

# Role of Ramayana and Shrimad Bhagavad Gita in Changing Business Environment

Dr. Ruchi Gupta, Hemlata Soni

**Abstract:** In today's time, the importance of management is increasing in every field. Management is generally associated with business, but our life should also be managed, which has become completely disorganized in this run-of-the-mill time. Today's business environment is becoming very dynamic and organisations are facing the problems of fulfilling their responsibilities towards various stakeholders. In such situation, principles of Bhagavad Gita act as a guide to deal and survive in such environment. This paper focuses on the growing importance of philosophy of Ramayan and Shrimad Bhagavad Gita in solving current business problems and their relevance in current business environment. This is a conceptual study based on secondary sources of data like journals, articles, books, web sites etc. This study highlighted the contribution of philosophy of Ramayan and Shrimad Bhagavad Gita in modern business environment and its prospects in future. Decreasing ethical values among employees and depressed and frustrating work environment in the organisation act as a motivator for the study.

**Keywords:** Ramayana, Shrimad Bhagavad Gita, Gita's philosophy, Business environment.

## Introduction: -

Today in 21st century, business environment is becoming very complicated and disturbed. Employee unhappiness, low productivity, a stressful work environment, confrontations between management and staff, etc. are issues that every organisation deals with. To learn about leadership, character development, and how to address business challenges in this type of work environment, management is now turning to Indian texts like the Srimad Bhagavad Gita, the Ramayana, the Mahabharata, the Vedas, Vedanta, and Upanishad, among others. Along with the Indian economy, other countries like the US and not just India are showing interest in Indian culture and scripture. In order to assist students enhance their leadership styles and build stronger managerial abilities, many of the top business schools in the United States have started offering self-mastery seminars that draw on Indian philosophy. The Mahabharata and humanities literature. A 5000-year-old scripture, to be exact. The Gita is written as a dialogue between Arjuna, a Pandava prince, and Shri Krishna, his charioteer and advisor. When Arjuna noticed his family fighting against him on the battlefield of Kurukshetra, he grew upset and gave up his weapons. At that time, Krishna advised Arjuna to carry out his duty as a Kshatriya (warrior) and participate in the Dharma Yudha, or just war between the Pandavas and Kauravas, in order to uphold Dharma. A synthesis of the ideas of gyan (knowledge), karma (activity), and bhakti is provided in the Bhagavad Gita (devotion). Shri Krishna inspired Arjun to restore harmony by putting others before self through the Gita. It emphasises bringing about peace at any costs. It emphasises bringing about peace at any costs. The fundamental tenet of the Gita is lokasangraha (welfare of the mass), which indicates that individuals in positions of authority must behave in a way that serves as an example for others. At that moment, Arjuna receives guidance from Gita on how to carry out his duty without looking for compensation.

The Gita's philosophy is getting older as time goes on, but it still has a lot to say about today's social and corporate climate. Gita teaches lessons in leadership, spirituality, effective use of management concepts, handling disagreements between employees and management, etc. The expanding significance of Gita's ideas in contemporary corporate context and their applicability to managing issues with employees are the subjects of this study. Actually, our ancient text is where modern management techniques first appeared and were tested.

## Review of Literature:-

Although Bhagavad Gita is an ancient Scripture but little work has been done to test its relevance in business. Jayan K. Thaker (2013) concluded that Indian scriptures like Ramayana, Mahabharata, Bhagavad Gita, Ved etc. have a great significance for the application of management functions and they provide a strong base for spirituality. They act a base to teach self-management, division of work, planning, controlling, communication, leadership, decision making etc.

Chakravarty (2013) emphasised that the doctrines and tenets of Indian scriptures are applicable to the formation of a global mindset, particularly in relation to the improvement of quality, leadership abilities, laying the foundation for a brighter future, boosting productivity, etc. The capacity for skill growth is greatly influenced by our ancient ideal values. The Bhagavad Gita is very relevant for personal growth. Lord Krishna teaches the lesson of Karmanyevadhikarasthe in the Gita. One should labour tirelessly in accordance with this philosophy. The importance of one's efforts to achieve a goal outweighs that of the outcomes, which are meant to be delivered by God.

Bhattathiri (2004) came to the conclusion that the Bhagavad Gita is a potent catalyst for change. It offers crisis situation management strategies for maintaining mental stability. The Gita teaches teachings on making the best use of resources, dedication to one's work, self-motivation, and the Daivi workplace culture, where everyone is peaceful, cooperative, and selfless. The Bhagavad Gita places a strong emphasis on mental wellness, and this idea aids managers in improving their decision-making.

