

New paradigm of Business Management

Tips from Indian culture and Mythology

Current challenges

- Prof Mahadevan (IIMB)

- Companies not able to sustain long term. Fortune 500 companies failing within a short time.
- Global crisis leading to widespread job loss.
- Gradual deterioration of ethical and moral values.

Current challenges

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- Can concerns of individuals be separated from management of the company.
- What is the linkage of self, universe and God.
- What is the notion of inspiration and satisfaction.
- What is the notion of sustainability.
- Care about self or society.
- Look at paradigms of education and society as a whole.

The thought process.

- Dr. Shaymsundar. (Founder – Yugayatri)

- Unless the values are intrinsic, systems cannot survive.
- Business in India and globally, gripped in the Duryodhana syndrome.
 - The Dharma (difference between right and wrong) is known, but not being followed.
 - Angulimala and Valmiki – did mistakes unknowingly but corrected themselves when they understood dharma.
- When mistakes are done knowingly, guilt arises leading to business problems.

The thought process.

- Dr. Shaymsundar. (Founder – Yugayatri)

- Indian culture did not shun wealth.
- Indian culture recommended a full enjoyment of life.
- Generation and management of wealth are key aspects.

“Man can discharge his duties only when the true significance of the job is understood”. – Saibaba.

Triguna Energy quotient

- Dr. Satish Mod. (DGM – Air India)

- The three gunas in an individual.
- I. Satvic
 - Activities.
 - Spiritual.
 - Ability to differentiate between right and wrong.
- II. Tamasic
 - Kinetic.
 - Activities.
 - Tending towards inactivity (Due to high skill)
 - Attraction with material benefits.

Triguna Energy quotient

- Dr. Satish Mod. (DGM – Air India)

- III. Rajas.
 - Potential
 - Goal orientation.
- The quantity of each of the Gunas in an individual will determine his character with respect to that quality.

Gems from Vidura for managers

- Dr. T.V.Subramaniam

- Qualities of a wise man.
 - Industriousness.
 - Fairness.
 - Firmness.
 - Forbearance.
 - Humility.
 - Clarity of goals.
 - Ethical conduct.
 - Persuasiveness.
 - Self mastery.

Gems from Vidura for managers

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Key aspects of management.

- Understanding the intrinsic worth of all objects - animate and inanimate.
- Understanding the interconnection between all activities.
- Understanding the best practices by others.
- Understanding the consequences of doing vs. consequences of not doing.
- Learn to observe silence (listening).

Gems from Vidura for managers

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Guiding principles of sound leadership.

- One – Viveka (Power of discrimination).
- Two – Pros and cons / Good and bad.
- Three – The three types of people.
 - Uttama – High competence, high integrity.
 - Madhyama- Average competence, average integrity.
 - Others.

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Guiding principles of sound leadership.

- Four – Approaches to people.
 - Sama – explanation of the requirement - will get the job done.
 - For uttamas.
 - Dana – Offer incentives, rewards.
 - For madhyamas.
 - Bheda – Make differentiation.
 - Danda – Initiate disciplinary actions.
 - For others.

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Guiding principles of sound leadership.

- Five – Use and control the five senses.
- Six – Use the six strategies with rivals.
 - Peace.
 - War.
 - Surrender.
 - Disciplinary.
 - Silent march.
 - Tying up with enemies' enemies.

Gems from Vidura for managers

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Guiding principles of sound leadership.

- Seven – Avoid the seven evils.
 - Wastage of resources.
 - Harsh speech.
 - Harsh punishment.
 - Gambling
 - Hunting.
 - Alcohol.
 - Womenising.

Gita and Management

- Anant Koppar (CEO and founder – BFL Mphasis, K2Tech)

- Shared vision – Viswa roop darshan.
- Lead by example – Krishna.
- Types of people.
 - Sustha - Lazy.
 - Vyastha – Busy (appearance only).
 - Grastha – average level.
 - Mastha – Hard working.

(If more than 20% of the population, company can be successful).

Excerpts from Gita

- Prof. Mahadevan (IIMB)

- System to be corrected every now and then to restore equilibrium.
- Embrace new ideas.
- Do not act as victim of circumstances.
- There is nothing called state of inaction.
- Enjoy complete freedom and joy during work
 - excellence is automatically guaranteed.

Excerpts from Gita

- Prof. Mahadevan (IIMB)

- Sense of equanimity.
- Notion of time.
- Notion of changelessness of the quintessential.
- Need to appreciate and ensure mutual dependence for success and sustainability.