

SECRETS FROM KAUTILYA ARTHASHASTRA TO BECOME A SUCCESSFUL ENTREPRENEUR

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Abstract: This paper attempts to understand what are the success secrets from Kautilya Arthashastra to become a Super Star Entrepreneur. Chanakya was the management guru and mentor of the great Emperor Chandragupta Mourya during 4th century BC. He thought and taught that entrepreneurship is about gaining the non-possessed, then protecting that which is gained and ultimately making the protected grow, by deployment of employees. As per Chanakya, one should learn from the mistakes of others against the trying to learn all by one-self. This certainly makes sense as it saves time for sure. So, observing others actions, their reactions and the ultimate consequences makes one wiser and wiser. It is like being witness to all that is happening around you. If you wake up and see things that are happening around you, and you are just a witness to it, you are not actually participating in any of them. Of course, as long as you are in the world, you have to do karma and you will be part of the karma, there is not getting away from that. But, more you build in a habit of being witness to different situations and lesser you feel that you are doing various action, the better it is. You are getting closer to the truth.

An entrepreneur is always high on his energy- positive energy. There lays no sense to be in the company of a person who scatters negative vibration every time. It is very well said, “A bad apple in the basket has enough potential to rot all the other good ones”. Also, it is needless to say that an entrepreneur can’t afford to waste his time. There’s no use to read a book before a buffalo. The truth is a buffalo will remain a buffalo no matter what. So, the relevance to this statement is cherry-pick your employees, work with people who want to learn and are thoughtful enough.

Chanakya furthermore elaborate about getting into entrepreneurial ventures. He says, before you start some work, always ask yourself three questions: Why am I doing it? What the results might be? and Will I be successful? Only when you think deeply and find satisfactory answers to these questions, go ahead. Once you start a working on something, don’t be afraid of failure and don’t abandon it. As soon as the fear approaches near, attack and destroy it. People who work sincerely are the happiest. The fragrance of flowers spreads only in the direction of the wind. But the goodness of a person spreads in all direction.

The term Entrepreneurs is synonymous to learners. They are learning every moment; from their failure, from their success, from their customers, and everyone and everything else. The matter is when they absorb themselves in learning, the world around starts seeming impassive. An entrepreneur, thus, needs to be shameless, determined and immune to changes. He needs to keep just one thing in his mind; the detractors of today will be the celebrators of his success tomorrow.

Life is short and time is very fast. There’s no scope of replay or rewind. There is no guarantee what is going to happen tomorrow or even the very next moment. So, never wait for the right moment to come and tap you. Make your own opportunities and start as early as possible. Always remember, as an entrepreneur, “you are here to put a dent in this universe!”, as said by Steve Jobs.

Entrepreneurs are a combination of strength, ambition, determination and confidence! But hey! They are not omnipotent like God possessing all the world-class abilities and talent. They are just like any other guy whose passion defines his position. He may be in low spirits sometimes but he must ensure that his dejection does not become a plight which gives people the chance to manipulate and exploit him. As Chanakya rightly said, even if he is a non-venomous snake, he must act like one with the ability to take life.

The relevance of today’s work with these ancient beliefs makes me a complete Chanakya fan. Are you not impressed by his reasoning? It is remarkable that the thoughts that crossed his minds centuries ago are still relevant. His valuable insights can still guide the way business is done! The thoughts still counsel the mode of living life meaningfully!

How Kautilya Arthashastra helps in formulating the strategy?

In his Arthshashtra, Kautilya takes an inside-out approach to management, which is self-management first before management of every other thing. He advised the future organizational managers and leaders to firstly conquer the enemies within such as desires, anger, greed, arrogance, infatuation, envy, pride or ego and foolhardiness, as it is often said that one who conquers the self, conquers all. In addition to the self-management, Kautilya's Arthshashtra through his 6000 sutras details about duties of leader, the seven pillars of organization, roles and responsibilities of leaders, how to manage and administer organizations, how to building and manage alliances, internally & externally through models like Raja Mandala theory and finally various marketing & business strategies, on how to manage competition through innovative, cunning and strategic methods.

