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Lessons From The Past For Creating A Strong Future

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Abstract: Indian ancient heritage is full of treasure holds significance in the present scenario. India's ancient knowledge system was based on achieving higher self through holy spiritual knowledge. The biggest gift given by India to the World is Holy Bhagavad Gita, Ramayana and Mahabharat which provides comprehensive knowledge relevant in practical life. The spiritual philosophy given in different aspects of ancient Indian heritage were highlighted worldwide. In light of this, the present study is an attempt to understand the lessons for corporate problems from Bhagavad Gita, Ramayana and Mahabharat. The study was based on secondary data. The study concluded that lessons provided by Bhagavad Gita, Ramayana and Mahabharat are useful for corporates in increasing their efficiency and effectiveness which leads to growth of the company as a whole

Keywords - ancient heritage, corporate lessons, Bhagawad Gita, Ramayana, Mahabharath

INTRODUCTION

Indian civilisation has given good sized importance to understanding — its amazingly extensive frame of intellectual texts, the sector's biggest series of manuscripts, its attested tradition of texts, thinkers, and faculties in such a lot of domains of expertise. In Bhagavad Gita, Lord Krishna tells Arjuna that know-how is the brilliant cleanser and liberator of the self. India's knowledge device is historic and uninterrupted just like the glide of the river Ganga, from the Vedas (Upanishads) to Sri Aurobindo, information has been on the centre of all inquiry.

Vedic philosophy constituted of 4 vedas viz, Rig veda, Yajur veda, Sama veda and Atharvana veda. Rig veda came into life earlier than other vedas, which includes 1028 hymns which have been sung in order to worship God. Yajur veda affords the guidelines to be taken into consideration for the time being of sacrifice. Sama veda charges chanting at some stage in the length of sacrifice. Atharvana veda suggests rituals. The Dharma Sastras cites the policies to be located inside the ordinary existence. Six Vedangas viz., Shiksha, Kalpa, Vyakarna, Nirukta, Chhanda, and Jyotisha, also maintain extensive vicinity in the Indian understanding system. Indian know-how machine also includes knowledge acquired from Upanishads, Mahabharta, Ramayana, Puranas, Brahmanas and Aranyakas. The Upanishads includes philosophical textual content associated with exclusive regions just like the advent of world, absolutely the, the soul, and the thriller of nature.

The complete body of organised understanding is split into two sets inside the Mundakopanisad — para vidya and apara vidya, knowledge of the final precept, paramatma or Brahman i.e. the metaphysical area, and understanding that is secondary to how one grasps aksara-Brahman i.e. worldly understanding. For that reason, a difference is made between jnana and vijnana, the know-how of records of the perceptible international. Over time, information of various domain names has been institutionalised into disciplines, or vidya and crafts, or kala. Indian disciplinary formations encompass fields as diverse as philosophy, structure, grammar, arithmetic, astronomy, metrics, sociology, economic system and polity, ethics, geography, logic, army technology, weaponry, agriculture, mining, exchange and commerce, metallurgy, mining, shipbuilding, medicine, poetics, biology, and veterinary technology. In every of these, a continuous and cumulative collection of texts is still available regardless of the vast loss and historically recorded destruction.

India's knowledge machine includes instinct, enjoy and revelation. India's understanding gadget provides a variety of guidance in accomplishing positive sports inside the corporation extra efficiently. On may sixteenth 2022 Hon'ble Union Minister of education and ability development Shri Dharmendra Pradhan released a ebook on "advent to Indian know-how gadget: standards and application". He pointed out the recognition of India's knowledge system, spirituality, way of life and philosophy globally. He also emphasised the advantageous impact of India's expertise system on the world. He further spoke about Indian texts Vedas, Upanishads and so on. And designated that there may be a need to safeguard, document and spread the know-how our Indian know-how system which is complete of treasure around the arena. He additionally highlighted the significance of technological know-how-primarily based understanding contained in India's knowledge machine within the modern time. Further, he stated that there may be a want to expand a co-operative dating among Indian understanding gadget and current troubles that's confronted by using society as our Indian understanding machine has solution for global's problem.

