



APPLICABILITY OF INDIAN ETHOS IN GLOBAL MAN MANAGEMENT

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These days the Applicability of management Practices itself not satisfy the needs of effective management. But today's management demands for the Indian Ethos in the corporate world so that it can help in synchronizing the public and private benefits both. Ethos is a discipline that examines ones morality or the moral standard of this society. Ethics means expected standards in terms of your personal and social welfare. The work is a compilation of experts taken from various books and ancient indian scriptures. The author tries to present an insight in to the real philosophy of Upanishad, Vedas and the Bhagavad Gita and its applicability generally in day to day human life particularly in the field of management of work and life.

What Constitutes Indian Ethos?

Cambridge advanced learner's dictionary defines Ethos as "the set of beliefs, ideas, etc. about social behavior and relationship of a person or group" while oxford advanced learner's dictionary defines it as "the moral ideas and attitudes that belong to a particular group or society". Indian Ethos is all about what can be termed as "national ethos". Formally, the body of knowledge which derives its solutions from the rich and huge Indian system of ethics is (moral philosophy) is known as Indian Ethos in management (IEM). Is IEM has its basis, the culture base of India and as country whose culture has its roots in religion – it does draw its lessons from the religions of the land – be it Hinduism, Buddhism, or any other.

“Serve Bhabhantu Sukhinah”

Indian Ethos And Stages In Life

The ancient thinkers of this land deal with the question in a most logical way. They divided the average human life span into four stages of life. Its better put as below:-

The learning stage 1 to 25 years age

The householder stage 26 to 50 years

The thinking stage after 51 year to 75 and social service

The stage of spiritual development and salvation

The blissful stage comes when the previous one is duly accomplished.

The Rishis were very meticulous in their instruction given above. They termed it as a moral duty to words the nature.

Applicability Of Indian Ethos In Management

Now let us see its applicability to business management in the present context in 21st Century.

The following can be said to be the main facts of business management.

1. The manager has to have a clear vision of the ultimate goal of the business.
2. Then the necessary means to attain that goal have to be put together.
3. Then the actual working of the undertaking has to be coordinated so that the different components work harmoniously.
4. The occasional organizational conflicts have to be smoothened.
5. The profit gained has to be properly shared.
6. To Prepare Human Resource Budgetary control System to ensure eco friendly sustainable development
7. And finally the future has to duly and intelligently anticipated and appropriate Planning undertaken to ensure stability.

Let us see how these guidelines could be used to achieve excellence in all the above sections of management.

Credos That Influence The Indian Work Ethos

A. Atmano Mokshartham, Jagat Hitaya cha

I. This verse taken from the Rig Vedas says that our actions are guided by the relation to the world. It means “for the liberation of the self and the good of the world”. The saying forces are the balancing tools for the individual and society as a whole.

II. The saying is an urge for humanity to work for good of the society and thus helping the individual to gain materially and spiritual happiness in the world. This is the motto taken by the Swami Vivekananda for his organization Ramakrishna Mission.

B. One must remember

- (i) “Paropakaraaya phalanthi vrikshaha
Paropakaraaya Vahanti nadyaha
Paropakaraaya duhanthi gaavaha

Paropakaraartham idam shareeram

(ii) This verse shows the second important ethos of management which tells that trees do their duty without expecting anything in return similarly sun gives away heat and flower spread fragrances. The core idea behind this verse is that all beings come from the same source of energy. Humans should hence do selfless work for the society and serve others. Researchers have proven that an individual who works for the betterment of the society and not for their own monetary benefits will start displaying OCB or organization citizenship behavior. This is not part of the formal job requirement. Many of the organizations in India are now looking for individuals with OCB characteristics for the same reason. The organizations which employ such individuals have a better performance in the global job markets.

C. Yagnayacharatah Karma

A verse from the bhagavad Gita clearly explains these ideas which state that a person who is doing the work must do that in the form of doing a Yagna or sacrifice. Yagna or sacrifice is related to the term holy or sacred. Here the vedas asks an individual to do five types of yagnas daily.