For any good organization to remain successful the Leader plays a very pivotal role and his activeness with his teams acts a strong rub off and inspire them to go beyond the call of duty. Chanakya says "When the king is active, the servants become active following his example. If he is remiss, they too become remiss along with him And they consume this works. Moreover, he is over-reached by enemies. Therefore, he should be energetically active". 1.19.5

Along with a good leader we require the 3 shakti's which will help every organization to remain successful and handle the challenges effectively.

3 Shaktis for progress: -

1. Mantra Shakti – Intellectual Power
2. Prabhu Shakti – Hard Power – Military + Economic
3. Uthsaha Shakti – Courageous Power – Energetic

Role & Duties for a Leader

1. Yoga Kshema – Well being of the people through economic progress
2. LabhaPalana – Bestown citizens to enjoy
3. LokSangraha – Preservation of social order

"Prajasukhesukhamrajnah, Prajanam cha hitehitam; Natmapriyamhitamrajnah, Prajanamtupriyamhitam) or the welfare of the many and the happiness of the many (Bahujanasukhayabahujanahitayacha"

The Kautilya's Arthshashtra deals with different aspects management which includes strategic management, financial management, accounting, human resource management, corporate governance, social responsibility, etc. The first five (5) Kautilya's sutras (aphorisms) itself provides relevance on the foundations of management in organizations as follows: -

- (1) Sukhasyamulamdharmah – the basis of happiness is righteousness or ethics
- (2) Dharmasyamulamarthah – the basis of righteousness or ethics is resources
- (3) Arthasyamulamrajyam – the basis of resources is kingdom (organization or enterprise)
- (4) Rajyamulamindriyajayah – organization or enterprise is rooted in conquering the senses
- (5) Indriyajayasyamulamvinayah – conquering organs is rooted in training and discipline The above five sutras (aphorisms) although written in a different context, a careful analysis and interpretation reveals basic lessons in foundations of management.

Strategy 1:- Remember everyone is important

Chanakya believed that regardless of where you stand on your communicative skills, one of the best ways to ensure that you're doing it right is to meet people. Regular interactions with teams will help you keep things in perspective. At the same time, keeping yourself accessible to those who seek your aid will shape you out to be a great leader. He says "Arriving in the assembly hall, he should allow unrestricted entrance to those wishing to see him in connection with their affairs" (1.19.26)

1. Make sure everyone matters and that everyone knows it
2. Know your team
3. Let your team get to know you
4. Greet people sincerely
5. Reach out to everyone on your team
6. Make yourself available
7. Listen to understand
8. Communicate clearly, directly & honestly
9. Stand up for the excluded
10. Forget about the chain of command
11. Don't micro-manage
12. Treat your people as you would want your customer to be treated

Strategy 2 :- Break the Mould

Clarity plays a very important role for success. Chanakya says that if we want to succeed, we must first seek clarity in our roles. "From the capacity for doing work is the ability of the person judged. And in accordance with the ability, by suitably distributing rank among ministers and assigning place, time and work to them, he should appoint all the ministers" (1.8.28-29)

1. Be clear about who's responsible for what
2. Remember that responsibility and authority go hand in hand
3. Make every position count
4. Get flat as you can
5. Eliminate Overwork
6. Rethink the meeting structure
7. Anyone take responsibility for change
8. Be prepared to take risk
9. Expect Resistance
10. Don't try to win every battle
11. You are never really done

Strategy 3 :- Make your people your Brand

People play the pivotal role for any business and the success and failure is upon such leaders who demonstrate their qualities on the ground. Chanakya too believes that the efforts of others are required for one to succeed. Even a king could not succeed without good ministers, he says "Rulership can be successfully carried out (only) with the help of associates. One wheel alone does not turn. Therefore, he should appoint ministers and listen to their opinion" (1.7.9)

1. Define the perfect candidate – Technical, Management, Technology, Leadership & Competence
2. Don't settle for a clone
3. Look for good people in unlikely places

4. Involve the team in the selection process
5. Select by talent, not resume
6. Find a good fit
7. Hire people who are smarter and more talented than you
8. Describe the job completely
9. Checkout candidates personally
10. Ask Revealing questions
11. Use structured interviews when possible
12. Find out what really matters to your applicants
13. If possible have candidates demonstrate their experience
14. Select the Best candidates, not the Best one available
15. Look for people to nurture & promote
16. Constantly evaluate performance
17. Recognize when the job doesn't fit the talent
18. Terminate quickly & kindly
19. Don't lose touch with those you lose

Strategy 4:- Create Magic through training

Training plays the most important role and is the very foundation of success. Chanakya also emphasizes that “He (king) should strive to give training to the prince” (5.6.39). Excellence is impossible without training. The key word is strive which means is that one has to go out of one's way and put in that extra effort to train people.

