

SRIMAD BHAGWAD GEETA-KEY TO SUCCESS

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ABSTRACT: This paper is based on the sayings of Bhagwad Geeta. An effort is done to highlight some points of Bhagwad Geeta with our daily life. It is written in this paper how lust, anger and greed destroyed kaurvas and their kigdom. So we should not fall in the trap of lust.

EXPLANATION: Srimad Bhagwad Gita is one of the most prominent disquisition in eastern philosophy. The Bhagavad-Gita gives the message of spiritual wisdom from ancient India. The word Gita means song and the word Bhagavad means God, usually the Bhagavad-Gita is called as the Song of God.

The Bhagavad Gita is a Hindu holy book written in Sanskrit that is a part of the "Mahabharata." The Bhagavad Gita is told through a dialogue. Shri Krishna narrate bhagwad geeta to Arjuna. Arjuna listened Srimad Bhagavad Gita directly from Shri Krishna. There are 18 chapters in Bhagavad Gita.

Sanjaya with divine vision and ear, both given by Vedav Vyasa at the Hastinapura palace also listened to this Bhagwad Geeta and one more heard the running voice commentary through Sanjaya i.e the king Dhritarashtra.

The purpose of life as per The Bhagavad-Gita says that we should keep our self away from all material goods so that we can purify our soul to be able to meet God in the end of life.

This paper is about ethics in commerce and Bhagwad Geeta . So we must know about business also.

Ethics is all about moral judgments i.e what is about right and what is wrong. Whenever decisions are taken in a business whether by individuals or by teams, these decisions are always influenced by their culture. A business can get significant benefits if ethical behavior is done. For any business it is considered that if ethical behavior is done it is good for the growth of the business.

Importance of Shrimad Bhagwad Geeta in ethics in commerce

1 योगः कर्मसु कौशलम्: It is told by Shri Krishna to Arjuna to do all tasks with 100% dedication. If we do our work with 100% dedication only than we can get success in our task. This is a true saying from Bhagwad Geeta which stands proved till today. **An example** from Mahabarta which will elaborate this point is: once Arjuna was telling Subhadra all about the tricks used in war named as chakkarvahu. As Subhadra was pregnant and her child in her womb was also listening to this all but in between she fall asleep. This is where she was lacking in 100% dedication due to which her son lost his life in chakkarvahu as he did not know the trick to come out of it.

This is an instance from the history but till today if we want successes only with 100% dedication we can get it .The company which lack this characteristic fails in their business.

2 योगासत्त्वः कुरु कर्मणि: In every sphere of life we have to face a number of challenges. Circumstances changes very quickly but we should always do our duty honestly. For example: yodhistra never told lie to anyone in any of the situations as he believes in karma only.

3 कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।

मा कर्मफलहेतुर्भूमा ते सङ्गोऽस्त्वकर्मणि॥

(द्वितीय अध्याय, १८ोक्त 47)

इस १८ोक्त का अर्थ है: कर्म पर ही तुम्हारा अधिकार है, लेकिन कर्म के फलों में कभी नहीं... इसलिए कर्म को फल के लिए मत करो और न ही काम करने में तुम्हारी आसक्ति हो। (यह श्रीमद्भवद्गीता के सर्वाधिक महत्वपूर्ण १८ोक्तों में से एक है, जो कर्मयोग दर्शन का मूल आधार है।)

This shlok holds true in business as well. Business is run in a dynamic environment which keeps on changing very frequently. None can predict the future accurately. So if one keeps himself or herself under the stress of failure than he or she cannot get success. **To elaborate:** in the midnight of 8th November, 2018, demonetization was announced by the government of India which brings the Indian economy under pressure. It was noticed that immediately after

demonetization sale of consumable goods, durable goods and even of appliances fall down by 40%. But in long term demonitisation is going to be a boon for Indian economy. Indian started towards cashless transactions.

4 क्रोधाद्वति संमोहः संमोहात्समृतिविभ्रमः।

स्मृतिभंशाद्बुद्धिनाशो बुद्धिनाशात्प्रणश्यति॥

(द्वितीय अध्याय, १लोक 63)

इस १लोक का अर्थ है: क्रोध से मनुष्य की मति मारी जाती है यानी मूढ़ हो जाती है जिससे स्मृति अमित हो जाती है। स्मृति-भ्रम हो जाने से मनुष्य की बुद्धि नष्ट हो जाती है और बुद्धि का नाश हो जाने पर मनुष्य खुद अपना ही का नाश कर बैठता है।

To keep calm is of utmost importance. To stay calm is important in daily life as well as in business too. Reacting in a hyper way on small things can easily ruin your business. A simple yet very important instance which is familiar to all is about **Mr. Kapil Sharma**. In 2017 on a flight Kapil Sharma fought with his team member Sunil Grover. The result of this fight was Sunil Grover left the show comedy nights with kapil and this show went off screen.

