

# Synthesis of Ancient Scriptures and Modern Management

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## ABSTRACT

The strength of business organization is always being protected by ethical behaviour. A successful organisation is most likely to encourage high moral and value standard. Business ethos is a set of ideas, beliefs etc., 5000 years old ancient Indian text and philosophy which has great contributions in terms of business lesson. This study focuses on enriching the modern management paradigms by implication of management system developed in our own ancient texts especially in Veda. Veda itself is derived from the word 'Vid'. It means both to know and to obtain or attain. Also according to Veda, "Nishkama Karma" means action performed without any expectations of fruit or results and treats actions as worship. Despite of having Indian strong base that is ancient scriptures as well as ancient wisdom, the Indian organisations are little slow in the pace of fast growth compared to country like Japan. This paper attempts to develop a holistic approach by integrating our own proven Indian ancient wisdom with current management practices and derive the eternal essence out of it. The qualitative research methodology used for this study is hermeneutics; which is a study, understanding and interpretation of ancient text. The Veda urges the successful enterprises to be the strong value based system for achieving long term results. This will be possible only through transparent practices focusing on the best interests of the society in large. Our ancient scripture has already the sense of wealth maximisation, change management, ethical practices, cultural practices, productivity management, globalization, customer satisfactions etc. Management itself is a wide spectrum. This paper will try to identify the linkage between our Indian values which have stood the test of time and modern management philosophy. The theoretical framework with reference to spiritual congruence help in creating sustainable management model by which an organisation can attain excellence and scales up itself from individual/institutional level to global level.

*Keywords:* value standard, Veda, hermeneutics, transparent practices, own ancient texts

## I. INTRODUCTION

The Indian civilization is an age old civilization dates back 5000 years and even more. The cultural process of the land hold is even seen, heard and thought upon today scatters in different fields and different origin. The sage of ancient India has left behind their knowledgeable scriptures and texts and from those texts we derive the essence of our today's presence and our eutenics being. These famous Indian scriptures are Vedas, Puranas, Upanisads etc. The Bhagwad Gita, the Ramayana offers immense knowledge on various fields such as spiritual awareness, peace, management of time and stress.

The Indian scriptures and texts has always delved its way into knowing the subprime presence and thereby creating an atmosphere of knowledge driven and spiritually aware society, and when we talk of knowledge driven and spiritually aware we talk of self development of a person in the highest most aspect of materials manifestation. From these texts we get a close insight of a person's psychological structure and how a person should carry oneself in outmost professional manner and do the job presented to him in a diligent way.

## II. Review of Literature:

In Sanskrit, Veda means, 'To Know'. The application of the Vedic wisdom is natural strength, which is the religion or the code of discipline for the humanity at large, without any exception of cast, creed and country (Prasad, 2004). In the Vedas a definite outlook towards life is given. There are prayers for worldly things. Besides, there are prayers for higher things. The Gayatri mantra is an example of this approach to life (Nigal, 2009). Vedic culture is very dynamic, living, breathing reality (Knapp, 2006). Indian ethos has a very rich and old tradition which is more than five thousand years old as against the modern management principles which are at a much more infant stage (Bhatia, 2016). Ethics may be defined as the critical examination of the standards of good and evil, right and wrong, virtue and vice (Banerjee, 2005). The Bhagwad Gita is the most systematic statement of spiritual evolution of endowing value to mankind. The Gita is one of the clearest and most comprehensive summaries of the spiritual thoughts ever to have been made (Knapp, 2006). Gita offers counterintuitive ideas on work issues. The axioms of work have been proposed in Gita is also relevant in modern management style (Rao, 2013). The Veda has a twofold interest:

It belongs to the history of the world and to the history of India. In the history of the world the Veda fills a gap which no literary work in any other language could fill (Knapp, 2006). The Vedas contain injunctions for ensuring the well being in this world and the world to come. It guides the actions of a person from the moment of the birth to the moment he breathes his last and thereafter to ensure his salvation (Saraswathi, 2016).

