

For Immediate Release -

S. K. Palhan, Professor at Great Lakes Institute of Management, Gurgaon launches a book on Self-Effectiveness

New Delhi, 13th April, 2017 : Prof. S. K. Palhan , a well – known expert in conducting programs on self-effectiveness for various Government and Private Organizations, launched a book titled as “**Self-effectiveness – The Power of Meditation**” at a book launch event recently organized at India International Center, New Delhi. The book was launched in the august presence of family, friends, students and the **Chief Guest , Padma Bhushan Dr. M.B. Athreya along with the Guest of Honor, Mr. Mohan Lakhamraju, CEO and Vice- Chairman, Great Lakes Institute of Management.**

The book talks about the importance of Self – Effectiveness and suggests methods of attaining complete awareness through the process of meditation.

Further explaining the power of meditation, Prof S. K. Palhan shared , “***Meditation has been the integral part of self- development process of Indian ethos. In the ancient India, it was learnt and practiced with “shradha” but today the environment is different. The students today are not as much aware of benefits of meditation as our education system focuses more on skill development. But I feel that the youngsters should be taught about “how mind works” to make them more efficient in all walks of life. They need to understand the state of mindfulness as the action can be taken in the present and it can be achieved through regular practice of meditation.***”

Some key messages from the book:-

- Effectiveness is through action and work done. Every action is done twice. The first creation of the task is in the mind and the second creation of the task is its physical action.
- Managers usually focus on efficiency, but the leaders focus on effectiveness through the first creation in the mind.
- Effectiveness comes through the utilization of the present moment.
- Though all human beings have infinite potential, the potential for the first creation in the present moment is reduced further due to various factors like: past worries, future anxiety, emotional disturbance and undirected activities.
- Meditation is the structured method to live in the present moment. It can be learnt; it leads to self-effectiveness, reduces stress and anxiety and improves the quality of life in all dimensions.
- When a person has a passion in an activity, it becomes a mode of meditation, the mind is fully focused , and nothing seems to matter anymore.

- Meditation is one of the best structured technique to keep the mind in the present moment, where the action is taking place

About the Book - The book, Self- Effectiveness ; The Power of Meditation discusses the rationale of self-effectiveness and the traits which have made people highly effective in diverse areas. It also deals briefly with different types of meditation practiced in India and abroad. The book is an easy read with the key message on the back cover of the book and a summary has been given before each chapter for a better understanding. The book has been published by Sterling Publishers Pvt. Ltd.

About Prof. S K Palhan – Prof. S K Palhan is the Founder Director of Great Lakes Institute of Management, Gurgaon. He is an engineering graduate from IIT Kharagpur. He did his MBA from Faculty of Management Studies, Delhi University and received Advanced Training in Industrial Management in the Netherlands. He was also the Founder Director of Sri Sringeri Sharda Institute of Management. He also served as the industrial Advisor in the Ministry of Industries, Government of India and an advisor to CENJOWS (Centre for Joint Warfare Studies in the Ministry of Defence). He is also engaged in rural development in remote villages of Uttarakhand as one of the Trustee of Indus Quality Foundation. He has conducted more than 300 programmes on various aspects of self-effectiveness for corporates, management institutions, research & development organizations, judges of Delhi Courts and students of many schools.