5 उद्यमेन हि सिद्ध्यन्ति कार्याणि न मनोरथैः ।

न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ॥

अर्थात् : कोई भी काम कड़ी मेहनत से ही पूरा होता है सिर्फ सोचने भर से नहीं। कभी भी सोते हुए शेर के मुँह में हिरण खुद नहीं आ जाता।

Whatever we got in life can get it through hard work only. There is no shortcut. Only hard work can take a person to the heights. Mere thinking of getting successful cannot succeed you.

Instance: Mr. Dhirubhai Ambani, a well known name to all. He was a teacher and with just Rs 1,000 he came to Bombay and started Reliance industry in 1977. It was his hard work and dedication which took him to the path of success. After his death in 2002, He was honored with Padma Vibhushan in 2016.

6 Stress management: We face stress in this and that situation of our life. It is said in Geeta....**jo hua acha hua , jo hota hai acha hota hai and jo hoga acha hoga.** If we accept this saying of Krishna, we could easily manage our stress level. And inspite of crying over spilt milk we should start doing our duties.

7 Forgiveness: In Bhagwad Geeta, it is said as "shama dan maha dan." Keeping anger within for a long time makes you a irritating. Due this you cannot focus on things with dedication.

"Things you love always remain in your heart and things you hate always remain on your mind."

So it is said to focus on positive things to get success in life one should learn to forgive others to be happy in life.

8 Ethics to follow: Ethics is all about what is right and what is wrong. Come what may be one should never get lost from the path of ethics. As in mahabhatta Shakuni changed the dice to play the gambling game of chopat. Here, Kaurvas won the game and also the draupadi. But whats the use. In the end, all Kaurvas died in battle of kurukshtera. So, it is impotant that one should never cheat anyone to get success in life.

9 Be Polite: Bhagwad Geeta teaches us to be polite towards all. One needs not to be harsh towards others.

A very significant instance is: why this war of kurukshtera was fought? The answer is very simple. It was fought just due the harsh words of Draupadi. In her palace at Inderprastha, Draupadi very harshly says to draudhna when he fall in water as.....**andhe ka putra andha.** So Bhagwad Geeta teaches us to be polite with all as it can cost a lot to us.

10 To raise voice for justice: If you see injustice towards anyone, you should raise your voice to protect that person. In long run it will always reward you.

In Mahabhatta when Pandvas lost their wife in chopat and Kaurvas was to take off the saree of Draupadi, at that time only Vikaran the brother of Duryothana raised his voice against his injustice. And during the war of kurukshtera, Pandvas killed all his brothers very brutally but they killed Vikarana in one shot only. So in whatever sense, if we raise our voice towards the injustice than it certainly repays us.

11 Leadership qualities in Krishna: leadership is about lead from back and let others believe they are in front. There can be no leader as great of Krishna. Krishna told Arjuna to lead his fellowmen in the battlefield in spite of the fact the war was against his brothers. Krishna leads Arjuna to win do the Karma which he was bound to do. So if you want to be a leader, lead like Krishna.

12 Forecasting: In business forecasting is very important. Without predicting the future one cannot succeed in business. Bhagwad Geeta taught us about forecasting also. Many companies failed due to the lack of forecasting. One leading example is **NOKIA**. Nokia mobile company was on the top of the market. It was founded in 1865. Nokia lost its business in 2013 due to the inferior technology, arrogant top management and above of all lack of vision.

13 Self Establishment: It is said that lust is the key to self destruction. Lust includes all the 5 kama, krodha, lobh, moh and ahankar. Mahabharta is all about lust. Kaurvas had the lust for power, they were greedy as they wanted all the kigdom, Duryodhan was short tempered also. All these ill will took Kaurvas to the path of destruction. So, to establish yourself in life, one needs to stay away from lust.

"Lust, anger and greed are the three gates to self-destructive hell."

CONCLUSION: Shrimad Bhagwad Geeta was a holy book giving a number of lessons to follow in life. This saying of Shri Krishna is if followed by us in our life than we can never lost our path. Lust cannot drive us crazy. Business will be done with ethics. Success will be easy to achieve.

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