Rarick and Nickerson (2009) studied that Gita provides strong leadership lessons to modern leaders. It suggests that one should have a higher degree of consciousness to influence others and offers leadership guidance that is humanistic and inclusive. It offers guidance on a variety of leadership topics, including upholding one's proper duty, being proactive and acting wisely, participating in self-sacrifice, striving for the greater good, etc.

Bharadwaj (2013) highlighted that Bhagavad Gita helps the management in knowledge management. The development of knowledge bases and the transformation of conceptual information into skills and abilities are the two main duties of knowledge management.

Dr.Ritu, (2021) The Bhagavad Gita imparts wisdom about loyalty, personal growth, leadership, carrying out one's corporate social responsibility, and management concepts. Gita assists the managers in using their managerial abilities and carrying out their duties effectively.

### **Relevance of Philosophy of Ramayana and Shrimad Bhagavad Gita to Business:-**

Ramayana contains seven chapters that starts with Baalakand and ends upon Uttarkanda. Similarly, Bhagavad Gita's 18 chapters begin with Visada Yoga and end with Moksha Opadesa Yoga. These texts offer guidance on philosophical, spiritual, administrative, technical, cultural, and moral principles. The value of management is rising in every industry in the present. Although life should also be managed, as it has gotten so thoroughly disordered in this commonplace time, management is typically connected with business. The fundamental lesson from the Ramayana is that life management refers to how we should live our lives in relation to society and our families. By imitating Shri Ram's virtues and his life-management strategy, we may raise our standard of living as well. For modern managers, the Ramayana and the Shrimad Bhagavad Gita serve as a management guru. Because situation of today's businessman is similar to the situation of prince Arjuna. Some of the principles of Gita and their relevance in modern era are discussed here.

**1. Work with Utmost Devotion:** -According to this theory, one should never divert their attention from their task and maintain a detached attitude toward the outcomes. Because a person's only right is to labour, and God controls how much they earn. This idea supports working with people with the utmost dedication in business. This boosts commitment to the job and raises the standard of work in the company.

**2. Utilisation of Available Resources:** -Managers can learn from the Ramayana and Shrimad Bhagwad Gita by choosing their resources carefully and making the best use of them. Success is determined by how effectively resources are used, not by their availability. Duryodhana chose Shri Krishna's vast army as his assistance in the Mahabharata conflict, while Arjuna opted for Shri Krishna's knowledge. This episode gives us a clue as to who is an effective manager. This gives the lesson of wise and optimum selection of resources.

**3. Visionary attitude towards work:** -Everybody has a unique perspective on their profession. The Gita instructs people on how to approach their work with a visionary mindset. For instance, three stone cutters were working when someone inquired about what they were doing. He then received a very unexpected response to his enquiry. I am a poor man who must support his family, the first individual remarked. I consequently live here. The second person who responded with pride said, "I work so I can prove that I am the best stone-cutter in the nation." The third person who responded with a visionary viewpoint said, "I want to build the most magnificent temple in the nation."

**4. Managers/ Leaders Mental Health:** When a person has sound mental health, they have a stable mental state that can return to when disturbed by the outside world. Internal consistency is developed through sound mental health. A healthy mind that is stress-free requires internal stability and calm. Managers and leaders who are in good mental health are more passionate, optimistic, and goal-oriented.

**5. Corporate Social Responsibility:** The Bhagavad Gita and the Ramayana emphasise the welfare of the masses through the lokasangraha concept, which is founded on the idea that just as God fulfils his responsibility to serve humanity, so too should people in positions of authority and supremacy work for the welfare of others. A successful businessman should focus on improving all parties to the transaction rather than just himself. A businessman in a powerful position should prioritise improving the interests of all stakeholders in the company rather than just shareholders. Its mission statement should be to serve the entire community and uphold corporate social responsibility, not to maximise profit.

**6. Developing Leadership Skills:** -The Ramayana and the Bhagavad Gita offer a number of crucial leadership traits for swaying staff members and workers within the organisation. When Arjuna dropped his weapons in the Mahabharata war after seeing his family members on the battlefield, Shri Krishna, a good leader, changed his perspective and inspired him to fight for the dharma. Leadership abilities are still highly important in today's contemporary climate.

