Polish up the today Corporate Management escort by Vedic Guidelines

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Abstract

You are in a discomfort when your surrounding is not happy. By the process of easing their sufferings you can attain ultimate happiness-

Atharv Veda

Background: Speaking in the context of business and enterprises, management often considered as a western evolved thought and discipline. Since the principal game changers like industrial revolution, modernisation and globalisation originated from European economies the west has dominant study and practice of management till date. The Vedic culture touch stoned the ultimate knowledge that once sparkled all round the globe till not obsolete rather absolute. The prehistoric time honoured values necessitate an immense exposure for capitalising its fullest moreover in Indian context.

Problem statement and Objectives: The present business world has taken competition in to antagonism view and hyperactive mode. The objective is to address the leadership dilemma with respect to three monumental issues, namely, problem solving, decision making and competition. The present endeavour is to bequeath the corporate leadership noble approach and principles edifying the treasures from Upanishads.

Design of the Study: The descriptive research is a conceptual embellishment backed by celestial ancient literatures. Thanks to both implied and explicit acumen from where the information sourced and motivation derived. The qualitative research has undertaken journeying through the verses of Shreemad Bhagvat Gita, obtaining insights from Upanishads certainly Manduka and Kath.

Findings and Implications: As every concept of the globe gradually becoming customized Management itself need not only a paradigm shift but also mould for its sustaining result. The framework backed by unceasing Vedic wisdom for leadership and decision making has been proposed for roaring problems in this race of advantageous and advancement.

Keywords: Cosmic Knowledge, Vedic Principles, Leadership, Management.
Introduction

Management as a discipline has witnessed frequent paradigm shift with the passage of time. In the post globalisation era the dilemma of leadership and administration is at the zenith of complication forced by large-scale economic order and manpower confrontation. Management tries to face the challenges with innovative tactics yet the conventional contemplation from the epic scriptures seems to be functional in today’s context.

In the words of famous Nobel laureate British economist Arnold Toynbee, “it’s already become clear that the chapter which has a western beginning in business management will have an Indian ending. When the world adopts rich thoughts of Indian ethos and wisdom, then it’s not end or self destruction of human race.”

Here this paper is an endeavour to underline some Vedic administration guidelines which could be effective for new age manager especially human resource practitioners. Leading employees in a transformational sphere of influence through all round contentment is the need of the hour.

Conceptual outline

The worth of Veda is not limited for intending religious progress but also get to the bottom of humankind that pervasive around the globe irrespective of point in time. The Vedas were probably written down for the first time around 500 B.C. There are four Vedas often termed Shruti considered as prehistoric institution to guide. The Rigveda most ancient. It has three basic convention explicitly eruka (care), thelivi (knowledge) and vivek (isolation).

The Dharma sastra recites

Ayogya puruso naasti naasti yojaka
ithathara durlabha
Amanthara maksharam naasti naasti
moolam anoushadham

As there is no letter which can’t be use in mantra so also no person is worthless. It is the acclaim of manager and co-ordination to best utilise every resources and facilities. Astonishingly, the more divine Vedas explore by researchers and spiritual scientists more intensely it release.

Significance and Scope of the study

The present business scenario is unanimously chaotic due to compulsion of disruptive competitive pressure and technological outbreak. In this era of information business progress is solely relay on analytics and application of data. The path to wisdom is one and unified while accessibility of information may vary. The divine Vedas are not just collection of facts rather foundation stone of every phenomenal panorama around us. The theological viewpoint will probably profound the ultimate wisdom which is solid and solitary. The management dilemma has not ascended just today rather in the past ages too. Present study focuses its approach to deal with new-fangled issues in the theological ground veracity.

Research problem and Objective of the Study

The modern-day terminology and innovative management strategies is applied to fix up contemporary challenges. Going back to history and prehistoric period management doctrine has originated and
practiced successfully. At this juncture indigenous tactics appears to be escort evolution of new techniques. This descriptive work has intended to solve the;

- Dilemma of corporate leadership and human resource management solve with the doctrine of the Vedas
- Incorporate management thoughts from sacred profound dogma with existing management principles

