute the essence of Indian Culture. True to its name, National College continues to impart cultural values and fulfil its role as one of the premiere nation-building institutions of the country." He said the college has a vision to offer quality Higher Education to the younger generations, especially from rural India, who are economically and socially backward, to liberate themselves from prejudice, oppression and to gain knowledge for their bright future.



Doha Bank CEO Dr R Seetharaman addressing a convocation ceremony at the National College in Trichy, India.