



Business Management in Modern Environment: Need of Management Thoughts from Bhagavad Gita

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Abstract: Contemporary philosophy of management is not suitable as per the Indian environment because the Indian environment is comprised of various types of values and beliefs and its unique culture. Indian culture is world famous for its heritages and rich traditions. The “Indian Philosophy of Management provided by Bhagavad Gita” is different from the modern philosophy because it provides better solution to the problems of management. The Bhagavad Gita also provides the effective theories of Leadership, Motivation and Setting the Objectives. The management thought given by the Bhagavad Gita is based on ‘Internal World’ as against the ‘External World’ of modern Philosophy of management. Self-development guides the manager to develop those strategies which creates true entrepreneurship among industrial people without any work pressure and self-satisfaction.

Keywords: Bhagavad Gita, Modern Management, Indian Philosophy of Management, Self-development.

I. INDIAN PHILOSOPHY OF MANAGEMENT

Today, Indian companies are following the modern style of management that is based on the contemporary philosophy. Contemporary philosophy of management is not suitable as per the Indian environment because the Indian environment is comprised of various types of values and beliefs and its unique culture. Indian culture is world famous for its heritages and rich traditions. The “Indian Philosophy of Management provided by Bhagavad Gita” is different from the modern philosophy because it provides better solution to the problems of management. The Bhagavad Gita provides the solution of all types of problems through Self-Management. In the Bhagavad Gita, Lord Krishna has given a simple and effective solution of managerial problems through spiritual illumination.

II. OBJECTIVES OF THE PRESENT STUDY

The main objective of this paper is to emphasize the role of Indian philosophy of management in this modern age of dynamic environment. Towards this aim the researchers have studied the effect of Bhagavad Gita on the corporate sector. The study concludes about how the Bhagavad Gita

has emerged as the effective philosophy of management for solving all the management problems in the effective way.

III. METHODOLOGY

This study has been divided in the three main segments. First segment includes the introductory part and the objective of the paper. Middle segment includes the perspective of Bhagavad Gita with reference to the managerial aspects in light of modern management of entrepreneurs. Ending part of this paper includes the conclusion about the entire study. This study is a descriptive study.

IV. MANAGEMENT THOUGHTS OF BHAGAVAD GITA

These days, the Bhagavad Gita has emerged as the effective philosophy of management for solving all the management problems in the effective way. It has been realised that, perhaps the modern management that is influenced by the present-day culture does not solve all the managerial problems. The Bhagavad Gita provides the solution of all types of problems through Self-Management. In the Bhagavad Gita, Lord Krishna has given a simple and effective solution of managerial problems through spiritual illumination.



The Bhagavad Gita provides the management solutions to the various sectors of life such as:

- ❖ Management of Conflict,
- ❖ Management of Time,
- ❖ Management of Stress, and
- ❖ Management of Anger.

The Bhagavad Gita also provides the effective theories of Leadership, Motivation and Setting the Objectives. The management thought given by the Bhagavad Gita is based on 'Internal World' as against the 'External World' of modern Philosophy of management. This principle of 'Internal Thought' is extremely useful in 'Self Development' According to **Aldous Huxley**, "*The Bhagavad Gita is the most complete description of never-ending Philosophy.*" According to **Lokmanya Tilak**, "*Bhagavad Gita is like a lustrous and tender diamond amongst all our scriptures and epics.*"

Self-Development is concerned with the high level of moral. The high morale is directly related to the solutions of all the problems. The Management solutions given by Bhagavad Gita provides long-term solutions as against the temporary solutions as per the modern Approach. Hence, now days, the management solutions provided by the Bhagavad Gita are emerging in the business organisations and providing better solutions to the different types of management problems.

V. NEED OF MANAGEMENT THOUGHTS FROM BHAGAVAD GITA

Modern style of management is based on accomplishing the organisational objectives by the application of various techniques, which results into hectic work pressure, anxiety and short-term efficiency. The modern thought takes the workforce as a product, which has given birth to various problems for them. These problems affect their performance and inspiration. These problems are discussed as follows:

I. Modern Managerial Problems

Or

Problems Related to Modern Management

The modern management has following main problems:

1. **Work Stress:** The completion of target within stipulated time affects the performance as well as the quality of outcome in the significant manner. The people have lost their identity and purpose of life. They work only for completing their assigned work as like the machines. Hence, the life of today's managers has become more stressed.

2. **Lack of Positive Attitude:** Modern management is based on contemporary culture. This culture does not care about human values, ethics and internal supremacy. Lack of positive thinking increases the dissatisfaction level. As the result of the negative attitude, people lack the interest in work. They feel their responsibility as a burden instead of their duty. This situation affects the career and efficiency of modern managers.

3. **Existence of Materialism:** Modern thought of management is based on the maximization of profits, which results into 'Management by Materialism'. Indian managers are also affected from this aptitude due to globalisation that is the essential feature of modern business environment. Materialism affects the development of human resources that are the precious asset of the organisation. This style gives effective results in short run only.