I. Brahma Yanga- it asks the individual to assimilate the sacred teaching into oneself and then spread them to the others as the brahmins do.

II. Manushya Yagna- serving the fellow human beings and guests.

III. Pitru Yanga- serving and respecting the ancestors.

IV. Bhuta Yanga- serving and offering food to all living beings.

V. Deva Yanga- Serving the cosmic powers by following sole divine purusharth 1. Arth
2. Dharma 3. Kaam 4. Moksha

To pay back following debts like Pitrarin, Devrin & Gururin

To satisfy above debts one has to train his five forces as below

1. Body
2. Mind
3. Intellect
4. Ego
5. Consciousness

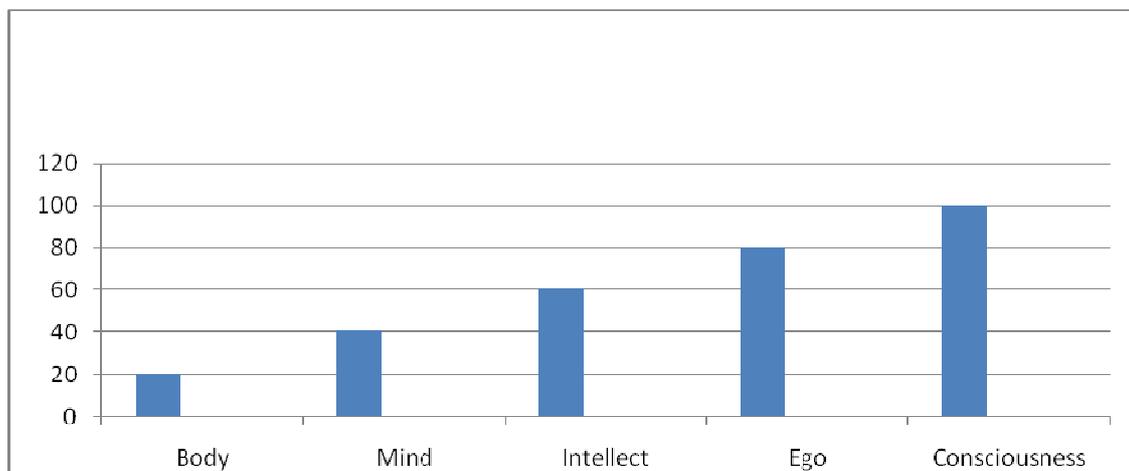
Awareness (chetna)

Today, it is the body that is taken to be the main component and therefore has to be on a priority. For it duly catered wealth is required. Therefore, wealth figure first as the goal of life. The whole education setup seems to be oriented towards this goal. Hence most managers would make it is the goal of their business in order to satisfied lower order hygiene needs to inspire an employ to enrich his competency vertically.

Mind is the next higher component of the human personality. Let us examine what it offers as a goal to a business manager. Mind is field of emotions like love, affection, friendship. Mankind feels happy when there is an emotional satisfaction. A dear son comes back after a long

absence and one feels happy further it is the master of our two intellectual masters like IQ & EQ. further it is elaborated in to EI, SI, IPI and SI again. It also supports as to ensure their effective uses.

The intellect is the capacity to decide and remember. This capacity is not available to species other than human being. While the body demands comfort and the mind begs love and affection, the intellect has quite a different need. It seeks respect, recognition and fame. The more developed the intellect is, these needs too, gain intensity. That is why one English poet wrote that ‘Fame is the spur. The last infirmity of noble mind’ calling it an infirmity is significant indeed. It gives us power to take decisions



When money wealth is the primary consideration the manager has opted only 20% of Quantum potential of total satisfactions. The choice of emotional gain would rise it to 40% further the efforts put in to social welfare would make it to 50%. When the efforts applied to facilitate fellow workers and the society it rise to 80% and at the last our attitude that the indicator of consciousness that gives life manager pulsating in all living beings around him may brings total and complete satisfaction that is called Bliss (100%) To summaries above – Wealth brings pleasure, Emotion brings joy, Fame brings satisfaction, Service of the selfless king brings fulfillment, Self knowledge brings Bliss.