1. Give people a purpose, Not just jobs
2. Take your role as a teacher seriously
3. Become a Coach – Care, Observe, Act, Communicate, Help
4. Teach by example
5. Teach the principles of great service
6. Train people for Magical moments
7. Teach them how and where to spend their time
8. Communicate constantly
9. Give feedback immediately & effectively
10. Prepare them for the unexpected

The only way to achieve excellence is with education, enforcement and large doses of recognition, appreciation and encouragement

Strategy 5:- Eliminate Hassles

Decisions big and small can have lasting, irreversible impact on our lives, careers and even relationships. The success and failure of any organization depend a lot on the efficiency in making decisions. Chanakya says “He should hear (at once) every urgent matter, (and) not put it off. An (affair) postponed becomes difficulties to settle or even impossible to settle” (1.19.30)

1. Ask what rather who
2. Listen to your customers
3. Learn firsthand what's working and what's not
4. Constantly query employees
5. Harvest process solutions from employees
6. Try and audit exchange plan
7. Stay technically up-to-date
8. Think ahead
9. Look at your personal process
10. Expect resistance
11. Periodically evaluate the changes you make

Strategy 6 :- Learn the Truth

It's very important to meet the team who directly report to you on a daily basis to take stock of the situation to under the 4P's of business - People, Process, Projects & Profit. Chanakya had given a similar advice to the king too "During the seventh part of the day, he should review elephants, horses, chariots and troops" (1.19.15)

1. Get out and about routinely
2. Get a ground level view
3. Meet regularly the direct reports -
4. Assemble small groups
5. Make them feel safe
6. Probe for the whole story
7. Answer the tough questions
8. Get formal feedback about yourself
9. Constantly evaluate your spending's

Strategy 7:- Burn Free Fuel

ARE – Appreciation, Recognition & Encouragement are the 3 most important pillars to have Happy People in your team. The success of Disney Land has been its people who have always focused on happiness of others. The employees have always thought about creating delight for its customers and the leaders have always spent more time in keeping the employees of Disney land in good spirits as the Energy and buzz are the intangible feelings which you can experience in Disneyland. Chanakya says "In the happiness of the subject's lies the benefit of the king and in what is beneficial to the subjects is his own benefit" (1.19.34)

1. Spending meaningful time with employees
2. Recognize employees by name
3. Catch them doing something right
4. Make it public
5. Include their families
6. Recognize and encourage good ideas

7. Give extra ARE to frontline employees
8. Make ARE natural part of your routine
9. Watch your language

Strategy 8 :- Stay ahead of the Pack

To stay ahead one must always take time to think. The ability to think is the God's greatest gift to mankind. According to Arthashastra, we can only achieve our goals through "anvikshiki". In other words clear thinking. Chanakya says "He should awaken and ponder over the teachings of science of politics as well as over the work to be done" (1.19.21). If one can regular think on the strategies and keep up the trends with our competitors we shall always remain ahead of the pack and be market leaders.

1. Be a knowledge sponge
2. Fill in your gaps
3. Master business fundamental
4. Learn from the Best
5. Learn from the competitors
6. Keep up with your colleagues
7. Study your customer base
8. Follow the compass
9. Expand your horizons
10. Keep the people you lead ahead of the pack

Strategy 9 :- Be careful what you say and do

Leaders are always looked upon and it's very important to remain grounded and yet have the lofty visions of the future. Chanakya says "Anvikshiki helps us to investigate by reasoning the difference between dharma (spiritual good) and adharma (evil) as per vedic tradition" (1.2.11). Its very important to be balanced and handle things effectively as a leaders job is to do what has to be done, when it has to be done, in the way it should be done, whether you like it or not whether they like it or not

1. Demonstrate a passionate commitment to your role
2. Do what it takes to get the job done
3. Set high standards
4. Have a positive attitude
5. Look and carry yourself like a professional
6. Be a full time professional – even when the curtain is down
7. Model personal ownership
8. Don't lose your sense of humor
9. Be a great partner
10. Stay humble

Strategy 10 :- Develop Character

To develop a strong character one must develop Discipline first. Chanakya says “He (king) should set the preceptors or ministers as the bounds of proper conduct (for himself), who should restrain him from occasions of harm, or when he is erring in private, should prick him with the goad in the form of indication of time for the performance of his regular duties by means of the shadow of the water clock” (1.7.8) Once such a state of self-motivation through intense discipline is achieved, you automatically become an inspiration to others around you. Then others will seek your guidance on the path to success and self-discipline.

