

## **Business Lessons from Ramayana and Bhagavad Gita**

**By**

**Dr. Ruchi Gupta**

Assistant Professor, Apex School of Commerce & Management,  
Apex University, Jaipur, Rajasthan

**Hemlata Soni**

Research Scholar, Apex School of Commerce & Management,  
Apex University, Jaipur, Rajasthan

### **Abstract**

The Ramayana and Bhagwad Gita are two perennial sources of ancient Indian texts that evolved alongside Indian society. Ramayan is divided into seven chapters, beginning with Baalakand and ending with Uttarkanda. Similarly, the 18 chapters of the Bhagavad Gita begin with Visada Yoga and end with Moksha Opadesa Yoga. These scriptures teach lessons in philosophy, spirituality, management, technology, culture, and moral values. This paper discussed various managerial lessons, skills and explored the different management lessons learned from Bhagwad Gita and Ramayana for enhancing managerial effectiveness. This paper focuses on the growing importance of lessons of Ramayana and Shrimad Bhagwad Gita in business problems. This is a conceptual study based on secondary sources of data like journals, articles, books, web sites etc. This study mainly focus on the business lessons from Ramayana and Shrimad Bhagwad Gita and discuss the acceptability or use in the present business.

**Keywords:** Ramayana, Shrimad Bhagavad Gita, Business Lessons.

### **Introduction**

Businesses are continuously striving to play crucial roles for having an impact on society at this period of economic breakthroughs and dynamic developments. Organizational behaviour as a discipline has begun to take shape in the management world. Management is more than simply a term; it is a compilation of human psychology that influences how work is done and how it is perceived to be done. Management and spirituality have long been linked and prioritised.

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.

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. The business climate of today is growing increasingly dynamic, and organisations are having trouble meeting their obligations to numerous stakeholders. The Bhagavad Gita's precepts serve as a roadmap for navigating and surviving in such circumstances.

The Ramayana and Bhagavad Gita are two perennial sources of ancient Indian texts that evolved alongside Indian society. Ramayan is divided into seven chapters, beginning with Baalakand and ending with Uttarkanda. Similarly, the 18 chapters of the Bhagavad Gita begin with Visada Yoga and end with Moksha Opadesa Yoga. These scriptures teach lessons in philosophy, spirituality, management, technology, culture, and moral values. 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. Life management means what kind of life we have to live in the society, how to live in our family, this is the main thing has been told in Ramayana. We can also make our standard of living higher by following the qualities of Shri Ram in Ramayana and the formula of his life management.

### ***Research Objectives & Research Methodology***

The following are the objectives:-

- To describe the Role of Ramayana and Bhagavad Gita in Management.
- To explain the impact of Ramayana and Bhagavad Gita in Management
- To suggest the business lessons from Ramayana and Bhagavad Gita.

In order to conduct my research, I used a variety of literature, including thesis, research papers, journal articles, and different type of others publications.

### ***Role of Ramayana and Bhagavad Gita in Management***

Despite being true, this fact may surprise many people that ancient India was far ahead of many countries in the rest of the world in terms of industrial development. Even before the Ramayana and Mahabharata periods, Indian business organisations not only traded widely, but they were so economically strong and socially capable, organised, and powerful that even then-heads of state couldn't ignore them. According to a reference in the Ramayana, when Rama returns to Ayodhya after fourteen years of exile, he is also the head of the class among the people who come to welcome him. Management is the art of getting things done through others in an efficient and effective manner. It is a process of making decisions and exercising control over human actions with the explicit goal of achieving a goal. Management entails planning, organising, staffing, directing, coordinating, and controlling, all of which are required in all walks of life. According to Vedic literature there are many realms which are related to many management practices.

The Bhagavad Gita addresses modern (Western) management concepts such as vision, leadership, motivation, work excellence, goal achievement, work meaning, decision making, and planning. There is one notable distinction. While Western management thought frequently addresses issues at the material, external, and peripheral levels of human thinking, the Bhagavad Gita addresses issues at the grass roots level of human thinking. When a person's basic thinking improves, so does the quality of his actions and their outcomes.

The Ramayana influenced later Sanskrit poetry as well as Hindu life and culture, and its main characters influenced the cultural consciousness of a number of South-East Asian nations, both Hindu and Buddhist. Its most significant moral influence was the value of virtue in the life of a citizen and in the ideals of the formation of a state or a functioning society. A well-known Gita verse advises "detachment" from the fruits or outcomes of one's duties. Working for the sake of working must necessarily imply "creating excellence for the sake of excellence." We are not performing detached work if we are constantly calculating the date of promotion or the rate of commission before putting in our efforts. It is not "creating excellence for the sake of creating excellence," but only for the extrinsic reward that may (or may not) result.

It is truly impossible to speak of management and group organization strategy without reflecting on the two great chronicles of Bhagavad Gita and Ramayana. These epics teach us both the do's and don'ts of working in teams. The biggest mistake that leaders must avoid is the ignorance of Ravana. As a leader, one must encourage constructive feedback and reflect on suggestions. Ravana, blinded by his own might, refused to see the catastrophic effects of kidnapping Sita despite the warnings of his ministers, brother and wife. If team members do not feel respected and valued, they may be tempted to switch sides and cause the downfall of the enterprise, just as Vibhishana led to the demise of Ravana. Effective management strategy about realising the demand of the situation and not simply running after the best member. While Arjun will always remain the most glorious character of Mahabharata for his skill and undeniable friendship with the mentor of the Pandavas, Krishna, it is arguably the coming together of Bhim's power, Yudhishtir's principle, Nakul and Sehdev's ayurvedic knowledge that won them the war. Management is about being the Krishna to empower employees in their area of expertise and helping them uncover their potential.