Principles Of Indian Ethos Of Management

- a) Each human being has been bestowed with the immense potential, manpower, perfection and excellence to do the work with dedication and creativity.
- b) An approach which aims at uniting the individual self, divine power (which includes the knowledge, wisdom, power and the universe.)

- c) One must develop inner resources or divine abilities rather than the outer resources. The inner resources have more ability than those outer resources. Inner resources include wisdom, vision, insight and foresight.
- d) Selfless work or karma yoga provides individual with both private and public benefits.
- e) Achieving excellence at work through self motivation and devotion without any type of attachments.
- f) Co- operation or team work to achieve better success.
- g) To Increase Degree of effective use of intelligence
- e) To create conducive work environment to have free rain socio work environment free from pressure uncertainty to promote each and every employee to ascend up from physical and emotional boundaries in order to attain self actualization.

The Role Of Spirituality In Leadership

The absence of flaw or absolute perfection is an ideal, just like Rama in Ramayana, one of the best examples of leadership as per Hindu mythology. He was idolized as ideal son, brother, husband, administrator and king. And though, concepts of leadership in mythology and modern day management courses don't go hand in hand, but, the aspirations and inspirations remain the same. Current leadership theories focus to varying degrees on one or more aspects of the physical, mental or emotional elements of human interaction in organizations, and neglect the spiritual component.

The spiritual angle to the leadership as proposed in spirituality in management, (Chakroborty and Chakroborty, 2008) states that, uplifting leaders of humanity have always possessed this subjective power of cent per cent purity, here once again, the talk is of absolute perfection, and consequently, great leadership.

According to Sri Aurobindo, Spirituality means beginning to become aware of a consciousness higher than that of body mind centered ego, and the ability to live more and more in it or under its guidance. The guidance can come from within, or a mentor can help identifying the inner voice.

Some of the greatest leaders in Indian history are the example of men, who after their brush with the spiritual angle in from of a mentor/guide, raised from the stature pf a common to become exemplary leaders in world history, eg. Like in the guidance of upagupta, Ashoka the fiere(Chand ashoka) transformed in to ashoka the bening (Dharm Ashoka), and took his empire to new heights of greatness in terms of peace, wellness, wealth and fortune. His ancestor Chandragupta Maurya is another example of transformational leadership, Chandragupta was a common shepherd at a small village but in the mentorship of kautilya or chanakya (father of modern Economics and Political of 'Bharatwarsha' and altered the course of history. Hence, transform it.

The word 'transformation' always comes with a positive notion-something which is constructive, wholesome and elevating. When we see the spirituality perspective these are the aspects there. Hence the fountainhead of all transformations, the leader is the one who needs to put forward the first step in this journey.

Effective leadership is multi-disciplinary, involving not only those disciplines of sociology, psychology and technology, but that of spirituality and EI(Emotional Intelligence) as well. This new approach is effective because of the different ways it offers of gaining deeper insights into a leaders own spiritual self, but also beyond this to others with whom the leader interacts, and others who are affected by the results of their leadership.

Yogah karmasu kaushalam

According to this verse from the Bhagavath Gita the Yoga is the end result of achieving excellence in once work. A person becomes a yogi when one concentrates on ones work and gives their full potential for the job. Yoga is not just an exercise but it a communication an individual develops with the cosmic powers overtime. It is also referred to as a means of the union and also as a means to control the mind.

Satyam naasti paro dharmah

It is simply means that no dharma higher than the truth. As many of the great saints like shri satya Sai Baba have said “Never go back on your word, all worship, meditation and sacrifice are a waste if you arrange your word”. Many of the great businessmen of today take this as the motto for their successful business relations. Even one of the great industrialist of India is a staunch believer of this verse.

