

LORD KRISHNA AS A VISIONARY AND EFFICIENT MANAGEMENT GURU: A PERSPECTIVE

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Abstract

The function of management is nothing but binding employees and colleagues to achieve the desired goal in the best possible way. Management has been a challenging task in today's world. All professionals, scholars, industrialists look at life through the lens of materialism. Their mind is distorted with vanity. They feel egoistic of their belongings, consequently, they become agitated, restless and indulge in endless desires. Lord Krishna, an inordinate management guru and master of finesse, share his learning with others. His life story opens the door of success for young leaders. A business man does not aim only for profit, but for the good of others. He remains even-minded in profit and loss, in success and failure. The communication between Krishna and Arjuna shows how management and employees should interact with each other. To improve organisational practices, effective communication is must. Through, Krishna's teaching, we learn how to create harmonious environment around us. Environment doesn't create us, on the contrary, we create our environment. Infinite teachings of Lord Krishna, a charismatic leader imparted life lessons through his practical teaching. He proved by his exemplary life and actions.

Key Words: *Management, Guru, Communication, Harmonious, Even-minded, Environment.*

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Introduction

The function of management is nothing but binding employees and colleagues to achieve the desired goal in the best possible way. An essential feature of management embodies the respect given and service rendered to achieve the desired goal for the organization. A closed reading of Bhagavat Gita reveals the management principles in the dialogue between Lord Krishna and Arjuna. Success is a journey and not a destination. When we go to Church gate, friends who come to say bon voyage, say 'happy journey' and not 'happy Church-gate'. Success is not an accident, but the continuous realization of a worthy goal. It shows not to hanker for fruits of action, but go on working selflessly. Enjoy the journey to reach to destination. When we are calm, cool and content like Lord Krishna, everything flows towards us. But if our mind, is disturbed, depressed and despondent, everything runs away from us. That's why this world is called as maya, an illusion. Nothing is real, but ephemeral. Technology has turned the whole world into a global village. Today what we see is that technology has grown, but human consciousness has not grown in proportion to that, no flowering of consciousness at all in the postmodern fragmented world. Consequently, we are losing human touch. No caring and sharing. The same lies true for businessmen and entrepreneurs. In the process of trying to grab the maximum land, they are running desperately to achieve success by hook or crook, but in the process, they forget how to enjoy and live life to the fullest, by the time they reached the deadline, they grasp for breath and lost the lives. Meanwhile, in the process of gaining power, they are losing something precious. When we reached at the peak of mountain; we have a constant fear of falling down.

Krishna As Business Management Guru

Management has been a challenging task in today's world. All professionals, scholars, industrialists look at life through the lens of materialism. Their mind is distorted with vanity. They feel egoistic of their belongings, consequently, they become agitated, restless and indulge in endless desires. Life is about change. The pandemic has again thrown up new challenges in the rapidly changing business environment. Managers have to reassess the current situation incorporating strategic approach to deal with future uncertainties. As a charismatic leader and through his exemplary life and actions, Lord Krishna, taught to the business world the knowledge of Dharma and Karma. His discourses is an elucidation of pragmatic and cogent management lessons for the world.

An exemplary- a leader, a hero, a protector, a teacher, a philosopher and a friend: all in one. Krishna was one of the most pragmatic Lords of all times; the best manager and a leader who imparted valuable lessons to all. He propagated theory of bhakti and good karma in Bhagavad – Gita. The Holy Book Bhagavad-Gita elucidates several important management lessons for all.

What are the useful management strategies for the true leader? Motivated leaders are able to solve difficult problems by exercising simple efforts. Depressed, dejected, disappointed and demotivated people find it difficult to solve simplest of the problems. A true, transformative and compassionate leadership informs and transforms the lives of people. A genuine leader takes initiative and motivates his teammates to do well. Lord Krishna exhibits superlative qualities which are immensely significant in the present era of competitive business world. His management skills and multitasking nature of work are of great practical utility in crisis management situation. He exemplifies passion, dispassion and compassion through his behaviour. The function of the leader is to help his colleagues and inculcates qualities like self-discipline and self-reliance amongst them. A man of self-discipline controls his senses and mind. Mahatma Gandhi, became Mahatma, the great soul, by the way he ordered and disciplined his life. The study of the character of the Lord Krishna, would also be immensely helpful to the business manager to harness his inner power to attain the goal he aspires to achieve. When we look at the history of the big houses, we find that success follows individuals who possess qualities like trust, decisiveness, self-reliance, self-discipline, credibility, dexterity, and the last but not the least an optimism. Fear and doubt short circuit the mind. In the present situation,

