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**BHAGAVAD-GITA: OCEAN OF MANAGEMENT THOUGHTS FOR THE CORPORATE  
WORLD**

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**Abstract**

Today the corporate world is keenly looking to various religious and spiritual scriptures, classics, epics and literary masterpieces for drawing various management and leadership lessons for the training, benefit and development of HR. Today, HRD (human resources development) and HRM (human resources management) has assumed much significance in all the organizations. Skill formation, development and updating are very important. Knowledge and wisdom management is the key to success. TQM (total quality management) and TQP (total quality people) occupy an important place in modern management terminology. Peter F. Drucker is known as the pioneer and father of science of modern management. Bhagavad Gita gives tips on all types of management such as self management, time management, stress management, strategic management and crisis management etc. The relevance of Bhagavad Gita in today's fast paced world and in the era of globalization cannot be denied. The wisdom of Bhagavad Gita is going global even after 5200 years. Whether it is corporate world or an individual's world, the Gita's lessons are applicable to one and all in all walks of life, in all times across the globe. This study tries to analyze and highlight how Bhagavad Gita supports and develops certain management vision and thoughts, which has created a benchmark in the modern world as a key source for success to any organization or an individual.

**Keywords:** Bhagavad Gita, management, success, thoughts, spirituality.

## **INTRODUCTION**

The corporate world is now identifying that Moral values are more significant than Materials, Money, Marketing and Management. This has led to a study of the ancient doctrines. The present world is surprised to realize that the various epics and spiritual scriptures actually are ocean of the most effective management thoughts and leadership principles. One of the most significant contributions of India to the world is Holy Bhagavad-Gita which is considered to be one of the first revelations from almighty. Let me bow with folded hands to Indian Maharishi Veda Vysa, who contributed to the world the “supreme knowledge” through his writings on different holy texts. The "Bhagavad-Gita" is a doctrine of universal truth. Messages and ideas given in Bhagavad-Gita are universal, inspirational, and non-sectarian although it is a part of the scriptural trinity of Sanaatan Dharma, universally known as Hinduism. The message of Bhagavad-Gita came to civilization due to Arjun's refusal to do his duty as a warrior, because fighting involved ruin and killing. Arjuna was not capable to make up his mind about taking up weapons in the Epic battle of Kurukshetra. Krishna takes the position of Arjuna's charioteer and offers Arjuna guidance on how to deal with the state of affairs. The Bhagavad-Gita is old in chronology but contemporary in essence. When business principles cease to function and when the rate of transform outside is faster than transform within, even business need deeper anchor, points for decision making not available in contemporary business and management literature, then Bhagavad-Gita enlightens us with ideas to solve them. Today the Bhagavad-Gita's value is globally recognized and its lessons not only guide the corporate world, but included in the premier B-Schools Curriculum across the globe. Today we find so many businesses saddled with debts and losses. Internal cohesion and external resilience capability is required to deal with stress and an aptitude to work beyond the ego and the Bhagavad-Gita escalating assists in all of this. The corporate leaders and honchos must be aware of the significance of moral values in business. Everlasting leadership has to be self-incorporated. The perfect mixture is the requisite of management science and the science of spirituality.

## **RESEARCH OBJECTIVES**

The present study is based on some objectives, which are given under:

- To understand the essence of Bhagavad-Gita in reference to corporate world.
- To find out the implications of management thoughts underlying in Bhagavad-Gita in the era of globalization.

## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically write the paper. This plan of study of a researcher is called the research design. Descriptive research design is used for this study. The data required for the study has been collected from the secondary sources include epics, scriptures, holy books, magazines, research articles and Journals. Keeping in mind the objectives of study different news articles, books,

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research paper & websites have been reviewed. Moreover, the academic wisdom and knowledge of the author is being applied to prepare the paper.

## **MANAGEMENT AND BHAGAVAD GITA**

Management is a process in search of excellence to make parallel people and get them dedicated to work for a common objective to the maximum social benefit with available resources. The crucial question in every manager's psyche is how to be efficient in his job. The answer to this basic question is available in the Bhagavad-Gita which frequently proclaims that '**you try to manage yourself**'. The basis is that unless the manager reaches a stage of excellence and effectiveness that sets him apart from the other people whom he is managing and supervising, he will be just a face in the crowd and not a high flier. **The Bhagavad-Gita offers abundance of teachings in life about managing crises situations, managing people and paving the path to success.**

**“THE PHILOSOPHY OF BHAGAVAD-GITA WHICH HAS RELEVANCE TO THE CORPORATE MANAGEMENT IS KARMA, WHICH DEFINES YOUR ACTION.”**

## **BHAGAVAD GITA AND RELEVANT THOUGHTS FOR MANAGEMENT**

In this modern world the art of Management has become a part and parcel of everyday life, be it at home, in the office or factory and in Government. In all organizations, where a group of human beings assemble for a common purpose irrespective of caste, creed, and religion, management principles come into play through the management of resources, finance and planning, priorities, policies and practice. Management is a systematic way of carrying out actions in any field of human endeavors. If we want to develop the skill, orientation and attitude to draw upon the repository of knowledge for our day to day living issues (such as Business Management), then we will realize that the world of ancient Indian wisdom opens up. One may locate a number of direct and relevant thoughts in these texts in the Bhagavad Gita. The Gita offers perspectives on how to manage certain things in life, understand complex things that we go through in simple terms. The Bhagavad-Gita chanted by Sri Krishna to boost Arjuna's declining self-esteem, motivation, self-confidence and to increase his (Arjuna) effectiveness. Sri Krishna gave not only spiritual enlightenment but also the art of self management, conflict, stress, anger management, transformational leadership, motivation, goal setting and many others aspects of management which can be used as a guide to increase HRM effectiveness.