4. **Absence of Humanity:** Modern management ignores the concept of human power. It takes the people as the machines only. Machines can produce as per our policy without any emotions and wisdom. In today's scenario, companies are emphasising on producing more and more by ignoring the mankind. These days, the humanity has become as a product, which is very dangerous for the development of society. This style of management does not care for the social responsibility of business, which cannot be regarded as the welfare oriented approach.

II. Teachings or Lessons or Principles of Bhagavad Gita for Managers

Above mentioned problems of modern management are not good for the human and social development, hence the modern management needs to be considered for reevaluation in the light of the Bhagavad Gita. The management approach of Bhagavad Gita provides following main facts of management for the managers:

1. **Self-Management:** Self-management at work place is the need of the hour. The Bhagavad Gita provides a complete guide for the self-development by enhancing the efficiency and effectiveness through development of internal strength. The Gita provides the lesson that "**You must try to manage yourself.**" Self-management is helpful in the utilisation of limited resources in the optimum manner. Men, Money and Material are three most important



resources in this world, which cannot be misused at any cost. At the time of the battle of Mahabharata, when Shri Krishna gave two options to Duryodhana and Arjuna regarding choosing himself or his army, then Arjuna chose Shri Krishna and Duryodhana chose the army of Shri Krishna. In the end, Arjuna won the battle with Shri Krishna, which shows the managerial ability of Arjuna.

2. **Work Determination:** The Bhagavad Gita provides the lesson of hardworking without considering the results. The Holy Gita teaches us to act with determination only without having any right on the outcomes. It has been written in the Chapter 2, Verse 47 of the Gita as follows:

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।

मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि ॥ 47 ॥

This Verse clearly indicates that you have the right to perform your prescribed duties, but you are not authorised to the fruits of your actions. Never consider yourself to be the cause of the outcomes of your activities, nor be attached to inaction. Hence, Shri Krishna advises Arjuna to give up anxiety for the fruits and instead emphasis solely on performing a good job. Hence, a manager should perform with his full capacity without worrying about future because the care for uncertain future affects the performance in adverse manner.

3. **Work Culture:** The Holy Gita provides the 'Divine Work Culture' for the success. This culture is related with the ethical practices. A manager should not indulge himself in unethical operations. When duty is performed with the devotion, then it becomes the worship. The Bhagavad Gita teaches to attain excellence in work with devotion and detachment. The Chapter 16 of the Holy Gita provides two types of work cultures as follows:

(a). **Divine Work Culture:** Everyone should perform his duty as per his divinity. This culture has following characteristics:

- (i). Fearlessness
- (ii). Purity of Mind
- (iii). Charity

- (iv). Control on One's Senses
- (v). Unselfish Service
- (vi). Truthfulness
- (vi). Modesty
- (vii). Forgiveness
- (viii). Sacrifice
- (ix). Compassion
- (x). No Jealousy
- (xi). No Greediness

(b). **Demonic (Asuri) Work Culture:** This work culture possesses following characteristics:

- (i). Arrogance
- (ii). Being Egotistic
- (iii). Ignorance
- (iv). Being Confused
- (v). Untruthfulness
- (vi). Presence of Proud

Hence, a manager should follow the divine work culture so that he can perform with efficiency and morality.

4. **Commitment towards Duty:** This lesson from Holy Gita teaches us to work with commitment. This teaching provides the detachment of work from results because the fear of failure results into inefficiency. The work is concerned with the present, which is a reality while the results are concerned with the future that is uncertain. Hence, the manager does not have any control on future but he has full control on present work. He should perform his work as per the present scenario.
5. **Control on Mind:** Mental health is necessary for doing the things in the productive manner. It is very difficult to control the mind because it is restless, dynamic and very strong. It has been written in the Chapter 6, Verse 35 of the Gita as follows:

श्रीभगवानुवाच ।

असंशयं महाबाहो मनो दुर्निग्रहं चलम् ।

अभ्यासेन तु कौन्तेय वैराग्येण च गृह्यते ॥ 35 ॥

Shri Krishna tells Arjuna in this verse that the mind is indeed very difficult to confine but it can be controlled by constant practice and detachment. An individual can do wonders at



his workplace by deeply concentrating on his work. He should be adhered to the principle of “Work is Worship”. This practice will be helpful in the development of healthy mind, which will enable the manager to be calm and concentrative to his duties.

6. **Stress Management:** The stress has become a universal issue these days. Lord Krishna tells Arjuna that the stress can be removed by tolerating the difficulties related to work. The managers should maintain balanced approach in life that will provide them the strength, thinking and courage during the performance.

Hence, on the basis of above discussion, it can be said that the Bhagavad Gita have the solution of every management problem.

VI. DISCUSSION

The lessons of Bhagavad Gita provide stress free philosophy of management which includes effective theories of Leadership, Motivation and Setting the Objectives. The management thought given by the Bhagavad Gita is based on the essence of ‘Internal World’ which emphasizes the internal power of mind as against the ‘External World’ of modern Philosophy of management. This principle of ‘Internal Thought’ is extremely useful in ‘Self Development’. Self-development guides the manager to develop those strategies which creates true entrepreneurship among industrial people without any work pressure and self-satisfaction.

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