Volume.99: 2023 (New Series)

ISSN: 0972 - 0766



JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI

(A UGC - CARE Listed Journal)

Editors Parineeta Deshpande Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001.
Maharastra State (India)
2023

Volume.99: 2023 (New Series) ISSN: 0972 - 0766



JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI

(A UGC - CARE Listed Journal)

Editors Parinceta Deshpande Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001.
Maharastra State (India)
2023

| S.No | A Study On Leveraging Fintech Innovation – Students' Preference Towards An Outcome-Oriented Education Financing | Page No |
|------|---|---------|
| | Dr.L.Meena | |
| 2 | The Road To The Culture Of Non Violence Dr.R.Vetrickarthick Dr.N.Asha | |
| 3 | A Study On Entrepreneurial Competencies Among College Students | 13 |
| | Dr. R.Suganya Dr.B.Jayanthi | |
| 4 | A Study On Millennials Financial Literacy And Their Cash Flow Management | 19 |
| | Dr.U.Sheeba Selvi S, Sowmitha P | |
| 5 | The Magnitude Of Millennials Saving And Investments Pattern And Their Personal Credit Management Dr.U.Sheeba H.Janani, S.Srinandhini | 27 |
| 6 | A Study on Sectoral Wise Performance and Price Movement of Ipo's For A Selected Time Period | 35 |
| | Dr. U. Sheeba Eshitha A, Subiksha R | |
| 7 | An Analysis On The Price Movement Of Initial Public Offering For A Selected Time Period | 41 |
| | Dr.U.Sheeba | |
| 8 | Impact Of Festival Affecting Stock Market Indices In Brics Dr Sushma Sreedaran Dr M. Chaarumala | 47 |

THE ROAD TO THE CULTURE OF NON VIOLENCE

Dr.R.Vetrickarthick

Department of Gandhian Thought and Peace Science The Gandhigram Rural Institute – DTBU, Gandhigram-624302

Dr.N.Asha

Assistant Professor, MBA Department Fatima College(autonomous), Madurai

"Just as one must learn the art of killing in the training for violence, so one must learn the art of dying in the training for nonviolence. "- Gandhi MK

Brutal Physical Strength or Determined Mental Strength or SpiritedSoul force... Which is the strong one? The pursuance of truth for the above question will lead to the culture of nonviolence. The road to the culture of nonviolence is different from establishing other cultures. Its success lies in empowering learners to internalize and apply it rather than memorizing it and writing it down on an answer sheet. It should inculcate the spirit of non-violence in the minds of the learners. Ahimsa goes beyond non-killing and harming other beings, and has many dimensions. The boundaries of nonviolence have widened; Inexhaustible; tenderly indulgent. Ahimsa is taught in all religions; they are often described as individualistic disciplines. There is a need to move from individual purity to collectivity. There is an imperative to move from individual liberation to social liberation. This requires a proper understanding of non-violence; even more important is the transmission of that understanding to the next generation. In recent past, MK Gandhi had the audacity to undertake such an attempt. He had the soul power to preciously imbibe the power of non-violence. Gandhi's role in taking non-violence to a new dimension was immense. A life-long messenger of non-violence, he had given us his life as a message. The lesson of non-violence cannot be learned without Gandhi. Hence this article is an attempt to absorb nonviolence in Gandhian Perspective and to analysis how non-violence can be transformed from an individual moral code to a collective cultural code.

Key Words: Soul Force, Law of Love, art of dying, Centripetal Force, Structural Violence, Conscience

The Meaning of Ahimsa: In general, Ahimsa means non-killing or not harming others. But for Candhi, it is not only a negative state of not harming others but a positive state of Love and recognition of the underlying unity of life.Gandhi considered, Ahimsa has to be the highest duty, is not and recommended everyone to practice in all affairs of life. One can express Ahimsa through acts of sinner". In this sense, Ahimsa can be defined as