Indian Ethos and the modern Management Fields A-Sustainable development and expansion

Men may earn plenty of money with hundreds of hands through your high profession and others cooperation of team members and use that wealth with thousand hands for excellent deeds with that you will progress constantly. A successful manager must use his excellence and diligence and endurance power to earn and use it for the wellness of team members and society. This will give you sustainability in the life.

अथर्ववेद 3/24/5

The money earned through honesty be divided in five equal parts, one part for social responsibility second part for fame (T&D) third part for eservice and expansion fourth part for self and fifth part for relatives. By doing this a manager and owner will always unsay honor and globule respect, be cheerful and move other cheerful.

B- Industrial Relations (impartial Behaviour)

विद्या विनय संपन्ने ब्राह्मणे गवि हस्तिनी ।
सुनि चैव श्रवाके च पण्डिताः समदर्षिनः ॥

To have united workforce and earn whole hearted cooperation from all the stakeholders' of business. A perfect manager must establish permanent cohesive bond between the hearts of employee with employees. Waivers managers delay, supper and even customers and society in

general. As a wise men never differentiate between knowledgeable, unknowledgeable cruel miser cow, elephant and even dog. He likes everyone with the same feeling and regard.

5/18 Gita

C- Job satisfaction

ते अस्मभयं शर्म यसन्नमृता भर्त्येभ्यः ।
बाधमाना अप द्विशः ॥

Let us learn from those who are learned, have steady consciousness and doing good deeds only one should always keep away from men of bad nature (selfish trade union leaders). Every mains salvation, peace progress and self actualization lies in his only. Man himself is the friend and enemy of self.

The Rigveda 1/90/3 page/224

Peace and salvation has no relation with the physical Dharma which prevailing all over the word in the name of traditional action and Karmkand which draw a line of difference between the two religious followers and people some time involve in communal riots. They forget that they all are the serve of only one almighty and offer death their librated soul will again repeat the same infinite journey until and unless it becomes fully pure and submerged will supreme soul.

This it is clear from the above that religion is the subject of material world, we call it “Art of living” but the business soul purification is the process developing and transforming our unconscious mind to conscious. Subconscious and ultimately in super consciousness this process one can said to be “Art” of self becoming” mean to know our eternal source of energy lies in the emotional brain in the form of emotions which constitute emotional quitrent(PQ) are emotional intelligence (EI) which takes you to yourself actualization high through regular training and developmental processes.

Yarhat Gitaswami Adgard/2/37 page38

D-Motivation

विद्वेशा सीनुहि बर्धयेलां मदेन शतहिमा सुबीरा ।

It is the duty of competent learned managers that they should carry out excellent deeds with integrity and honesty to the master and do the same for other taking threats as challenge and making other to follow the same path of endless growth by increasing their strength by training and development (T&D) intelligence emotional intelligence (E&I) learning, competency building and longevity, sustainability.

The Rigveda 6/10/7

Globe Integrity and cross cultural integrity

अच्छेधो अदाहो अक्तोद्यो अयोथ्य एवच ।

पित्यः सर्वगतः स्थापुर चलोअयं सनातनः ॥

The real knowledge is neither can be burnet, wet with water nor perishable. It is eternal and it has universal acceptance. It is beyond sensation feeling. But it is unreachable to physical matter. It is the subject of personal realization, faith and believes through the inner core of the heavy. It is also the outcome of real yagya know of the total sacrifice of the physical world. As supreme authority is unique and it should be the everyone's ultimate goal.