managerial skills and business acumen needs to be developed among the leaders of the present generations. Today's leaders want success, power, position and prestige. They are confident and successful in life. But like Arjuna, they are confused, are in search of right meaning of life, as they are looking for solutions. They have everything, but they have nothing. Therefore, they don't have a solution in sight. They are far from the realisation that it does not matter what happens to them, but it matters how do they react or respond to what happens to them. The real business leaders know not just how to manage success, but they also know how to manage failures. Leader like Krishna creates another leader and not just followers, as he leads by an example. A true business leader welcomes the constructive criticism, as he is firm and knows that criticism with compassion is the most adorable in the business world.

The present article focusses on the significance of Krishna's teaching in successful implementation of management principles in our day-to-day life. Lord Krishna, an inordinate management guru and master of finesse, share his learning with others. His life story opens the door of success for young leaders. Distinctive divine skills infused by Lord Krishna are the guiding principles for an integrated and balanced human being. Today's school of management believes in materialistic dimension of life, this belief system of life failed to give fulfilment and peace of mind to the human beings. Ultimately, it has become a source of anxiety, stress, misery and strife for the man and society at large. Lord Krishna, as a true leader, awakens leaders and uplifts them spiritually and morally. As Bhagwad Geeta, uttered by Lord Krishna, preaches us on the righteous work, as righteous work affects our body, mind and soul. Dr. A. P.J. Kalam has aptly said,

"Where there is righteousness in the heart, there is beauty in the character. When there is beauty in the character, there is harmony in the home. When there is harmony in the home, there is the order in the nation. When there is the order in the nation, there is peace in the world." – A.P.J. Abdul Kalam.

Krishna As a Spiritual Guru

Krishna very adroit strategist, insists on focussing on vision and mission of an institution called Dharma. Winning the war without greed for power. The victory was aimed for the betterment of humanity. Motive is the key here. Any work done with sincere devotion liberates the man from the vicious cycle of birth and death. If any endeavour is tainted with the motive for self-expansion and self-aggrandisement, then the whole society suffer. Therefore, Lord Krishna

recommends to work without attachment. He always lays stress on performance of good thoughts, good actions, and good deeds which essentially leads you to win competitive wars (both mentally and physically) existing in the today's business world. A business man does not aim only for profit, but for the good of others. He remains even-minded in profit and loss, in success and failure. Such a man of equilibrium inspires other people with their personal examples by doing good actions incessantly. The essence of Karma theory is equanimity of mind. (Varma, 2004)

Following shlokas makes the validity of the remarks made above:

"Karmanyevadhikaraste Ma PhaleshuKadachana,
Ma Karma PhalaHeturBhurmaTeySangostvaAkarmani"
(Bhagvad Gita – 47.2)

There is a need for better coordination between spirituality and management. If valuable insights are internalised by the modern managers, it will surely change their viewpoints from negative to positive. It would help the managers for effective business communication. There would be harmonious environment between employees and management which is one of the essential prerequisites for achieving organisational goals. The communication between Krishna and Arjuna shows how management and employees should interact with each other. To improve organisational practices, effective communication is must.

In today's business world, every walk of life has been invaded by nepotism, favouritism, and cut-throat competition. We need to tackle these basic evil tendencies of human beings. How can Lord Krishna win a war for Pandavas without taking arms in hands and without fighting. He implores to be steadfast, sthitpragya, means a balanced and peaceful and loving person. Whatever the situation a man is never angry and never loses his cool. When there is happiness, he welcomes it. When there is sorrow, he welcomes it. He manages not only success, but also failures. For him, misery becomes a treasure.

He, like a fool, never becomes defensive when mistake happens. But he does not repeat the same mistake again. He accepts and welcomes constructive criticism, as it is the most adorable thing for him. Lord Krishna criticises Arjuna to improve him and not to pull him down. Humility is the best self-defence for him. Less we are, more we can learn. More we are, less we can learn.

Krishna was absolutely at peace with himself and with the surrounding. For the self-realized soul, the world is futile.

Krishna makes it clear that Gyan Marg is the central idea of life to evolve into a full-fledged being. When a man uses his potential to the fullest, that is the real happiness. If we use discretion, we evolve into a full state of being. We are endowed with divine power to fight anything that is bad in the society or in the organisation. This shows exemplary and pragmatic leadership. In a unique way, he shares his learning. Share, care and grow is basic philosophy of his life.

