

CDGI's
Chameli Devi School of Engineering, Indore

Faculty Development Program
on

CORPORATE GEETA

(Management as perceived by Bhagavad Gita)

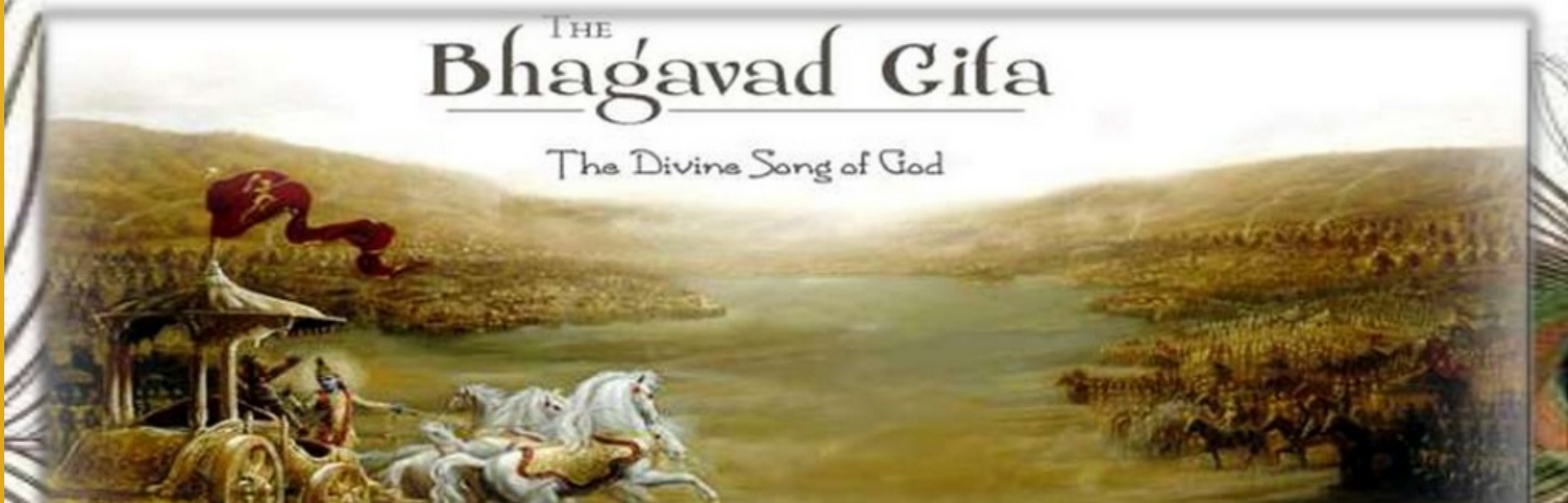
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"SRIMAD BAHGAVAD GITA"

- One of the ancient Indian spiritual text is the Bhagavad-Gita or the "Song of the Lord" , which provides the essence of the Vedas, which was delivered by Sri Krishna to Arjuna more than 50 centuries ago in Kurukshetra , India.
- Raise the consciousness of man.
- The background for the Bhagavad-Gita is the epic Mahabharata.

THE Bhagavad Gita

The Divine Song of God



Management guidelines from the Bhagavad Gita

There is an important distinction between effectiveness and efficiency in managing.

- Effectiveness is doing the right things.
- Efficiency is doing things right.

The general principles of effective management can be applied in every field

The differences being more in application than in principle.

Objectives of the Presentation

- ✦ The philosophy of Bhagavad Gita should not only be viewed from spiritual perspectives but also as a guide in developing Managerial Effectiveness.
- ✦ Modern Managers can highly benefit from Bhagavad Gita.

PEARLS OF ANCIENT WISDOM

When Arjuna saw his friends and relatives he was de-motivated.

Sri Krishna played the role of teacher (management trainer, developer) to revive Arjuna's motivation.