### III. Research Gap Identified

The fast moving world of business is being needed to identify the implication of scripture which is actually a base of Indian culture. How well a business performs in the long term is not possible if cultural base is being ignored. No matter the size, industry or level of profitability of an organization, ancient text is one of the most important tools or techniques of long-term success and survival of the Business Unit. Growth of Business Unit is completely depending upon the value and ethical business to ensure the growth of a business. Whenever a businessman observes ethics strictly, definitely the particular business unit will get developed. If business ethics are properly followed by a business, automatically that particular business unit earns a good name among the public. Business ethics are necessary to improve the confidence of the customers, employees and the like. It is expected that each business unit should have a smooth relationship with others. If a businessman observes ethics in his business, the public will not have any difficulty in getting their wants fulfilled.

### IV. Objectives of the Study

In the quest of learning from our ancient roots we stumble upon. To identify how Veda enunciates the management principles that required to run an organization. To examine the ancient scriptures which may reveal knowledge and enrich the outlook and profitability of business firm? To examine the various practices in the Vedic period which shows the close proximities with today's business environment.

### V. Methodology

The study aims to apply hermeneutic study to get deeper understanding of the objectives. The principal method is to inspect the object from alternating perspectives. It can be done even when the origin and context of the text is not known. At the beginning of study, the preliminary ideas about research are being framed. These notions have perhaps earlier been gathered in studies made by this study or by others. Hermeneutic analysis enables to elicit an in-depth understanding of meanings of human practices, culture, works of art and texts. Understanding is being produced through systematic interpretation processes. These processes are known as a hermeneutic circle Interpretation of details which affect the interpretation of the entire phenomenon; reviews of these interpretations produce a deep understanding of the phenomenon. The study can combine hermeneutic analysis with other methods of analysis that aim to interpret and understand meanings. Hermeneutic analysis also forms the basis of various discipline-specific methods of analysis and close readings methods.

#### 5.1 Data analysis and Findings

The Vedic literature, including, among other texts, the Rig, Sama, Yajur and Atharva Vedas, the up Vedas, Vedangas, Shadarshanas, Upanishads, the VedantaSutra, Yoga Sutras, Agmas, the Ramayana, the Mahabharata, and Bhagwad-Gita (Knapp, 2006).

#### 5.2 Hermeneutic analysis: In-depth understanding

##### A. Tat Twam Asi (Source: Chandogya Upanishad 6.8.7, Sama Veda)

##### BUILD TRUST TAKE OWNERSHIP AND STICK TO VALUES:-

Spiritually means a person should get rid of his ego and do well for the betterment of others and thus helping him to attain a higher spiritual spot. In management theory it is often said to do the right thing for

the company and to do the job emotionlessly devoid of any self ego, and thus creating a space for co-operation between different people of the organization.

**B. Aham Bramasmi (Source: (Brihadaranyaka Upanishad 1.4.10 of the Yajur Veda)**

**NO AUTHORITY NEEDED TO INFLUENCE PEOPLE:-**

Spiritually shows a person is no different than god himself and there is no cause of a man has immense potential and can make impossible into possible by dedication, team work and perseverance of one's knowledge and being.

**C. Atmano Mokshaya Jagat Hitaaya Che: (source: a sloka of the Rig Veda )**

**FACE CHALLENGES, WORK HARD & PERSISTANCE OVERCOMES RESISTANCE:-**

Spiritually it is said, "For the salvation of individual self and for the welling of others". This is a part of the sloke of Rig Veda which is clearly states ones personal achievement is to be catered to by that self for the development of others. The knowledge of this sloke ventures true for all aspects of life even corporate and social being, if a person enhances his skill in a better way to make his organization grow and thus leaving behind value addition to the organization growth. It is said in any form of "KARMA" or doing one should be diligent, regular and do the Karma in almost potion of doing justice to the job and thus attaining self satisfaction on a particular job done.