**Literature Review**

Kejriwal & Krishna (2004) has conducted an exploratory study on Impact of three gunas on traits then result in to transformational leadership. Satwa guna in isolation greatly influence leadership than in combination with raja or tamas. The finding howsoever claimed the Vedic world view of leader manifests highest in the style and approach of doing business. Sharma, S. (2005) in his study quoted about three intellectual traditions namely transactional, transformational and transcendental which silhouette the management style worldwide. Vedic thought is holistic as it reconcile all the isms (set of ideas or thoughts) both capitalism and socialism to escalate spiritualism, both efficiency and ethics with exercising equity. Need hierarchy theory of modern organisation behaviour also rooted from classification of existence level from oneness followed by spiritual, humanitarian and existential. Kaushal, N. and Mishra, S. (2017) have conducted a study on Ancient Vedic Management guidelines which disclosed the implication of Vedic knowledge enhance the entrepreneurial and organising spirit. Prahalad discussed the challenges that current leaders face are coping with ambiguities and uncertainties, encoding the coexistence of opposites, managing diversity, humility and courage, contextual influence and authority. Mohamad et.al surveyed the significance of yoga as illustrated in Veda which revealed amplified management attributes like acceptance to diversity, democratic leadership, altruistic corporate citizenship. Goswami, B. (2015) in his research work entitled “Veda has a strong counsel to deal with moral dilemma regarding business, namely, Atma glani (self condemnation), loka lajya (embarrassment), iswara vaya (theosophia).

**Today’s Management dilemma**

Today’s organisations are not only hastening through enormous economic impediments but also internal turmoil. The businesses around the globe irrespective of their volume of operation are exposing to identical challenge of managing workforce in this digital era. A re-visit to revered scripts especially Vedas has made to draw inferences applicable to present exertions. Sensing dilemma of the management particularly HR practitioners some sustainable guidelines have quoted on topics, namely, Emotional intelligence, Engagement and Corporate ethical practices.

**Make the most of Emotional intelligence**

The Rig Veda has cited that, “understanding self is the primary effort before comprehension of the situations and perception of the persons you surrounded by. Ability model by Mayer and Salovey also pointed out four stages of emotional intelligence like perception, assimilation, understanding and management. Non dualism is the means to experience bliss (ananda.). Goleman’s profound EI theory and other experts claimed the significance
of sensation management for effective leadership. Vedic way of human progress cited about the journey of wisdom from self to social, core to cosmos. All that is essential for understanding the core is just enough to understand the common. Emotions are internal events that coordinate many psychological subsystem including response, cognition and conscious awareness (Mayer, Caruso & Salovey, 1999). The verse from Veda states:

Sastraani may hrudi brahmanaa sanshitaani
Yaireva sasruje ghora taireva santirastu
naha. (Atharva Veda 19/9/5)

Our mind is moulded according to conduct of the senses. Its up to the power of the man whether use it in good senses or not. An ignorant man seeks satisfaction from indulgence of senses which in fact reason self destruction.

**Satisfied and productive engagement of employees**

Indian scriptures always given thrust on Mind which is considered as the master of all human activities. In the words of Swami Vivekananda, “Take care of thought because thought is primary words and action is secondary. The Vedic guideline never articulate Meditation as in action or non-doing rather concentration and doing being aware. Morden theories of employee engagement also thrust on physical and psychological employment of an employee. This is the effect of meditation that a wise manager can see things as they are not as they appear to be. Meditation can not only rejuvenate energy but also stimulate employees brain to magnify higher order needs. Ancient Hindu scriptures clearly states about Sanyam of Panchaindriya (Five senses). These are the root cause behind all emotions and miseries. Don’t let those delude you rather use them at appropriate place.

Swayam vaajistanvum kalpaswa
Swayam yajasva swayam jushaswa
Mahima tenyena na sannashay

No one’s aim is ever achieved by anyone’s preaching or blessings. Any good deeds for others welfare and self fulfilment will have to carried out by one’s own body, mind and soul. Engagement should not be the cause of bondage that adversely causes stress and burnout if that self evaluation thoughtfulness gained by employees and management.

**Management of corporate ethical dilemma**

All the deeds should be aim towards Atmanam mokhyartham Jagat Hitayacha as proclaimed by the verse of Veda. Management should be geared up for the growth which is essential for sustain nourish and enrich the self and surrounding. Kath Upanishad stated clearly on two fold of life to choose Shreya (ought and beneficial) and Preya (seems attractive and profitable) marga.