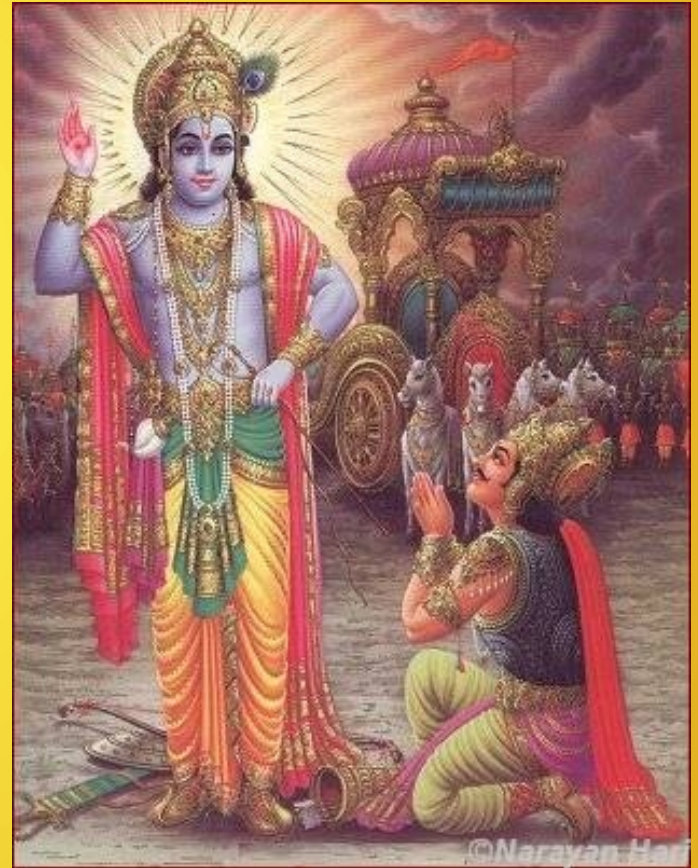
Work Commitment

A popular verse in the Gita advises 'detachment' from the fruits or results of action performed in the course of one's duty.



Motivation

Sri Krishna focuses on the intrinsic motivation more than extrinsic motivation.



Management needs those who practice what they preach

“Whatever the excellent and best ones do, the commoners follow” says Sri Krishna in the Gita. “



PEARLS OF ANCIENT WISDOM

Bhagavad Gita And Managerial Effectiveness

- **Work Results**
- **Work Ethics**
- **Transformational Leadership**
- **Utilization of available Resources**
- **Attitude Towards Work**
- **Work culture.**

QUALITY OF LORD KRISHNA

Quality # 1: Simplicity

Simplicity was his great friendship with Sudama – a poor Brahmin whom he remembered even as a king.

Quality # 2: Mr Dependable-- A friend in need

He showed the people how to fight injustice and perform their duty. He was always willing to do everything for his bhakthas and followers. As a dependable friend, he helped his friend Sudama to overcome his penury and helped Draupadi, the wife of Pandavas, who had immense faith in him.

Quality # 3: Ocean of knowledge

Lord Krishna is regarded as "Solah Kala Sampoorna" and "Poorna Purushottam". He gave lessons to Narada in the art of playing the Vina.

Quality # 4: Tactful Communicator

Pandavas in the court of Kauravas he uses his communication, negotiation and diplomatic skills to avoid war. But, deep inside his heart he wants the war to happen so that good can prevail over evil thus uses propaganda skills to make Duryodhana afraid of the Pandava's strength and fighting skills.

Quality # 5: As a Manager & Leader

He essence of Management – the art of getting things done through people, efficiently and effectively. When it comes to that Lord Krishna comes out as one of the greatest Manager, the greatest planner and crisis Manager of all times.

“BHAGAVAD GITA SLOKAS BY MANAGEMENT VIEW”

The philosophy of Bhagavad-Gita should not be viewed from spiritual perspectives only but also as a guide in developing managerial effectiveness.



MANAGEMENT


- ❑ Essential part of life.
- ❑ “Management is an art of getting things done through and with people, efficiently and effectively.”
- ❑ It is a process of decision making and control over the action of human beings for the expressed purpose of attaining goal.
- ❑ Mgt. involves planning, organising, staffing, directing and controlling human efforts.



Lessons from “GITA”

- ☐ Turn your weaknesses into strengths.
- ☐ Share your responsibilities.
- ☐ Right Team = Right set of Individuals.
- ☐ Know your enemy/challenges.
- ☐ The Right Managers: To inspire, invigorate, counsel in crisis.
- ☐ Know Ground realities. Accept different ideologies.
- ☐ Empower Women.





