

**Dear Sir/Madam,**

We are pleased to inform you that IMC Chamber of Commerce and Industry in association with Jaico Publishing House is organizing a Book Launch and Discussion on ***“The Code : Awaken the hidden wisdom of your heart”***

**About the book : The Code : Awaken the hidden wisdom of your heart**

In the book **The Code**, author Mukta Mahajani identifies negative attributes as the Ego, Over-Competitiveness, Jealousy, Overexpectations, Overambition, Anger and Procrastination.

Based on meaningful quotes from the world leaders and revered religious texts, this book weaves short stories about the impact of these attributes. These narratives are designed to help reset our mindset and resolve the issues we face in our day-to-day life. They help us understand that we have the inherent power to make the right choice at all times.

**About the Author: Ms. Mukta Mahajani:**

Ms. Mukta Mahajani is an author and international speaker on Alternate Dispute Resolution methods with degrees in psychology, anthropology and law. In a career spanning over 20 years, Mukta has worked with the World Bank Group where her research has been published, and also guest lectured at New York City Bar Association, Mumbai University, ICADR Hyderabad and IIT Bombay among other institutions.

**About the Chief Guest : Dr. Vithal Kamat, Chairman, The Orchid, Ecotel Hotel**

Dr. Vithal V. Kamat, second generation restaurateur, a pioneer in green hotels, an environmentalist, an entrepreneur, an educationalist, an antiquarian, an ornithologist, an author, a globetrotter, and a black belt holder in karate, is a versatile personality. Having begun his journey in a small, family-owned vegetarian restaurant, Dr. Vithal Kamat today is CMD of the world's highest award winning – and Asia's first – Ecofriendly hotel. The Orchid. He is also the first man in the hospitality business to have been conferred with an honorary Doctorate of Science (Honoris Causa). This rare honour was bestowed at the sixth convocation ceremony held on 13th April 2012 given under the seal of Padmashree Dr. D.Y. Patil University.

The details are as follows:

Day & Date : Tuesday, 30 April, 2019  
Time : 6.00 p.m.  
Venue : Library Lounge (2nd floor), IMC Building, Churchgate, Mumbai – 400020

We extend our cordial invitation to join us for this interesting discussion and book launch.

There is no participation fee but registration of your participation is mandatory to make suitable arrangement in the venue.

We will appreciate a line in confirmation of your participation to Ms. Swapna Sathe on [swapna@imcnet.org](mailto:swapna@imcnet.org)  
Phone: Tel.: 022 71226660 with your name/company/contact details.

We look forward to welcoming you on April 30.

Regards,

**Ajit Mangrulkar**  
**Director General**