

Vedic Management and its Importance in Modern Context

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Management is a system of work and Vedic management is related to religious activities, literature and society. Time and again, it has been proved that modern-day discoveries, inventions, theories, concepts are broadly based on Vedic knowledge/literature. The present paper is an attempt to analyze Vedic management and its importance in modern context. It has been concluded that the Vedic literature will help business corporations to understand themselves and their customers in much better manner and would lead towards creating a model in corporate governance for the global corporations to follow.

[Keywords : Vedas, Vedic management, Vedic period, Vedic literature]

1. Introduction

Vedic management means the management learnings from the Vedic period of Indian culture. These may be in any form - social, political or religious etc. The word Veda is originated by the word vid that means knowledge, to know, to obtain or to attain. It implies that

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the Vedas are the book of pure knowledge. The literature written during the Vedic period was discovered by the Rishis and preserved from parents to children. Vedic Literature was the ancient science just like Physics, Chemistry or Mathematics etc. The popular language of Vedic period was Sanskrit that's why most of the scriptures are taken from Sanskrit literature. Ancient Indians developed their own management system and with the help of that they carried out the business of their own time. The people of the ancient times followed Vedas and Upanishads.

This study shows how modern management terminology has been enriched by ancient Vedic management practices. We have learnt a lot from Vedic period culture. Vedas are known to humankind as a huge collection of books with religious and spiritual knowledge. The knowledge of Vedas doesn't belong to any particular generation or community rather Vedas contain eternal and everlasting truths. Vedas have a huge collection of spiritual laws discovered by different persons in different times. Vedic culture is the most ancient culture of the world and the stanzas of Vedas are called mantras. Vedas tell us about the method of life or the ways of life. The Vedic system is elaborated in Vedas and Upanishads. It is a decentralized system of Riti and Drama or we can say that rituals were given importance in Vedic period or in Vedic management.

During the Vedic period, people had full faith in the concrete presence of God and represented the external pursuit and aims of the material world. They focused their attention on external physical things such as symbols, rites and figures. God was identified as a power who guides life in Vedic period.

2. The Vedic Period

The age of Veda started from the very beginning of the universe. Max Muller once declared that "Rigveda is the oldest book, not only of Aryan community but of the whole world." The main aim of the Vedas is a mystical thought or goal that is the union of the individual self with the world self that is Brahma. The meaning of Upanishads is to sit by the side to learn about God. The disciple sits by the side of the teacher and learns about God. The Vedic Literature includes many texts like Rig Vedas, Sama Vedas, Yajur Vedas, Atharva Vedas, the Upvedas, Vedangas, Shardarshanas, Upnishads, the Vedantasutras, Yog Sutras, the Ramayana, the Mahabharata and the Bhagwad Gita.

Management is a social function - a discipline. It is a social management in a society or a tradition of values, customs and beliefs.

The Vedas radiated a light in the world about soul and eternal God that illuminated the whole humanity to realize the relation of soul to God. A person who wants to have the union of soul and God must have detachment from Maya or material world that misleads or distracts from the path of God. There are so many teachings of detachment from Maya or material world given by Lord Krishna in Bhagwad Gita. English Poet William Wordsworth also writes in one poem that material world engages us in to the world and distracts us from supreme power. He writes :

The World is too much with us; Later or soon;
 Getting and spending; we lay waste our powers.
 Little we see in nature that is ours;
 We have given our hearts to sordid boons.

We see in the Gita that Arjuna was not ready to fight against close relatives as per description of Vedas but the teachings of lord Krishna explained that they are only souls and a soul never dies. This view changed the mind of Arjuna and he decided to fight. In the same way, Ramayana shows the duties of social relationship. The poet has presented noble characters in the presentation of ideal father, ideal mother, ideal brother, ideal wife, and ideal king. In the same way Gautama Buddha gave teachings of Eight-fold path of worship that can save from the sufferings of the world. Most of the problems originate from human thinking and the only way to have peace is mental discipline.

3. Description of the Vedas

There are four Vedas named Rig Veda, Yajur Veda, Sam Veda and Atharva Veda. There is description of the verse of God in Rig Veda. Yajur Veda means the worship of God. there is a good collection of Mantras for worship. Sam Veda has the description of shanti or peace or how we can bring peace in human life. Atharva Veda has description of purohits. This Veda has many type of mantras to destroy different types of evils. Thus all four Vedas are related to the worship of God for the welfare of human soul and society.