आत्मनो मोक्षाय जगत हित्यायः॥

{Perfection in individual life & welfare of the world}

— “Principle of Unity”

योगः कर्मासु कौशलम् ।

समत्वं योग उच्यतेः॥

{Excellence at work through self development with devotion and without attachment}

— “Work Culture”

अथ केन प्रयुक्तोऽयं पापं चरति पूरुषः ।
अनिच्छन्नपि वाष्णैय बलादिव नियोजितः ॥

{Who is behind wrong thing?}

“Setting your priorities”

मात्रास्पर्शास्तु कौन्तेय शीतोष्णसुखदुःखदाः ।
आगमापायिनोऽनित्याः तांस्तितिक्षस्व भारत ॥

{World of dualities}

“Stress Management”

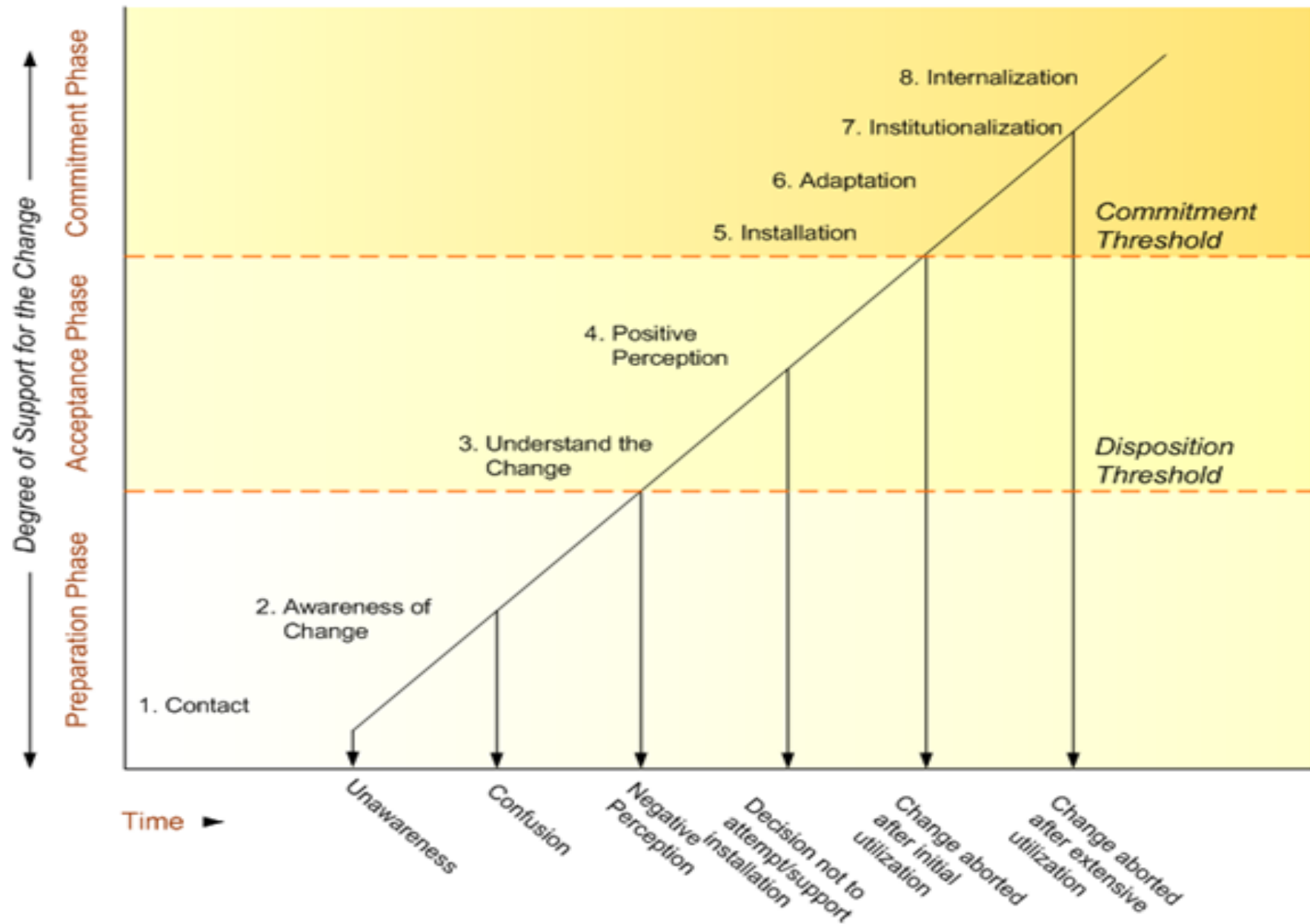


वासांसि जीर्णानि यथा विहाय
नवानि गृह्णाति नरोऽपराणि ।
तथा शरीराणि विहाय जीर्णानि
अन्यानि संयाति नवानि देही ॥