बर्हिमुखी संसार पह अंतरपामी सूक्ष्म ।
सीमित पह संसार है सूक्ष्म अनंत अनंत ॥
ब्रह्म जीव एक तत्व है जैसे निर्मल नीर ।
जिसका जैसे पात्र हो वैसे भरे शरीर ॥

Dr. ADN Bajpayee

It means external physical world is limited, perishable and ever changing. It carries all physical problems to us like stress, dispute, anxiety, tension, worry angriness and difference is the name of religion, race, gender, language, co lour and regional feeling etc. However spiritualism is unique and integrated every human being living is any converter of the world. This integrates all those conscious people who know these secrets of ascending and descending process of divinity. "The theory of incarnation"

E-Work is worship

एतान्यापि तु कर्माणि सडं व्यक्त्वा फलानि च ।
कर्तथानीति में पार्थ निष्चितं मउस्तजमम् ॥

6/18 page 333

Lord Krishna stressed that 'o' Arjuna when a person removness all returns of Yagya, Dan, Tapa and objection is the real way of doing word for the wellness of serve and to the universe.

H- Financial (Surplus) management

मे धमनं विन्दते अप्रचेताः
सत्यं ब्रवीम वध इत्स तस्य ।
नार्यमणं पुस्पति नो सखादं
केवलाथो भवति केबलादी ॥

The Rigveda 10/117/6

"Wealth should not be with a man with bad tendencies. He is not able to do good to his associates with that thus a man we enjoys the wealth alone is certainly a chief and sinner."

The emotions of greed attachment a feeling over created with wealth even the most intelligent people get trapped in the net of these emotions they become wood with the toxicities of money and indulge of endless desire without thinking what is proper and what in proper. We

see all around us many scandals all around us. Thus a good manager should think of spreading surplus many in to growth and expansion of business instead misusing it in luxuries and comfort for the limited persons. Generally people become indolent with wealth and become with that reason let us obtain wealth but become done without scouring proud. Every man must make an effort for progress and peace and happiness and for name and fame not only should he be honest, diligent helpful to others but should inspire other to do the same.

Only the path of true is without thorns easy and approachable, therefore all should follow the path of truth for eternity and sustainability.

सुगः वन्या अमृक्षर आदियास यततं पते ।

वमावखादो अस्ति वः । |The Rigveda 1/41/4 page 16

I- Business Environment

सत्यं च मे श्रद्धा च मे जगच्च मे धनंचमे ।

विवं च मे मह च मे क्रीडा च मे मोदश्च मे ।

जातं च मे जनिदमाणं च मे सूक्तं च मे ।

सुकृतं च मे पन्सेन कत्यन्ताम् ।।

The Yajurveda 1815

Let me do such deeds that my truthful belief faith, friendship wealth breath of mind may how our, speech and good deeds are qualified. Every manager must display is good deeds only He should always.

Time See's Speale and do good not through his body mind, speech and deeds. He must create all around an at most her of purity and implying all his senses, to arouse subordinates' hidden talents and Creativity for endless journey of progress , propend and salvation. A Leader full of such bio-magnetic energy way easily break down the momentum blockage of subordinate and inspire them to actualize their firth by putting their total body mind and soul with the woke the order to ensure optimum use existing installed capacity of the man material many and machine .

J- Manager Ethics

अधेन्वा चरति मापयेश बाचं शुश्रुबां अफलाम पुश्माम् । The Rigveda 10/71/5

“Those who do not practice moral conduct, they do not get bowfin despite being educated, just as a cow produced by a magician does not give milk”

Every innovative and forward looking manager can contribute in same way to rising the level of sentiments of the global humanity. The extent to which are can denotes his time lab our intelligence, money etc for this purpose to the extent we have ventured nobility we should include maximum purity, generosity and excellent ideals in our thinking. Attitudes qualities

deeds nature and activated within the preview of ethical values and low by surrendering enthusiasm and felling our insight and capacity for the peoples welfare

Conclusion:-

Destiny is the result of actions in the past. The results are called fate or kismet or karma. But it is obvious that the destiny is formed by my own actions. A wise manager makes himself and all around him to deserved a better fate. So a good manager, so to say manages his own destiny and that of his workers. He commends the future to be a bright and profitable one and all. This is the power of the Indian Ethos.

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