Management is appeared as one of the leader factors responsible for the achievement of the business enterprise as this issue will lead the employer to new heights, glorious function and creating requirements whereas the identical organisation will see failure if the management is erroneous. Globally, massive wide variety of agencies are facing this trouble of dealing with organization way of

life. With a purpose to create a sustainable employer lifestyle, variety of management theories offers a proof of this concept from diverse aspects. Indian historic Puranas and Scriptures like Mahabharata, Ramayana, Vedas, Bhagawad Gita, and Arthashastra etc., gives a completely unique outlook of management and its consequence at the company.

Now a days lot of managers even after taking training are facing lot of issues in terms of management of stress, managing employees around them, how to increase their work productivity, making leaders in higher level management, managing work environment, creation of friendly relations and building organization which will have a long productive life. They also face difficulty in managing their work life and personal life. Because of this situation, there is a need to find out the better alternatives for the management of the organization.

LITERATURE REVIEW

Satish, M., & et. al. (2020) studied leadership lessons from Indian Knowledge System. The study used secondary data which was collected from published sources. The paper discussed leadership lessons from mainly Mahabharat, Ramayan and Bhagawad Gita. The study also made an attempt to compare contemporary management approach with ancient Indian Knowledge System. The study concluded that ancient Indian Knowledge System holds prominent place in facing challenges of contemporary corporate world.

Rajpurohit, N. (2020) analyzed different leadership styles in ancient scripture Mahabharata and its relevance to motivate and demotivate employees. The study used secondary data which was gathered from authentic sources. The study also mentioned the leadership role of Lord Krishna which helped Pandavas in attaining victory over Kaurvas. The study also mentioned example of bad leadership by quoting the case of Lord Dhritarashtra.

Gupta, P., & Singh, N. (2019) examined different management lessons from Ramayan and Mahabharat that can escalate the managerial efficiency. The study was based on secondary data collected from published sources. The study mentioned some managerial models which were based on the two great Indian epics Ramayan and Mahabharat. It was concluded that Lord Shri Ram in Ramayan and Pandavas in Mahabharat had used a combination of modern management strategies like Red Ocean, Blue Ocean, Green Ocean and sometimes Black Ocean too at right time.

Priya, S. E., & Vivek, N. (2015) deliberated various management concepts from Mahabharat which are significant in managing modern day corporate world. Secondary data was used for the study. Some stories of Mahabharat which holds significance in management of company were discussed the study.

Mahadevan, B. (2008) made a study on management lessons from Bhagawad Gita using secondary data. He discussed alternative examples from Bhagawad Gita and stated leadership and management lessons from Bhagawad Gita.

OBJECTIVES OF THE STUDY

The objective of the study is to analyse and understand the corporate lessons from Bhagawad Gita, Ramayana and Mahabharat.

METHODOLOGY OF THE STUDY

The study is descriptive in nature. Secondary data collected from published sources used in the study.

ANALYSIS AND DISCUSSIONS

Indian Knowledge System is considered as one of the biggest sources of knowledge and motivation in the modern times as well around the world. Different aspects of Indian Knowledge System have been encouraged and welcomed by citizens worldwide. It provides assistance to people in finding their purpose of life and provides a path in the direction to attain that purpose. Bhagawad Gita, Ramayana and Mahabharata are the ancient Mythologies which provides the solutions to the everyday management problems.

Bhagawad Gita is regarded as a comprehensive guide to increase the productivity of employees in terms of their efficiency and effectiveness in performing a job by spreading wisdom in terms of converting weakness into strength, dividing responsibilities, choosing the appropriate individuals in the team, the requirement of charismatic leader in the organization that will inspire, motivate and will help the employees of the organization in solving certain dilemmas they face every day. Ramayana one of the greatest epics of Hindu Mythology clearly shows the application of management principles. Mahabharat one of the biggest, oldest and great epic of Hindu mythology provides life skills, knowledge and wisdom which India has offered to the world.