1. Anticipate ethical dilemmas
2. Live your Values – Honesty, Integrity, Respect, Courage, Openness, Diversity, Balance
3. Train for character, not just skill
4. Teach your values

Conclusion

Chanakya’s life too has been an inspiration and his contribution to create Arthashastra “This science (arthashastra) has been composed by him who is resentment quickly regenerated the science and the weapon and the earth that was under the control of Nanda kings” (15.1.73) Two extra-ordinary people through their efforts changed the ways of thing for generations to come. Both coming from ordinary backgrounds to create extra-ordinary impacts on the mankind. The top Leadership lessons which we can learn from Kautilya Arthashastra to become a Super Star Entrepreneur are as follows:-

1. **Energetic and Hardworking.** You will find most of the leaders do possess qualities like energetic and hardworking. I believe there is no shortcut to success, so hard work is the only key to growth and success. Your work and working style will motivate many people working with you. To become a good leader you need to love the work you do. Because then only you could put all your efforts developing it, which will give you the result. You must be sincere in all the efforts you do.

According to Chanakya, “People who work sincerely are the happiest”.

2. **Effective Communication.** Leaders to communicate properly on all the occasions. If you want to be a great leader, you need to focus on your communication skills. It becomes essential when you are managing an organization. An organization should have various communication vehicles and mediums to reach to their customers. All the management, including the top authorities should available for in the communication medium.

Regarding communication, Chanakya in his book, wrote: “When in the court, he shall never cause his petitioners to wait at the door, for when a king makes himself inaccessible to his people and entrusts his work to his immediate officers, he may be sure to engender confusion in business, and to cause thereby public disaffection, and himself a prey to his enemies.”

3. **Fear of Failure & Stress Management.** He says, “Once you start a working on something, don’t be afraid of failure and don’t abandon it.”

A leader possesses the quality of stress management and fair of failure. He or she must be good at managing the stress in order lead the team. A leader should not have the fear of failure. They keep them engaged in the work without worrying about the result of their work. Regarding fear, Chanakya writes “As soon as the fear approaches near, attack and destroy it”. Most of the people fail in their venture due to the fear of failure rather than the actual failure. There are many examples and inspiring stories are there around us, and all those are successful because they overcame the fear of failure and good at managing stress. In order to be a successful leader, you need to follow the quality of stress management from the great leaders.

4. **Decision Making.** Leaders do possess great qualities, including decision making. It is an important aspect of business management and the art of the great leaders. They take the decision in favor of their business and work.

Regarding the decision making, Chanakya writes “All urgent calls he shall hear at once, but never put off; for when postponed, they will prove too hard or impossible to accomplish”. You need to take quick decisions related to your

business and for this, you need to take the help of the experts in the field and those are working with you. Any delay in the decision taking could cost you more and you may not be able to accomplish those on time. Good leaders always consider all the aspects before taking any decision on their strategies and deals. They consult with their experts in order for decision making.

5. Keeping employees Happy. Chanakya writes “In the happiness of his subjects lies his happiness; in their welfare, his welfare; whatever pleases himself, he shall not consider as good, but whatever pleases his subjects he shall consider as good.” Being a leader you need to think of the people around you, that is your first priority. You need to work for their happiness. This is an essential quality of successful leaders, those always work for the welfare of others.