**Understanding is produced through systematic interpretation processes:**

**Explanations in terms of Management philosophy:**

1. A few sloke of Veda enunciate the management principles that the required to run an organization:
  - a) Oh God, may we with our ears listen to what is good, with our eyes see what is good and may we with firm body composed of healthy strong organs, work the mission bestowed upon us as long as we are alive(Rig – Veda)  
Every management book tells us to learn from others and listen to other people and then to formulate an opinion which will be conductive for the workplace and thereby increasing moral of self and others.
  - b) Oh God, bestow upon us the best treasure: the efficient mind and spiritual luster, the increase of wealth, the health of bodies and sweetness of speech and fairness of the days.
  - c) For the eyes of management these are integrated management principles. The integration of prosperity, wealth, mental, communicative and spiritual enlightens is expected in Vedas and also in modern days, as all these aspects help in building up an entire body and mind which is essential in the workplace.
2. The ancient scriptures reveal many things to one who search for the knowledge but also enrich him with whatever he is searching. In Taittiriya Upanisad sheds light upon the concept of Pancha Kosh which shows how the pure soul is in tandem with 5 things and these five things encompasses Maslow's Theory of Motivation Theory and shows the aspects of one's personality.

**ANALOGY BETWEEN MASLOW'S NEED THEORY AND PANCH KOSH MODEL**

- I. **Annamaya Kosha (Food & Health sheath) and Physiological needs of Maslow:** The body requires food to do the daily tasks and is capable of coping with daily needs if and only if adequate food is consumed on a daily basis. It is also prescribes excessive consumption is also not good for the bodily health of a person. Need for food, water, air, sleep and sex that are necessary for the sustenance of life. Pranamaya a Kosha The Vital energy sheath that controls the life energy. Safety needs Need for a secure
- II. **Pranamaya a Kosha (Vital Air & Breath sheath) and Safety needs of Maslow :** This consist of the proper functioning of the physiological systems which keeps one alive like major function like digestion, circulation and respiration etc. such as security, protection from danger and freedom from pain.

- III. **Manamaya Kosha (Mental Health sheath) and Social needs of Maslow :** The psychological side of a human being is portrayed and mental stability of a person like feelings, emotions and sentiments about different perception of a human being on a daily basis.
- IV. **Vijnanamaya Kosha (Intellectual Sheath) and Esteem needs of Maslow:** The process in which a brain thinks and makes critical decisions and makes analysis of different facts to come to a conclusion about different human beings on a daily basis. these include both self-respect and the esteem of others. For example, the desire for self-confidence and achievement, and recognition and appreciation.
- V. **Anandamaya Kosha (Blissful sheath) and Self-actualization needs of Maslow:** This is the stage when a person is constantly happy and is contained in his own self. This happens when a person is totally aware of the cosmos around him not only by his brain but by his conscience and by his intellect. This is about the desire to develop and realize your full potential. To become everything you can be.

According to Maslow's Theory:-

3. Bhagwad Gita has got all the management tools to provide the mental equilibrium and to overcome any crisis situations through an inspirational message gleaned from it. It offers us the tools to connect with our deepest intangible essence, leading us to participate in the battle of with the right knowledge (Bhatia, 2016). Excellence means perfection. Excellence lies in the beauty of flowers. As one approaches perfection in one's work, one approach to excellence. Man can attain excellence or perfection through his/her actions. Lord Krishna says in the Bhagwad Gita, "Yoga is excellence in action (Karma)".

One of the saying from Gita is "Dharma Shetra, Kurukshetra Dharma Bhumi Yuga Yuga, meaning: one who does dharma and believes on dharma only that person is of the right caliber to behold the truth and thus dharma should be done and held in very high standards as a person who is always for justice will be dealt with justice in the long run.

## VI Conclusion

This means a person at many places, find himself in conflict with his conscience many times and thus a person is capable of recognizing the greater good in respite of criticism of the world. Kurukshetra does not necessarily signify a geographical location of the battle ground but it is the battle ground for one self to do or to act in accordance with greater harmony of the company in which a person is working. This is how the Bhagwat Gita encourages the sense of responsibility for good and also inculcates how to be just and diligent and responsive towards one work.

There are various practices in the Vedic period which shows the close proximities with today's business environment. One such practice is yang, which is earlier days was a sacrifice done by the members who participated in the Yang towards the gods for the well being of the society at large and thus it is show co-operation between people for the greater good of society.

This scale of models also give us business models as many people come together under one roof and for co-operative societies to cater to the common good and wealth maximization every person.

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