{Discards an old cloths/body and wear a new one}

**“Adoption of changes &
Innovation”**





यदा यदा हि धर्मस्य ग्लानिर्भवति भारत ।
अभ्युत्थानमधर्मस्य तदात्मानं सृजाम्यहम् ।
परित्राणाय साधूनां विनाशाय च दुष्कृताम् ।
धर्मसंस्थापनार्थाय संभवामि युगे युगे ॥

{god avtara to protect the Loss of dharma}

“Controlling”



देवान्भावयतानेन ते देवा भावयन्तु वः ।
परस्परं भावयन्तः श्रेयः परमवाप्स्यथ ॥

{Take care of devas in turn they will also take care of us}

“Co-operation”



Management guidelines from the Bhagavad Gita

The Manager's functions can be summed up as:

- Forming a vision.
- Planning the strategy to realise the vision.
- Cultivating the art of leadership.
- Establishing institutional excellence.
- Building an innovative organization
- Developing human resources.
- Building teams and teamwork.
- Delegation, motivation, and communication.
- Reviewing performance and taking corrective steps when called for.

Requirements for Understanding Gita

- Bhagavad-Gita is real not symbolic.
 - Kurukshetra is a historical place that exist today.
 - Modern scientist based on excavations have proved that personality name Krishna existed 5000 year ago, and the city Dwarka was an historical place.
 - The Pandavas do not represent the fives senses, Krishna the liberated soul and Arjuna the conditioned soul by analogy.
 - Metaphorical commentaries given by those who are not devoted has not change the heart of any, whereas Prabhupada's Gita, to this day, is turning thousands of person to the message and application of Gita.

Relevance of Gita Today

- **Necessity of inner-development can be filled by the message and application of the Gita.**
 - Though modern society consider themselves more advance, and in spite of the advance in technology, there is a pervasive inner-dissatisfaction in the world whose symptoms-depression, inferiority complex, acute competition for supremacy, stress, tension, mental diseases, suicide, homicide, etc.-we know all to well.

Bhagavad-Gita is Science

- **Bhagavad-Gita has its theory, which is verifiable by experimentation.**
 - The laboratory is one's life.
 - Can't do the experiment from a objective distance, but must participate in the experiment in order to see its results
 - The proof of the pudding is in the tasting!!

18 Types of Yoga in the Geeta

- 1) **Arjuna Vishada Yoga** – The Despondency of Arjuna
- 2) **Samkhya Yoga** – The Yoga of Knowledge
- 3) **Karma Yoga** – The Yoga of Action
- 4) **Jnana Karma Yoga**- The Yoga of action perform by men.
- 5) **Sanyasa Yoga** – The Yoga of Renunciation of Action in Knowledge
- 6) **Dhyana Yoga** - The Yoga of Meditation
- 7) **Vignana Yoga** - The Yoga of Knowledge and Realization
- 8) **Akshara Brahma Yoga** - The Yoga of the Imperishable Brahman
- 9) **Rajavidya Rajaguhya Yoga** - The Yoga of Sovereign Science and Sovereign Secret
- 10) **Vibhuti Yoga** - The Yoga of Divine Manifestations
- 11) **Visvarupa Darsana Yoga** - The Yoga of the Vision of the Cosmic Form
- 12) **Bhakti Yoga** - The Yoga of Devotion
- 13) **Kshetra Kshetrajna Yoga** - The Yoga of the Discrimination of the Kshetra and the Kshetrajna
- 14) **Gunatraya Vibhaga Yoga** - The Yoga of the Division of the Three Gunas
- 15) **Purushottama Yoga** - The Yoga of the Supreme Self
- 16) **Daivasura Sampad Vibhaga Yoga** - The Yoga of Division between the Divine
- 17) **Sraddhatraya Vibhaga Yoga** - The Yoga of the Threefold Sraddha
- 18) **Moksha Sanyasa Yoga** - The Yoga of Liberation by Renunciation

Impact and Influence of the Gita on mankind

- Mahatma Gandhi – The Gita is the universal mother. She turns away nobody. Her door is wide open to anyone who knocks. A true votary of Gita does not know what disappointment is. When disappointment stares me in the face and all alone I see not one ray of light, I go back to the Bhagavad Gita.
- Albert Einstein - When I read the Bhagavad Gita and reflect about how God created this universe everything else seems so superfluous.
- Jawaharlal Nehru - The Bhagavad Gita deals essentially with the spiritual foundation of human existence. It is a call of action to meet the obligations and duties of life; yet keeping in view the spiritual nature and grander purpose of the universe.