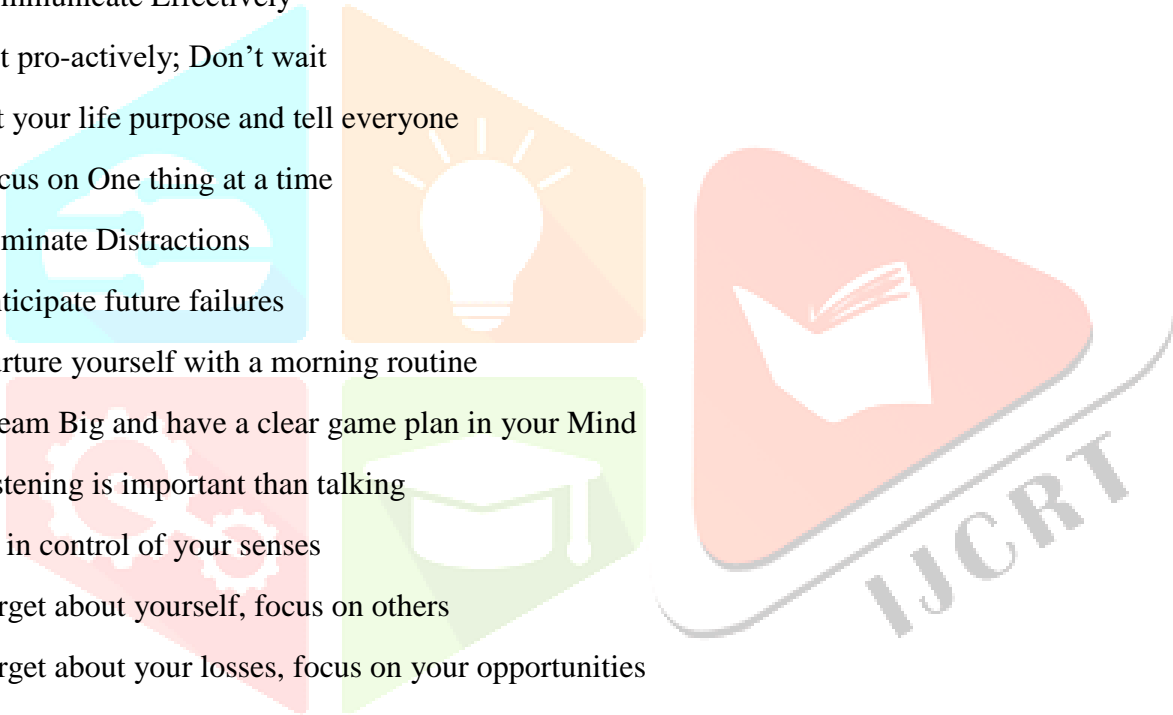
I have also attempted to understand if one wants to become a Successful Entrepreneur there are these #52 Secrets one must master in 52 Weeks of a year and institutionalize that in the work behavior to achieve extraordinary success.

Carry Each thought for a week and in 52 weeks you shall master the Secrets for Life.

1. You have to believe it before you see it
2. Reasons comes first; Answers come second
3. Progress happens when you breakthrough fears
4. Don't suffer Paralysis by Analysis
5. Never ever give up no matter what
6. Craft a Mission & Vision Statement
7. Focus on your strengths and not your weakness
8. Stay Focused and minimize distractions
9. Upgrade your skills & knowledge
10. Make your expectations Clear
11. Avoid Deferring Major Decisions
12. Don't be afraid to Fail
13. Do what others won't like to do
14. Disrupt to succeed
15. Get outside your comfort zone
16. Don't create new products; solve problems
17. Get the right team around you
18. Practice patience
19. Know your customer
20. Keep showing up no matter what
21. See Obstacles as Opportunities
22. Never perceive anything as setback
23. Be authentic & transparent
24. Challenge yourself everyday
25. Live your dreams



26. Improve the life of others
27. Set daily priorities
28. Difficult task first
29. Keep writing your daily achievements
30. Find the source to fuel your determination
31. Daily reading to upgrade yourself
32. Wake up early in the morning
33. Take decisions and Move on
34. DO something every day which improves you
35. Develop a mindset for success
36. Visualize –daily
37. Communicate Effectively
38. Act pro-actively; Don't wait
39. Set your life purpose and tell everyone
40. Focus on One thing at a time
41. Eliminate Distractions
42. Anticipate future failures
43. Nurture yourself with a morning routine
44. Dream Big and have a clear game plan in your Mind
45. Listening is important than talking
46. Be in control of your senses
47. Forget about yourself, focus on others
48. Forget about your losses, focus on your opportunities
49. Forget about who we were, focus on who we can Become
50. Forget about your difficulties, focus on your progress
51. Forget about your events, focus on your Responses
52. Read between the Lines



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