Priyum shraddhe dadatahaa priyum
shraddhe daadastha
Priyam bhojeshu yajvaswidum ma uditum
krudhi

Management especially HR professional should think of weighing long term prosperity of a mass than sole profit gain in a short run basis.

**Vedic Guidelines pertinent to workplace**

Veda has an intact explanation about pancha mahabhoota (5 basic physical elements).
Pruthvi, Tej, Jal, Bhu, and Vayu are the basis to cosmic creation and very existence of life. In management perspective Labour can be considered as Water, Capital as Fire, Technology and Land as Sky and Earth respectively. Management is considered as Air (compassion) which complements the virtues of Human (wellbeing and trust) Land (stability and support), Capital (power), and Technology (creativity and knowledge). The orientation is also robust to their qualities. In this verge the superlative ploy of that supreme for human development is aloud.

_Ruchum no dehi brhamenshu ruche ngum rajasu nasrudhi_
_Ruchum visyeshu sudreshu mayi dehi ruchum ruchum_ (Yajurveda 18/48)

God loves equality and impartiality. Human being the idyllic creature should follow the path and direction of the supreme should believe in measuring individual progress in the yardstick of excellence rather than any tangible outcomes.

The TQM and Kaizen principle today widely used was discerned by Charaka in Nurishing, Supporting and Holding chain of every little isolated unit. Managerial responsibility accounting is also same with its view with timely Reporting and Examining needs by Vagabatta. Where there is rule of rule of love there is no place for doubt and enmity. The relationship and productivity increase with the mutual trust and coalition. Organisations should not rely on hard core quantitative measures of performance rather excellence in every aspect and line of functioning which seems more qualitative. As the saint in their view point and lifestyle keep hold on their core values in spite of the turmoil of thoughts in mind today business exclusively management practitioners irrespective of the turbulence in external market should visualise the serenity and potency of own way of doing business.

Master of Kath Upanishad points that the unfortunate position of human mind when he claims that preya i.e. asking for sensory gratification is foolish. The prosperity lies not in yielding physiological pleasure or psychological pressure but being a controller or master of that urge. This is the language of need hierarchy model or human development theory also. Psychoanalytically freedom is any kind of complement only. In the words of Chanakya silent punishment is best when the employee is an important part of your team. By this only the wrong doers can realise his mistake by that punishment.

**Bhagvat Gita: An Art of Leadership and Management**

Bhagvat Gita is justly the epitome of Upanishads and Vedas. It’s not just a demonstration and explanation of virtue and vices by Srikrishna to Arjuna rather it is limelight for civilisation fits to every role and every stages of life. The wise man that conquered his mind and absorbed in the self is a lamp which doesn’t flash rather stands sheltered from every will. The karma yoga referring to niskama karma proclaims that nobody should be lazy, shy or different to work. Srikrishna being the lord of universe could be refrain Himself from any worldly deeds still perform being accountable. The top management should keep that spirit to set an example by practicing gracious activities.

_Ahankara bimudhatma Kartam Aham iti manyate_

The symptoms of an arrogant and self obsessed leader who takes the credit of any
fine outcome and vice versa. Gita advocates the superlative manner is to be answerable to duties not attachment to its result. Indulgence becomes a reason for psychosomatic exhaustion in any erroneous incident.

_Bansasi Jirnani jata bihaya nabani grumhati Naroparani_  
_Yatha sarirani bihaya jirna anyani sanyati nabani dehi (2/22)_

Just as a person discard an old and turn shirtand wears a new one, the soul also discards an old body and acquire a new one. This spiritual angel can be understood in organisation prospective that at times creative destruction and restructuring is essential for the innovation and competitive advantage. The ideas and approach of management at transition period is very crucial for success. Srikrishna, the ultimate management guru made clear about the deal of kamayogi and gyanayogi. The role of HR is seen as a moderator; who establishes harmony between Line and Staff organisation which symbolize action (karma) and knowledge (gyana) respectively.

**Mainstay of Upanishad to Enrich Life and Organisation**

Transcendental self referral described intricate Holistic management and Diversity management can be implicated

_Samaani va aakutihi, Samanaa hridayani vaaha Ayam atma brahma_  
_Samaanamastu vo mana yathaa vaaha susahaasati (Rigved 10/191/4)_

Our hearts minds and resolve always be one so that our collective organisation will never be spoiled. As collective effort of heart mind and intellect essential for a healthy and successful life so also incorporated outlook of all stakeholders is vital for healthy organisation.