CORPORATE LESSONS FROM BHAGAWAD GITA

- **Commitment with regard to work:** A famous stanza of Bhagawad Gita provided guidance with regard to detachment of expectations of desired results from completing any work commitments. Likewise, a person ought to deal with completing the work within the stipulated term without specializing in favoured results.
- **Unselfish Work Commitments:** Lord Krishna enlightened Arjuna to brawl a fight with the intention to improve the universe. Lord Krishna advice Arjuna that the principle goal of struggle is to improve the universe within the route of correct manner of dwelling (Dharma), no longer for satisfying their very own greed, benefit and desire. Therefore, each and every single character of the organization must deliver first choice to organization objective in place of character's objective.
- **Identity with Work:** According to Bhagawad Gita, an individual's identity is not decided by his caste, colour and family he is member of, but an individual's personality must be related to his ability to fulfil his work commitment effectively and efficiently. Therefore, in the light of management, it means that a person's identity must be decided and related with his skills, capabilities, work etiquette and way of acting towards superior and subordinates.
- **Emotional Intellectual Capacity:** Bhagawad Gita advice that one should not get cocksure of one's little victory and not to get dishearten of small failures, but one should constantly take efforts in the direction of our purpose. Consequently,

in the context of management, individuals of the organization should work in the direction of organization's objective without giving regard to all odd.

- **Support to change:** Lord Krishna said that an individual afraid of change divert his own mind towards doing wrong course of action (Dharma) and unethical practices. Similarly, people working in the management should not be afraid of any fear and should be ready to accept any change in working conditions.
- **Purpose:** Lord Krishna advised that any work done with favourable intentions will definitely give desired results. Similarly, the objective of organization's manager should be clear, conscience and attainable.
- **Sound Cognitive Ability:** During the war, Lord Krishna said that life of a human is a war between the body and the mind, one must strike to keep a balance between mind and body in order to examine a situation and take right decision at the right time. Consequently, an organization's manager should keep his mind stable in order to take effective decisions in important situations.

CORPORATE LESSONS FROM RAMAYANA

- **Doing SWOC analysis:** SWOC (Strength, Weakness, Opportunities & Challenges) analysis plays a vital role in modern day management. As per the established norms of management, before entering into any job, we do a complete analysis of the situation and then get mentally prepared and then make a plan, analyse competitor's SWOC and then act accordingly. In Ramayana when Hanuman entered Lanka; the first thing he did was a complete study of the Lankans and assessing their strengths, weakness, challenges & opportunities.
- **Focusing on the importance of communication in constraints:** A lack of communication generally causes loss of focus and direction. On the contrary, continuous guidance and direction through effective communication helps subordinates to march towards the predetermined goals of the organization. This needs to be followed in congenial as well as adverse situation too. This was evidently observed in the kidnapping journey of Sita by Ravana when she purposefully dropped her belongings and jewellery at the regular intervals throughout the journey which gave Lord Rama the indication of the right path.
- **Believing & valuing your subordinates:** In the corporate world, a manager is the one who can get his work done even from the competitors. A manager pins your ears back to what his subordinates has to say and tries to hold onto them together especially when the organization needs them the most. In Ramayana, Ravana has time and again shown the signs of a bad manager, and hence it led to the demise of his kingdom. Right from the beginning, he ignored the advice of his managers and got his kingdom in the state of war with Lord Ram. His mismanagement and the act of not valuing his subordinates resulted in Vibhishan (one of the wisest manager) leaving him in the middle of a crisis.
- **Having a clear Vision:** It's miles required that every leader must have a clear vision of what he's aiming for and what fruit will it bear him in future. As an instance, Rama's clear imaginative and prescient changed into to launch his wife Sita and rout the evil forces. This readability about the intentions in addition to the system enabled his navy to place its heart and soul inside the battle to release Sita. So, a clean vision will usually be a motivating component to awareness on the aim and to no longer get deviated.
- **Stand fearlessly in spite of challenging situation:** After the kidnap of Sita, Ram curiously go searching in the forest on the lookout for Sita. Ramayana confirmed very poignant info of Ram's sorrow whilst Sita was kidnapped with the aid of Ravana. But still, he by no means get disheartened and his sorrow did no longer permit him prevent the hunt of Sita even when he doesn't realize approximately the kidnapper of Sita. Lord Ram searched for Sita courageously and even encouraged his navy to discover Sita and as a result, he won the conflict in opposition to Ravana. Face disaster situation with courage and take vital steps at that time to gain favored desires.
- **Leaving your comfort zone:** It's been discovered that advertising managers of nowadays who travel through the vicinity to get a higher first-hand experience of the consumer's pulse do a miles better activity of servicing the marketplace. In Ramayana, while Rama receives ordered to remain in the jungle for a period of fourteen years, Sita and Rama take it as an possibility to interact with the ordinary residents of their monarchy, instead of last limited to the contentment of their palace. This helps them to recognize the ground realities better.
- **Having a clear Succession Plan:** A well-run organization ensures that the career development plans of its high performers are directly linked to succession planning. Therefore, good managers should go to great lengths to develop the managers who report to them and make them aware of their succession planning. For example, despite the chaos in Dosalata's preparations to place Rama on the throne of Ayodhya, we can never deny the existence of an easy succession plan. In principle, it aims to ensure consistency in governance. Besides being the eldest son, it helps; Rama is loved by all, and thus chosen to lead the kingdom to Dasara. According to Raghuvansham of Kalidasa, when surrendering his body, Rama divided it fairly among his two sons - Lava and Kusha.
- **Act in accordance with ethical code of conduct:** Rama took moral decisions in each and every aspect of his life.
- **Behave with all individuals equally:** Lord Ram was a King and he behaved with all the individuals equally. Rama unlike other kings maintained a very healthy and equal relationship with people of both upper and lower caste. This also helps him to win war against Ravana as he received loyalty of its army. Maintaining healthy relationships and treating all people with respect and kindness regardless of their caste.