## **BHAGAVAD GITA AND UTILISATION OF AVAILABLE RESOURCES**

The most important function in the management science is to choose cleverly and utilize optimally the limited resources if one has to succeed in his endeavor. During the curtain raiser before the Mahabharata War, Duryodhana chose Shri Krishna's large armed forces for his help while Arjuna chose Shri Krishna's intelligence for his support. This episode gives us a hint as to the nature of the effective manager - the former chose numbers, the latter wisdom. It enlightens us that importance of management lies in the optimum utilization of available resources.

## **BHAGAVAD GITA AND DECISION MAKING**

The message of Bhagavad Gita about decision making is that at different stages of life and managing in organization depending on the situation, the choice could be binary (where the options will be Yes or No) or there could be an option. Situation is not that much complicated when we have to choose one between right and wrong, it becomes complex when we have to choose one from two right things which is better or one from two wrong choices which is less wrong. The only thing required to use this tool is to be honest with ourselves, and know our limitation. This will make us very strong at decision making.

## **BHAGAVAD GITA AND LEADERSHIP**

One of the concerns that Lord Krishna emphasizes to Arjuna is the concern of leadership. In the Bhagavad-Gita, there are appealing references to the quality of leadership. If we cautiously study them many interesting thoughts come into view. Leaders get their credibility, admiration and power from their firm commitment to walking the talk. This is because, if the leaders utter something and do something else, the supporters will not take the leader very sincerely. The lesson a leader in an enterprise need to learn to be successful is the value of mutual dependence. Followers/supporters working with the leader are as significant as the leader. Leadership is at its best only when it becomes inspirational. Inspirational leadership has many attributes which managers are unable to see clearly in modern leadership theories.

## **BHAGAVAD GITA AND COMMUNICATION**

The traits of Lord Krishna is very much practical in today's world. In the real world, one can be successful only by following the principles of Lord Krishna in life and the same are relevant in managing in the era of globalization. One should know when to speak, what to speak, and how to speak. We may be influential enough but we should know when to use our words to solve a problem and when to employ our power. Power here doesn't mean only the physical strength; it could be the set of actions one can take in case of a problem. Bhagavad-Gita exhibits that oral and written communication skills for a manager are essential to keep away from errors and misconceptions when dealing with employees' personal details.

## **BHAGAVAD GITA AND ADAPTATION TO CHANGE**

Versatility and adaptation are the stepping stones to success. But the biggest message for managers from Bhagavad-Gita is learning to adapt to changes promptly. They should not get jammed with their initial ideas. Managers should learn to adapt, innovate and implore new opportunities. Pave our journey like a tourist, who is not attached to the place he visits or the hotel he stays in but get pleasure from the experience of it all. Bhagavad-Gita narrates that do not be obstinate; be innovative, unbiased, open minded and ready to absorb experiences like a sponge. The faster we adapt to a

change, the better it is. Keep in mind, change is the only constant. Change at first instance may not look better or even good, but it has so many disguised blessings. We need to be a little bold and a little courageous to fully explore and savour the different tangs it provides. Be a little more investigational and a pioneer in temperament and we would find ourselves at ease with change. Changes bring people together, make us smarter, open up our brains and make wider our visualization skill. Do not refuse to go along with change, accept it decently because it is said in Bhagavad-Gita that whatever you resist, persists. Also, Change brings with it prospects to rise and shine. Change is superior, so hold in your arms, love it and make it yours to be successful.

### **BHAGAVAD GITA AND MOTIVATION**

In corporate world, we must be sensitive to our work (duties and actions) and we should accomplish it with accountability even if there is no external motivating factor. Bhagavad-Gita explains that just be what we are, it is not material what the world is for us, what matter is what we are for the world. Now there are two types of persons: - the one who choose for the first thing they like or one who strives to find out best out of available choices. Both approaches are right but, one should not vigorously endeavor to change himself/herself looking at others. Never evaluate and compare ourselves with anybody (only in positive sense) whether it is best or worst. We may be unique in our own manner.

