

Sambhram Academy of Management Studies
Virtual National Faculty Enrichment Program
“Needonomics for a Just and Sustainable Society”
December 17, 2021

“To search the solutions for a just and sustainable society towards a better tomorrow, we have to adopt Needonomics with “No to Greed”, opined Professor M.M. Goel, Vice-Chancellor, Starex University, Gurugam, India and Founder of “Needonomics School of Thought” at the Virtual National Faculty Enrichment Program organized under the aegis of Sambhram Academy of Management Studies, Bangalore. Prof K C Mishra, Principal delivered the welcome address and presented a citation on the achievements of Prof M M Goel.

To ensure just and sustainable society , we have to understand the power of Needonomics (economics of needs) with needo-consumption as a stress-free state with no to greed which cause all the ills including terrorism , corruption, discrimination and discontent. For ensuring sustainable society, we have to adopt Needonomics flowing from Gita and used by LIC of India in its logo ‘Yogakshemam Vahamyaham’(your welfare is our responsibility) and become street SMART (simple, moral, action-oriented, responsive and transparent) with no to Greedonomics. The key to reduce \$14.3 trillion yearly economic losses from violence and to build long term peace with improved ranking from139th in the Global Peace Index (GPI) 2020 is to adopt Needonomics, explained Prof Goel. To work without worries for sustainable society, we have to be soul-conscious as the real education needed today in addition to proper, productive and practical (3P) use of head, heart and hands (3H), believes the Founder, Needonomics School of Thought.

Free rider problem inbuilt in the economy calls for effective implementation of the user pay principle with self-consciousness. We have to address the illness in the behavior of all the stakeholders in the economy including consumers, producers, distributors, traders, policymakers and politicians, told Prof. Goel. To become vishavguru, we have to learn gurudom of the self as a soul with awakening, awareness and alertness with ‘ vashudhav kutumbakamm’ and ‘sarvay bhavantusukhina’ as power of peace is stronger than armaments and wealth. To succeed in our endeavor of a just and sustainable society, we need faith in the capabilities and capacities with disciplined lifestyle by understanding the power of worship with devotion. To achieve sustainable development goals, we need the REACH model with five steps including reading Gita, empowerment with enlightenment, altruistic approach, commitment and hold on needs.


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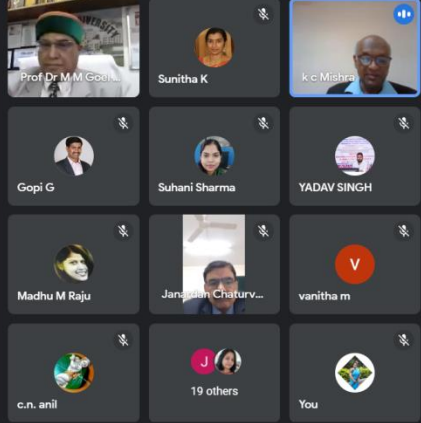
Sambhram Academy of Management Studies, Bangluru
Virtual Faculty Enrichment Program
 December 17, 2021
Needonomics for A Just & Sustainable Society



Professor Dr. Madan Mohan Goel
MPH (Gold medalist), PhD, PGD/NC (Gold medalist)
 Vice Chancellor Starex University Gurugram
 Formerly as:
 Advisor (Public Finance) Sixth State Finance Commission Haryana
 Vice-Chancellor, JNU, Jaipur & RGNIYD (Govt. of India)
 Pro Vice-Chancellor VKSU (State University of Bihar)
 Prof. Journalism, KUK

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www.starexuniversity.com, www.needonomics.com



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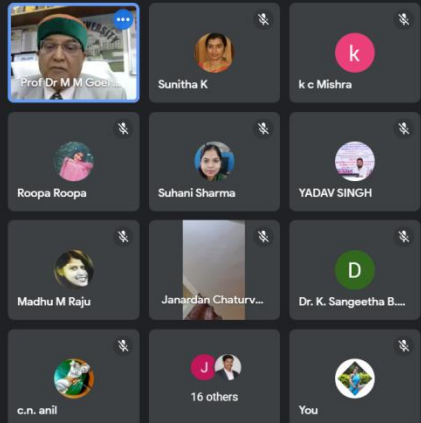
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R E A C H model



→ Read Gita
 → Empowerment with enlightenment
 → Altruistic approach
 → Commitment
 → Hold on needs



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SIMPLE

Model of Human Development

- Emotional Quotient
- Love oneself Attitude
- Physical Development
- Mental Level Development
- Intuition Development
- Spiritual Quotient

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