Back in India, leaders of the independence movement who were gaining national respect began to attribute their inspiration to the Bhagavad Gita. Bal Gangadhar Tilak, a respected karm yogi and freedom fighter before Mahatma Gandhi, wrote an extensive and scholarly commentary on the Gita. Following him, Mahatma Gandhi stated that when he was disappointed, he turned to the Gita for guidance and solace. Gandhi's ideas influenced two other twentieth-century Western giants, Martin Luther King Jr. and Nelson Mandela. The Gita's popularity grew as a result of the cross-pollination of ideas that occurred between east and west. In the 1960s, another counterculture wave swept through America. Following in the footsteps of Swami Vivekananda and Swami Yogananda, who had previously visited the western world, many Indian gurus, including Swami Vishnudevananda, Swami Satchitananda, and Swami Prabhupada, began to arrive in America. They all cited the Gita as the ultimate source of their teachings. As a result, the Bhagavad Gita quickly became one of the most well-known and widely read books of wisdom in human history.

### ***Business Lessons from Ramayana and Bhagavad Gita in Present Time***

The Ramayana is an ancient Sanskrit epic that follows Prince Rama's quest to rescue his beloved wife Sita from Ravana's clutches with the help of a monkey army. It is said to have been written between 500 and 100 BCE by the sage Valmiki. The Ramayana story embodies the Hindu concept of dharma - duty, or acting appropriately for one's position and role in society. As a result, Rama is portrayed as the perfect son and ruler, Sita as the perfect wife, and Lakshmana as the perfect brother. The conflict between Rama and Ravana, on the other hand, represents the triumph of good over evil. The Bhagavad Gita, also known as the Lord's Song, is an epic scripture written in Indian history. The Bhagavad Gita is a descriptive scripture based on an in-depth conversation between Arjun and the all-powerful Lord Krishna. Lord Krishna enlightened Arjun and all of us with small references and gave us the most valuable life lessons through the holy Gita.

After reading Ramayana and Gita, here are some amazing business lessons that we all can really use in our professional lives.

- **Lesson 1:** You have the right to perform your assigned duties, but you do not have the right to the fruits of your labour. Never consider yourself to be the cause of the outcomes of your actions, nor should you be attached to inaction. We should not work for monetary gain. Work hard for yourself and your sanity, and the rewards will come when they are due.

- **Lesson 2:** Leaders should embrace rather than avoid formidable challenges as it brings out a leader's greatest strengths. The testing times get the best out of a leader.
- **Lesson 3:** Be steadfast in your duty, Arjun, and let go of attachments to success and failure. Yog is the name given to such calm. The lesson is that we should not allow the outcome of any situation to affect our dedication and mental peace. Our journey includes both success and failure.
- **Lesson 4:** According to Rama and Krishna, three specific disciplines are required for effective leadership: the discipline of learning, the discipline of effectively speaking, and the discipline of equanimity. Being a good leader requires not only knowledge but also the ability to manage a team.
- **Lesson 5:** Elevate yourself through the power of your mind rather than degrade yourself, because the mind can be both a friend and an enemy to the self. The mind can be both a friend and an enemy. As a result, it is always better to think positively and use your brain power to its full potential.
- **Lesson 6:** The real test of a leader is to keep himself cool and calm even in the circumstance of high pressure. Everyone is going through tough times but it is the duty of a leader to keep everyone together and get things going.
- **Lesson 7:** Sacrifice, charity, and penance-based actions should never be abandoned; they must always be carried out. Acts of sacrifice, charity, and penance are indeed purifying, even for the wise. So, if you have a roof over your head and food on your table, please help others in any way you can. This will keep you grounded while also brightening someone's day.
- **Lesson 8:** A leader should always share his knowledge and should be approachable. Never compete with your team. Be ready to teach them whatever you know and help them succeed.
- **Lesson 9:** O Parth, the intellect is said to be of good nature when it understands what is proper and improper action, what is duty and what is non-duty, what is to be feared and what is not to be feared, what is binding and what is liberating. Task organisation benefits from ruthless prioritisation.
- **Lesson 10:** A determination in the mode of goodness is said to be the steadfast will that is developed through Yog and that sustains the activities of the mind, the life-air, and the senses. We are all aware of our potential. But it is in nature to put us to the test every now and then.

## Conclusion

The critical question on everyone's mind is how to be an effective manager. The Ramayana and Bhagavad Gita, which repeatedly exhort "you must try to regulate yourself," provide the answer to this critical question. The reasoning is that unless a manager achieves a certain level of competence and effectiveness, they will be nothing more than a name in the crowd. Today's major challenge for business leaders is to make ethical decisions in a competitive environment while the corporate world struggles with declining ethical standards. Ramayana and Bhagavad Gita give the management lessons 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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