**7. Self-Management and Self-Control:** -We must first learn to control and manage ourselves if we are to manage or lead any organisation. A self-managed individual is better able to control the group. Therefore, monitoring and controlling one is the primary goal. A karma yogi better governs and controls himself. The Bhagavad Gita and the Ramayana both give instructions on how to become a Karma Yogi.

Management is therefore a process of bringing people together and gaining their commitment to work toward a single objective to maximise social benefit while pursuing excellence. How to be an effective manager is the crucial question on everyone's mind. The Bhagavad Gita, which continuously exhorts "you must endeavour to regulate yourself," has the answer to this essential query. The rationale is that a manager won't be more than a name in the crowd unless they achieve a certain level of competence and effectiveness.

The Bhagavad Gita's synthesis response suggests that one should reject the "either-or" viewpoint and take a "both-and" perspective instead. It claims that via "inner renunciation," the dharmic householder can accomplish the same objectives as the renouncing monk. According to Gita, one must act morally because they have decided that doing so is the right thing to do, not because they are hankering after its rewards or fearing what would happen in terms of gain or loss. One can become deviated from a spiritual life by desires, selfishness, and a yearning for food. The Gita synthesis goes further, according to its interpreters like Swami Vivekananda, and the text states that there is a Living God in each and every person, and that devoted service to this Living God in everyone - without a desire for personal rewards - is a way to spiritual growth and liberation. Galvin Flood asserts that the Gita's teachings are distinct from those of other Indian faiths that promoted harsh austerity and various forms of self-torture (karsayanta).

These are condemned by the Gita, which claims that doing so is not only against tradition but also against Krishna himself since, according to Flood, "Krishna is within all beings, and by tormenting the body, the ascetic would be torturing him." Even a monk should pursue "inner renunciation" as opposed to outward pretences.

#### **Guidelines act as a tool to Management from Ramayana and ShrimadBhagavad Gita:-**

The Bhagavad Gita's numerous principles and ideas serve as a help for contemporary managers and management. They serve as a catalyst for administrators as well as a base for handling day-to-day issues.

- Forming a vision.
- Planning the strategy to realize 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.

The Bhagavad Gita discusses all of the contemporary management ideas, including vision, leadership, motivation, excellence in work, attaining goals, giving work purpose, decision-making, and planning. There is one significant distinction. The Bhagavad Gita approaches the challenges from the ground up in human thinking, in contrast to Western management thought, which much too frequently deals with difficulties at the material, external, and peripheral levels. Man's actions and outcomes will inevitably improve once his fundamental thinking has been modified. Back home in India, leaders of the freedom struggle started using the Bhagavad Gita as their inspiration as they gained the nation's esteem. Bal Gangadhar Tilak, the leader of the freedom struggle before Mahatma Gandhi and a respected karm yogi, wrote an extensive and scholarly commentary upon the Gita. After him, Mahatma Gandhi stated that he consulted the Gita for direction and comfort whenever he had setbacks. Nelson Mandela and Martin Luther King Jr. were two additional western giants of the twentieth century who were greatly influenced by Gandhi's philosophy. The cross-pollination of ideas between the east and west contributed to the Gita's increased popularity. A well-known Gita passage counsels "detachment" from the fruits or outcomes of deeds committed in the course of one's duty. Working with dedication must entail "producing excellent for the sake of perfection" Such labour is not separated if we consistently determine the promotion date or commission rate before putting in our best effort. It is not "generating excellence for its own sake" but working only for the extrinsic reward that may (or maynot) result.

**Conclusion:-**How to be an effective manager is the crucial question on everyone's mind. The Ramayana and Bhagavad Gita, which continuously exhorts "you must try to regulate yourself," provide the answer to this essential query. The rationale is that a manager won't be more than a name in the crowd unless they achieve a certain level of competence and effectiveness. The major challenge for businessmen today is to make ethical decisions in a competitive environment when the corporate world is struggling with declining ethical standards. Ramayana and Bhagavad Gita give the management guidance in that situation. It instructs managers to establish a spiritual work atmosphere and imparts the spiritual lesson to individuals. This will improve the organization's strength, loyalty, and tranquil environment among the workforce. Lessons in dedication, self-improvement, leadership, and upholding corporate social responsibility and management ideals are found in the Bhagavad Gita and the Ramayana. Gita assists the managers in using their managerial abilities and carrying out their duties effectively. The Mahabharata War is a good illustration of effective and efficient administration since the Pandavas were able to prevail despite having few resources.

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