Vedic wisdom pays a great deal of attention to the transformation of the inner self. The purpose of this learning is not external rather this learning gives internal awaking and knowledge.

It is about the awakening of a higher understanding of our human aspiration and in simple terms an understanding of who we are.

Vedic learning promotes Ashrams and varnish. Everyone has his own path to follow. According to Vedic wisdom there are four ashrams one has to follow - the Brahmacharya, - the student life, the Grahastha- the household phase, the Vanprastha _ the preparation for renunciation and the Sanyasi - renunciation phase.

There are six Vedangas known as :

- Siksa - phonetics
- Kalpa - rules of religious worship
- 3 vyakarna - linguistic, philosophical analysis.
- 4 nirukta - history of words.
- 5 chanda - science of metres.
- Jyotisha - Astronomy.

4. Bhagwad Gita

This religious book describes the songs of God or the divine soul. The Epic Mahabharata is in Sanskrit language and Lord Krishna is the narrator of the Bhagwad Gita. Its verse is chanted as it is in poetic form. this religious book tells about the management tools to provide the mental equilibrium or to overcome any crisis. If one gets perfection in ones work one gets excellence. Man can attain perfection or excellence only through his actions. Thus to attain God is the simplest way to have excellence and perfection in one's actions. The Dictionary meaning of the word excellence is "The quality of the highest order."

Bhagwad Gita again emphasizes the meditation ritual workshop and prayer serve as the main role in the spiritual growth of a man.

Lord Krishna divided human action into four major points of value :

- One must perform the duty.
- Human beings have no control over outcome.
- Human beings have no control over the root cause of the fruit of action.
- There is no choice of inaction.

The karma of everyone create his own destiny, which is based on his thought, words and deeds. Lord Krishna inspires Arjuna and

teaches the theory of Karma in Gita to perform his duties without thinking of success or failure. A person who works without desires and moves free from attachment, egotism, and enjoyment can attain eternal peace, which is the aim of life. though the motive of life of everyone is different. There are some people who work only for fame and there are some who work for money or for power. All the works of this world are composed by nature either good or bad. The main motive of the teaching of Gita is detachment of human beings from the result of work.

Management is a system of work and Vedic management is related to religious activities, literature and society. In Modern management, leadership, motivation and excellence are important. Vedas also gave importance to these views.

From the pre-historic days to the modern scientific age we have management in one form or the other one. Now the whole world is just like a village or a town so management practices have become more complex. The Vedic system of management was a perfect management practice because there were good policies and procedures from the theories of economy, production and sales.

The concept of management which is now studied is a very scientific approach and it has its origin right from the beginning of civilization. The management system discussed in Vedas and Upanishads is an efficient one. Vedic management spontaneously draws upon the infinite creativity or have organizing power of natural law in all four Vedas. Vedic management has Vedic consciousness which is supported by natural law.

5. Conclusion

A number of Indian businesses, compared to their Western counterparts, serve a bigger purpose ranging from societal welfare, poverty alleviation or eradication of diseases. India's commitment towards United Nations' Sustainable Development Goals reflect the same principle. Accordingly, their commitment to their stakeholders reflect these broader values as well. Once these values become imbibed within the company's culture, these become a way of life. One example can be the Life Insurance Corporation's motto - "योगक्षेमं वहाम्यहम्" (Taken from the Bhagwad Gita's Adhyay 9):

अनन्याश्चिन्तयन्तो मां ये जनाः पययुपासते ।
तेषां ननत्यालियक्तानां योगक्षेमं वहाम्यहम् ॥

The original shloka is a commitment from the almighty to his devotees that their needs and security shall be taken care by the almighty himself. To induct such a commitment within a corporate motto is not just a branding exercise. It is a sacred bond the company forms with its customers and assures them that the company would play an active role in assuring their future needs are sincerely met through a prompt assistance. If we were to take the modern Business Management metrics into account, LIC is one of the strongest brand in terms of Customer Loyalty.

Considering the vast ancient knowledge and the unique business environment prevailing in the country, the corporations may benefit significantly after reflecting upon this powerful literature. The vedic literature will help them understand themselves and their customers in much better manner and would lead towards creating a model in corporate governance for the global corporations to follow. ★