_Vee dweshaansinuhi vardhayelam_  
_Madema shatimaaha suviraahaa (RigVeda 6/10/7)_

It is the duty of learned men that they should carry out excellent deems and make others do the same. Bad tendencies get eliminate only by practicing idyllic deeds. Life bestows intelligence, strength and longevity. Manager here is regarded as a learned person who is supposed to discriminate ignorance (avidya) from knowledge (gyan). A learning organisation is only supposed to exist forever.

**Connect the dots from antique to advance**

A great deal of research has revealed time and again that the primeval insights to management has established since Vedic era. This study is a supplementary effort to align the ancient annotations with new constructs of management.

**Implication of the study in practice and prospective research**

This paper furnishes supplementary substantiation that gracious teachings of Veda and Bhagbat Geeta are time and again fits to administration and management. Since the most ancient doctrine Hinduism (Sanatan) is not only a religion rather a way of life the texts and scripts moreover touches all spheres of life in every decisive point. The study draws a line how divine Vedic wisdom is contextual today management. The Upanisadic approach to harmonise and coordinate is delivered in the hands of present generation managers.
<table>
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<tr>
<th>Point of divergence</th>
<th>Ancient view</th>
<th>Contemporary view</th>
<th>Scope of convergence</th>
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<tr>
<td>Delusions</td>
<td>Pancha bhranti (Limited consciousness Limited by Time Attachment with external entities Limited knowledge Delusion of fear)</td>
<td>Limitation of information Dependence of external environment Undertaking Calculated Risk Manage experience and eventuality Undermining true potential</td>
<td>Meditate, Brain stealing and witness the function of all entities being different</td>
</tr>
<tr>
<td>Behaviour</td>
<td>Treegun (Satwa, Raj Tam)</td>
<td>Leadership style Organisational core values dealing with competitors, clients, resources</td>
<td>Combination of right proportion of attributes of the qualities</td>
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<td>Human life cycle / Organisation life cycle</td>
<td>Brahma charya, Grahastya, Banaprastya, Sanyasa</td>
<td>Commencement Sustenance Growth Excellence</td>
<td>Swadhya &amp; Sanskar (Learning organisation Enrichment (Thrust on present) Swadharma shreyaskar (Role clarity )</td>
</tr>
<tr>
<td>Needs</td>
<td>Dharma Artha Kama Mokhya</td>
<td>Physiological Social, Psychological, Self actualisation</td>
<td>Sustainable Management Harmony among the three pillars Planet people &amp; profit Ecology, Human capital &amp; economy</td>
</tr>
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<td>Objective</td>
<td>Jana mangal, Loka sangraha</td>
<td>Stakeholders interest Social wellbeing</td>
<td>Wealth maximisation through enhanced Market value</td>
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<tr>
<td>Control</td>
<td>Karmamimansa Nidhidhyasan</td>
<td>Management audit, MIS Big Data analysis</td>
<td>Feed forward and self centred</td>
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<tr>
<td>Coordination</td>
<td>Mind, Body, Intellect Kayana Manasa &amp; Bachan (Thought, action, speech)</td>
<td>Individual Organisation and Task Plan Process and Result</td>
<td>Agile and Awareness of every activities Utilitarian view of every element in the whole system</td>
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<td>Change</td>
<td>Vigilant Closely united and pleasant to be prosperous in new environment</td>
<td>Business process reengineering Organisation rejuvenation</td>
<td>Proactive and Planned Obsolesce, Change originated from psychological and behavioural aspects.</td>
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Organisations and HR professionals can functionalise the proposed integration model of spiritual and scientific principles to management. Additionally the study would be a spotlight for the researchers in Vedic management as well as behavioural science and human resource. The explanation and insinuation is possible for captivating the streak forward and explore more intensely and diversely to Vedic management guidelines.

**Conclusion**

The management era started after the research of Taylor whose focus was task (efficiency) and Fayol who spotlighted human (effectiveness). Surprisingly the whole Vedic hymns would akin to put into words the law of karma (causation) and atmanubhava (self realisation) Looking forward the socio-cultural difference and notable demographic trend Indian corporate shouldn’t only western models of practices exclusively on behavioural context. The era of integration and customization has created a possibility for today’s management professionals to blend modern strategies with ancient rich insights from Veda.

**References**


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