Establishing and strengthening what is good in the society. His problem-solving approach and strategic planning are important parameters for successful management. That's why Lord Krishna, as a management guru imparts wisdom and motivates and teaches about leadership principles. Krishna played multifaceted roles as a brother, friend, a charioteer, a true disciple and as a guru in the drama called life. With a gentle smile on the face and graceful demeanour, Krishna enacted a role of successful director on the worldly stage of life. His glory is unsurmountable. We should kindle our discernment and should not emotions enslave us. Anger and arrogance kill wisdom. With equanimity, we need to face life. Krishna helped Arjuna to do soul-searching and realise his shortcoming. Embrace the embarrassment, as it is also a mild form of criticism. We need passion, dispassion and compassion in life. Krishna does not preach a doctrine of fulfilling material desires. But his nectar of teachings is based on empirical values. There is pure scientific exposition of living personality.

Krishna As a Life Guru

When future looks bleak, mind is filled with agony, our mind focusses only on the troubles and not on solution. Our mind is like a prisoner who cannot live peacefully in presence of hardcore criminals. In our day-to-day life, we too can witness people filled with arrogance, ego, jealousy, envy etc. They are self-deluded hypocrites. They harbour enmity and ill-will towards others. These thoughts produce poisonous chemical in their bodies, consequently these people hurt themselves. These thoughts become bittersweets. All egos and attitudes are false, as today's flower tomorrow dies. We need to come out of this jail with pure awareness. We have to accept the uncertainty of life, then only life becomes celebration. If we accept good in others, life

becomes inspiration. If we accept the people and situations (as they are beyond our control), life becomes celebration. Acceptance does away with stress, resistance creates stress. As swami Vivekananda said, expansion is life, contraction is death. These materially conscious people are attached with material pleasures. Physical pleasures are temporary, they are like itching eczema. Life itself is filled with vacuity. People are engaged in satisfying lust, and time comes in the form of death and takes away everything, except name and fame. Death as a concept exists, but death as an awareness does exist. Material pleasures and material distress are to be tolerated with equanimity.

Krishna encapsulates his philosophy of management in Karma Yoga, Bhakti Yoga and Jnana Yoga. Krishna says to Arjuna,

yad yad acarati sresthas
 tat tad evetaro janah
 sa yat pramanam kurute
 lokas tad anuvartate ((Bhagavat Gita, 3.21)

Whatever action is performed by a great leader, people follow his footsteps. And whatever standards he sets by exemplary acts, all the world pursue. A true leader leads by an example. He through his behaviour teaches people. He does what he teaches. He sets high moral standards for others. He follows all the principles scriptures and remains relentlessly honest in all situations. Today's leaders do not follow these precepts. They are busy in mud-slinging and character assassination. They are not conversant with moral and spiritual codes. The whole world carefully watches these leaders. There is an inborn leader within us. This leader is moulded by external situations. If leaders are like this, then what hope is then there for us. We need to give serious thought to this. These value systems invariably play in shaping the destiny of the nation.

Conclusion:

It is not difficult to come to the conclusion that the role of sustainable leadership can be attained through the preaching and teachings of Lord Krishna. Everybody wants personal effectiveness. We want to be confident and successful in life and leave behind a legacy. Today's youngster also wants success and power. Vivekananda gives one message of Upanishads which can

revolutionize the youths. That message is: Teach yourself, teach everyone his real nature. Call upon the sleeping souls and see how it awakens. Power, glory, goodness and purity will come and everything that is excellent will come. The sleeping soul would be roused to self-conscious activity. This is what happens with Arjuna, his mental turmoil is removed by Krishna. This even took place many centuries back, but it has its significance even today. Fear is the worst enemy of man. Fear and self-doubt short-circuit the mind. The wisdom of Krishna eliminates everything that is base within us.

Through Krishna's teaching, we learn how to create a harmonious environment around us. Environment doesn't create us, on the contrary, we create our environment. We also learn about the inevitability of death, the confirmation and understanding that we are going to die one day. We are not living, but dying each moment. But there is something within each of us, that does not die. Even our fear is transformed into strength. Impermanence of life, impermanence of situation, of circumstances, emotions and people around us. Knowing that everything is transitory, raises the level of spirit. Infinite teachings of Lord Krishna, a charismatic leader imparted life lessons through his practical teaching. He proved by his exemplary life and actions.

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