CORPORATE LESSONS FROM MAHABHARAT

- **Innovative Thinking:** There are 100 Kauravas. They do not occur naturally, but are made using test-tube technology. It is said that Duryodhan was the world's first test-tube baby. There were no laboratories back then. This is done with the help of clay pots. Clay pots provide the temperature the embryos need to grow and act as test tubes. It is basically an invention, but the result of innovative thinking. Gandhari wanted to have more sons and hoped to lay the foundations of a stronger kingdom. Creating a brand name is easy when starting a business and launching an innovative new product or service.
- **Selection of Resources:** When the battle was going to begin, most of the other armies were also involved by the Kauravas and the Pandavas; Arjun and Duryodhan went to ask for favours from king Krishna also. Arjun asked Krishna himself to work as the driver of his Chariot. On the other hand, Duryodhan asked for his army. Krishna and his leadership with the Pandavas were one of the major reasons behind the victory of the Pandavas. He guided them at every step. He played the role of the most important human resource. When it comes to management, it is very necessary to select the right resources. Resources are not only raw material and other non-living things, but employees are also human resources. The selection of the right resources is therefore significant.
- **Following the Learning of Management Books:** Before the beginning of the battle, Arjun lost his confidence and passion to win the battle because of the presence of relatives against him. He was not willing to fight against them. Lord Krishna gave an insight into the realities of life with the help of Shrimad Bhagawad Gita. It is believed to be the solution to all the problems in the world. The solution to all the problems related to the challenges can be easily found in the most valuable management books. It is important for all the managers to understand the importance of the learnings of Management and to follow them.
- **Ethics:** Kauravas always walk the path of dishonesty. They restored the game with the help of their uncle Shakuni. When the battle took place, they killed the son of Pandavas at night. At that time, it was strictly forbidden to attack others at night, because the fighting time was during the day. On the other hand, the Pandava family has followed ethical principles since birth. They play the game honestly. The Pandavas lost everything in the game, gave everything to the Kauravas, and went to exile in the forest by themselves. Even though they knew the punishment was immoral, they took it anyway. So they came back and asked for their kingdom back, but Duryodhan refused, so Mahabharat happened. A company that does not follow an ethical path cannot survive in the long run.
- **Commitment:** Most of the leaders like Bhishma Pitamah and Dronacharya fought on behalf of the Kauravas even when they knew that they would lose the battle and their lives. They had their chances of disrespecting the kingdom of Hastinapur which was under the Kauravas and moving to the Pandavas but they did not. This is a management lesson because it should be followed by all the employees that they should not keep hopping from one company to another for a little increment in the salary. They should remain loyal to a company if they find the work culture suitable. None of the fighters from the Kauravas cheated, this also teaches the management lesson of being loyal to the customer and the company.
- **More people, more work:** Sometimes companies tend to lay off workers to maximize profits. However, when value is created for the greatest number of people, there is a greater chance of success and building a good brand image through word of mouth, as employees and their families are effortlessly loyal customers of the company. The Kauravas and Pandavas understand the importance of manpower and try to increase their armies as much as possible.
