



Insights about yesterday and your tomorrow

# WHERE HAVE ALL THE REBELS GONE?

The Indian Corporate World moans about their 'skill - gap'.

Where are the employees who can think 'out of the box'?

What is missing in the world of business education?

How can the Liberal Arts fill this yawning gap?

an interdisciplinary workshop

19th October, 2016  
2pm - 4pm

Seminar Hall, Department of History,  
University of Mumbai



Author, Academician & Entrepreneur

Dr Piyul Mukherjee,

CEO, Quipper Research Pvt Ltd

will draw out parallels and differences  
between the youth of today and  
a century ago.

Ananda Gupta spent 16 years in jail. Released in  
1946 at age 30 - this is his birth  
centenary year

The Last of the Rebels  
Ananda and his Masterda  
বিশ্বের এক দর্শন  
অনন্দা ও তার মাস্টারদা

PIYUL MUKHERJEE & NIVEDITA PATNAIK

## *The Last of the Rebels*

Ananda and his Masterda

A Teenager's Eyewitness Account of the Chittagong Uprising, 1930

Armed Rebellion and the Indian Freedom Struggle

CELLULAR JAIL





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Interdisciplinary Workshop

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By tracing the life story of Ananda Gupta, a teenage participant in the armed revolution part of the freedom struggle, Dr Piyul Mukherjee aims to understand the motivations that drove some young Indians nearly a hundred years ago. Ananda Gupta was with Masterda Surjya Sen and was a key member of the Chittagong Uprising. He spent sixteen years transported for life, six of these at Andaman. When released in 1946, he was all of thirty years of age. Moving forward to 2016, she will examine how there is a widespread belief that the next generation has lost the art and ability for critical thinking, more so among those expected to run our private companies.

Session I:

2.00 pm to 2.50 pm: **A discussion regarding her book *The Last of the Rebels- Ananda and his Masterda*, and regarding the 'politics of history'.**

*Tea Break*

Session II:

3.00 pm to 4.00 pm: **What is missing in the corporate world and why it is so exasperated with the managers churned out by our educational system.**

The Liberal Arts have never received their just due in India. This lacuna is now coming home to roost within the world of finance and marketing. As the WSJ points out: 'Technical and Business skills can get graduates in the door, but an ability to think critically and communicate effectively plays a larger role determining success'. A rigorous graduation degree in the social sciences provides the right impetus in strategic thinking. So why do we not have more social scientists in the corporate world!? And what happened in a 100 years to us?

### **About the Speaker: Piyul Mukherjee, PhD**

Dr Piyul Mukherjee has an MMS degree from Jamnalal Bajaj Institute of Management Studies (1987), and has worked in the corporate sector for 29 years. In 2006, she joined IIT Bombay for pursuing research in the field of Sociology, and juggling a busy corporate career, completed her PhD a few years later. The world of Sociology, she says, opened a world and a vista hitherto unseen. A world where business education is at a loss in. As CEO at Quipper Research Pvt. Ltd, she leads a team that conducts consumer behavior studies for a large base of global blue chip clients. Along with her co-founder Pia Mollback-Verbic, she won the prestigious 'ESOMAR Excellence Award' in 2012, the highest global award in the world of market research.

The Last of the Rebels, the life story of Ananda Gupta is a bilingual book in English and Bengali written along with her mother, Nivedita Patnaik, it traces a forgotten chapter of Indian history and the Freedom Struggle.