Key Management Ideas from the Gita

Sloka No.	Sanskrit Phrase	English Equivalent
II-38	<i>Sukhadukhe same krtva</i>	Treat pleasure and pain alike
II-47	<i>Karmanye vadhikarasthe</i>	Continue to perform the action
II-47	<i>Ma phalesu kadachana</i>	Do not be attached to the fruits of action
II-48	<i>Yogasthah kuru karmani</i>	Being fixed in yoga, perform action
II-48	<i>Samatvam yoga uchyate</i>	Equilibrium is yoga
II-50	<i>Yogah karmasu kaushlam</i>	Work done to perfection is yoga
III-8	<i>Karma jyaya hyakarmanah</i>	Action is superior to inaction
III-11	<i>Parasparam bhavyantaha</i>	Recognize mutuality and interdependence
III-20	<i>Karmanai'va hi sansiddhim</i>	Achieve perfection through action
III-20	<i>Lokasangraham eva pi sampasyam kartum arhasi</i>	Keeping in view the protection of people, perform action.
IX-22	<i>Yogaksemam vahamayaham</i>	Take care of people's welfare
XIII-45	<i>Swakarma niratah siddhim</i>	Through one's role-action one attains perfection
XIII-63	<i>Yathicchasi tatha kuru</i>	Act as you choose

Decision-making styles and the Gita

	<i>Karma</i>	<i>Jnana</i>	<i>Yoga</i>	<i>Bhakti</i>
Defining characteristic	Dynamic/Implementor	Analytical	Creative/Imaginator	Relational/Collaborator
Focus of information acquisition	"How"	"What and how much"	"If"	"Why"
Inclinations	Practical methods to act	Data, figures, charts, models	Novelty, alternatives	Informal meetings
Dislikings	Vague ideas	Mental pictures	Details	Non-human factors
Mode of thinking	In terms of action	Point by point sequentially and logically	Jumping from idea to idea	Thinks in terms of feelings
Motivated by	Practical approach	Intellectual approach	New ideas	Emotional approach
Mind-set	Pragmatic	Rationality oriented	Creative	Emotive
Metaphorical analogy	Hand	Head	Third eye	Heart

Nishkam karma	Sakam karma
Psychological energy conservation	Psychological burnout
Reactionless, steady action	Reactionful, erratic action
Perfection (as the aim)	Success (as the aim)
Inner autonomy	Dependence on praise, etc.
Freedom (swadheen)	Bondage (paradheen)
Socio-economically appropriate	Socio-economically questionable
Work-commitment	Reward-commitment
Work-as-worship for excellence	Competitive rivalry for excellence
Mind-enrichment	Job-enrichment
Leads to yoga with the transcendent/higher Self	Leads to viyoga (alienation) from the transcendent/higher Self

Summary:

Ultimate message of the *Bhagavad Gita* is that God has created many roads to the truth; each person must find his or her own road.

- The *Bhagavad Gita*, like the *Divine Comedy*, is one of the greatest works of education ever composed. It leads from the darkness of a life without meaning to the clarity of God's wisdom.
- On the subject of fate, the *Bhagavad Gita* indicates that every individual and particle of the universe has a destiny. An individual must have the wisdom to know his or her destiny.
- Sri Krishna's advice with regard to temporary failures is, '*No doer of good ever ends in misery.*' Every action should produce results. Good action produces good results and evil begets nothing but evil. Therefore, always act well and be rewarded.
- The idea is that these management skills should be India-centric and not America-centric.



**Thank
You!!!**

Please cast your vote on whether the Bhagavad-gita should be made as the "National book". Sushma Swaraj wants Gita as national book. DO YOU?

<http://m.rediff.com/news/report/sushma-wants-gita-as-national-book-do-you/20141208.htm?src=whatsapp&pos=news>