

Seminar on “Towards a New Paradigm of Business Management - Alternative Perspectives from Ancient Indian Wisdom” on Saturday, December 12, 2009

BCIC in association with Yugayatri a non-profit trust Organization working for promotion and adaptation of Indian culture in contemporary life and practices organized a Seminar on “Towards a New Paradigm of Business Management – Alternative Perspective from Ancient Indian Wisdom” on Saturday, December 12, 2009.

The main objective of the Seminar was to discuss on how relevant are ancient Indian scriptures for running modern-day business and also to find out whether anything is there in the scriptures that companies can learn.

In his welcome remarks, Mr.T.R. Parasuraman, Chairman, Industry & Manufacturing Committee, BCIC said that wisdom in many Indian scriptures can be used to represent business principles and administration. By studying and discussing these scriptures, we have to come out with a new perspective for business administration, he said.

Dr.Shyamsunder, Founder of Yugayatri said that India's ancient wisdom can show business management in a new paradigm. He said that the Indian culture recommended a full enjoyment of life but of late due to his pursuit towards materialistic world, man forgets enjoying his life, he said. Dr.Shyamsunder further said that when mistakes are done knowingly, guilt arises leading to business problems.

Prof. B. Mahadevan, Dean (Admin), IIMB said that efforts are being made to include ancient wisdom in the syllabus for Management Students. For the first time Gita will be included in the curriculum, he said. He said the so called Fortune 500 companies do not sustain long time and most of them had already fallen. This is mainly because of gradual deterioration of ethical and moral values.

Later in his presentation, Prof Mahadevan drew excerpts from Gita and highlighted that the current generation could get lot of ideas on management skills and techniques from this scripture. He said if the person enjoys complete freedom and joy during work, he is bound to succeed and excel in his mission. As mentioned in Gita, it is necessary for the Modern Businessmen to appreciate others and ensure mutual dependence for success and sustainability.

Management Consultant from Chennai, Dr. T.V. Subramaniam explained the working of Vidhura's mind in the Mahabharata and said that the same could be used in the present day corporate world effectively. He explained Vidhura's Gems (qualities) for the Modern day Managers:-

- Industriousness
- Firmness
- Forbearance
- Humility
- Ethical conduct
- Self Mastery

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Mr. Anant Koppar, Past President of BCIC and CEO of KTwo Technologies explained the ways to implement the wisdom handed down by Krishna to Arjuna in present corporate structure. He categorized people to four types, viz.,

- Sustha – lazy
- Vyastha – Busy (appearance only)
- Grastha – average level
- Mastha – Hard working

Even if 20% of the Management people in industry follow the category of “Mastha”, the company can be successful.

Dr. Satish Modi, DGM, Air India explained about three GUNAS – Tamasika, Rajasika, Satvika Guna. The human resources wing of the companies should use these GUNAS to judge the capabilities of workers and held them climb the ladder of corporate management, he said. The quantity of each of the Gunas in an individual will determine his character with respect to that quality, he further added.

The Seminar was well attended by representatives from Industry, academicians, students and Management Consultants.

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