### **BHAGAVAD GITA AND UNCERTAINTY OF OUTCOMES**

A lot has been said about 'karma' in Bhagavad-Gita. Every manager and his subordinates should focus on their work i.e. karma without expecting the results or outcomes. We should not give attention to so much on the final outcomes and just take pleasure in the process of reaching the destination. We get prejudiced by our vision and rely on its success very much. We forget it is imperative to enjoy the entire process rather than just eager for something that we know is anyway unsure. Keep in mind, having expectations or being optimistic is not erroneous, but without actions or karma, our path will be terrible. The key to success is that we take pleasure in it while we walk in order to reach the other end effectively. The Bhagavad-Gita explains the theory of "detachment" from the extrinsic returns of work or karma.

### **BHAGAVAD GITA AND ATTITUDE TOWARDS WORK**

Three stone-cutters were occupied in erecting a temple. As usual a H.R.D. specialist inquired them what they were doing. The reply of the three workers to this innocent-looking query is enlightening. 'I am a deprived man. I have to keep up my family. I am making a livelihood here,' said the first stone-cutter with a miserable expression. 'Well, I toil because I want to prove that I am the best stone-cutter in the nation,' said the second one. 'Oh, I desire to erect the most beautiful temple in my nation,' said the third one with a visionary glimmer. Their jobs were alike but their perspectives were dissimilar. What Bhagavad Gita clears us is to develop the farsighted perspective in the work we do. It explains

us that manager should build up common sense of bigger vision in his work for the common good and for the interest of organization.

### **BHAGAVAD GITA AND STRESS MANAGEMENT**

Stress is a very widespread word in our hasty day to day life. Everyone experiences stress in their lives at various points. Stress can be due to workplace demands, pressures, strains in relationships etc. Common stress indications include irritability, muscular nervousness, incapability to concentrate and a mixture of physical reactions, such as annoyance, headaches and accelerated blood pressure or heart beat. Otherwise stress can also cause back pain, insomnia, exhaustion, hypertension, eating disorder etc. It is very clear that stress can create disorder with your life. So it is essential that we require to be peaceful, chill & calm in life. *To be calm at mind, the first & foremost thing is to be contented with what we have at present & try to make pleasant relations with the people all around us. Once we are able to do that then we shall find that we are better off & much peaceful.* As per teachings of “Bhagavad -Gita” we need to be pleased with our present status of life & should not hanker after the material requirements. We need to have faith in Almighty & should do our own job as while doing one's own job only one can be contented and happy.

### **BHAGAVAD GITA AND TIME MANAGEMENT**

When time factor is viewed as a natural resource, people equate its significance with money but Bhagavad-Gita enlightens time to be more valuable than money. Gita recommends time to give us a far deeper appreciation, valuing it not just for its practical value, but also for its intrinsic value – for what it is, in and of itself. Bhagavad-Gita explains to avoid procrastination. Procrastination is the avoidance of doing a task that is required to be accomplished. We need to do something now, but we adjourn it for later. Procrastination gets in the way our time management poorly. It is the practice of doing more satisfying things in place of less satisfying ones, or carrying out less imperative tasks instead of more imperative ones, thus putting off pending tasks to a later time. Sometimes, procrastination takes place until the "last minute" before a target line. Procrastination hampers our success and brings emotions of guiltiness and depression afterwards.

### **BHAGAVAD GITA AND CRISIS MANAGEMENT**

A crisis is a nerve-racking event or unforeseen situation that pops up in our daily life with a possibility to hurt or destroy ultimate contentment. When unforeseen negative incidences challenge one's endurance ability, people are psychologically thrown off balance. While a crisis may at times be predictable, its magnitude and effect are for all time down-played. Crisis management is the procedure by which an individual or an organization deals with the most important event that threatens to hurt himself or the organization, its stakeholders, or the society. The crisis faced by Arjuna at the battleground of Kurukshetra was not only his personal issue but was posing a peril to

human civilization and its ethics for existing and the ages to come. What occurs in any crisis is that the comfort zone is vanished. In nut shell anger, sensitiveness, pride and ambition are the opponents which are responsible for causing stress in life and managing activities and we should not let them dominate over us.

### **THE ULTIMATE MESSAGE OF BHAGAVAD GEETA FOR MANAGERS**

The Bhagavad-Gita, written thousands of years ago, enlightens us on all managerial techniques leading us towards a harmonious and blissful state of affairs in place of the conflict, tensions, poor productivity, absence of motivation and so on, common in most of Indian enterprises today – and probably in enterprises in many other countries. The Bhagavad-Gita can be a starting point for greater understanding. In the Bhagavad-Gita we have seen the importance of proper role and being proactive, and the need for self-sacrifice and concern for the greater good. The Bhagavad-Gita, the ancient spiritual text contains recommendations for the modern practice of management. While a casual reading of the manuscript would leave one feeling that the book is about the personal struggles involved in engaging in warfare, the Bhagavad-Gita represents much more. The Bhagavad-Gita represents the struggles encountered by all humans in everyday activities including the struggles of managers. The Bhagavad-Gita provides advice to modern day managers and suggests important management concepts. The modern management concepts like vision, leadership, motivation, excellence in work, achieving goals, meaning of work, attitude towards work, nature of individual, decision making, planning etc., are all discussed in the Bhagavad-Gita with a sharp insight and finest analysis to drive through our confused grey matters.

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