- **Diplomacy:** Dronacharya was the teacher of the Kauravas and Pandavas. He was extremely powerful and knowledgeable. It was necessary for the Pandavas to kill him to make the Kauravas weak. He made an oath that he would discontinue fighting if he lost his son Ashwathama. The Pandavas played a trick by spreading the rumor that Ashwathama had died. Since Dronacharya was very intelligent, he sensed the trick and therefore decided to ask Yudhishtir because Yudhishtir was the most righteous among all the Pandavas who was determined to not speak a lie ever in his life. However, the Pandavas had to kill Dronacharya; Yudhishtir answered for an elephant named Ashwathama who was killed by Bheem. His answer was- 'Ashwathama has died'. This is how Yudhishtir spoke to Dronacharya diplomatically without speaking a lie and Dronacharya was killed. Diplomacy plays an important role in getting products sold. It is an important part of marketing communication and influencing customers through advertisements. It is the art of presentation to appeal to the customers.
- **Women Empowerment:** Empowering women is one of the most important management lessons to be learned in the Mahabharata. The sheer misconduct of Draupadi became the basis of Mahabharat. Respect for women should be instilled in future generations through struggle. After years of ignorance, fair sex is now recognized as an essential part of society and the corporate world. Many companies have ensured that 50% of employees in all positions are women. Mahabharata taught the same thing long ago!
- **Division of Work:** Mahabharata is an excellent illustration of the principle of division of work. Bheema, the strongest of all the Pandavas, with the power of a hundred mammoths; killed all the hundred Kauravas alone with his strength. Nakul was given the part of aiding Bheem. He also played a prominent part in healing the injuries of the Kauravas because of his command over Ayurved. He also killed the two sons of Karan, the dearest friend of Duryodhan. Sahadev defeated 40 sisters of Duryodhana. Sahadev was an expert with brands who killed Shakuni. Shakuni was the architect of the bones game. Arjun was a great legionnaire and the stylish sportswoman of the world and he killed Bhishma Pitamah, Jaydrath, and numerous other fighters of the Kauravas. Arjun named Krishna to come his motorist so that he could be guided at every point of time. Shikhandi, stood before Bheeshma to shield Arjun because Bhishma had taken a pledge to no way raise his munitions against women and a eunuch wasn't believed to be a man according to the morals of society at the time. Yudhishtir was the king after the battle and he was responsible for twisting colourful rules so that the palm of the ethics took place. He was excellent in shaft fighting and he killed Shalya and his family on the 18th day of the battle. Shalya was his uncle and the commander-in-chief of the Kauravas. This is how it's important to give the right work to the workers according to their chops and gift.
- **Team Spirit:** This aspect is the pillar of the Mahabharata. Kauravas could not muster up the complete support that was necessary for winning the battle. All the great generals of Kauravas, including Bheesma, Drona, Karna crusaded

individual fights on the battlefield. However, Pandavas weaved one team that was directed by a single goal. All participated in decision making process and contributed their skills leading to a synergic effect.

- **Excellence in Governance:** When Indrapastha (City of Indra) was erected, Pandavas ruled in a fair and just manner. They didn't drift from the path of righteousness. Their administration and operation won the love and affection of their subjects. They ruled for thirty-six times on this path before falling prey to an illegal game of bones. It was this excellence in governance that ultimately got lost and led to a heinous battle in Kurukshetra. At present, Excellence in governance is a vital condition for a business leader to command respect in the business and among their workers. It's vital for maintaining a healthy culture in the associations and vent off the malignancy of office politics and other expiring aspects that types negativity. The HR department can insure that certain enterprise taken by association to insure a culture of excellence in governance.

CONCLUSION

Indian ancient heritage is full of treasure holds significance in the present scenario too. Corporate learnings that can be acquired mainly from Bhagawad Gita, Ramayana, and Mahabharat provides useful solutions to face contemporary challenging situations of corporate world. They are very useful for corporate people as it provides them an aid in increasing their competency, skills and helps them in facing the problems. Implementation of these lessons can help corporates to increase their efficiency and effectiveness which in turn leads to growth of the company.

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