

LORD KRISHNA: A MILESTONE OF SUCCESS IN MANAGEMENT

Vandana Yadav*

ABSTRACT

Management has materialized as a prevailing 'institution' a great 'resource' and an imperative 'discipline of learning' in the modern world. Management is considered as the most crucial factor in the success or failure of any business organization. There is no one like Lord Krishna who demonstrated an excellent management in Mahabharata. Lord Krishna was a divine manager, a motivator and an incredible leader. Lord Krishna's celestial concepts and practices of management are the golden path to excellent management. The richness of Lord Krishna's contemplations empowers a management professional confrontation in difficult situations. Lord Krishna was the leader of leaders, guru of gurus and manager of managers in the field of management.

Keywords: Omnipotent Manager, Work Commitment, Crisis Management.

Introduction

Lord Krishna was a Professional with a Manifesto. His life and works unravel the door of success in the turf of management. Lord Krishna was an inordinate management guru who came with a mission and proficient it by showing his divine skills and acquaintance. Lord Krishna said, "You have the right to work, but to work's sake only. Let not the fruit of action be your object or motive in working. Neither you should yield to inaction." The concepts and practices infused by Lord Krishna are of great practical utility to the present day corporate professionals. Lord Krishna's expertise of crisis management were truly distinctive. There is no other example of such magnificent achievements in the arena of crisis management. In the great epic Mahabharata, Lord Krishna exhibited rarely superior performance of multitasking where everything endeavored was achieved with utmost aptness. His life and works elucidate that multitasking is not a myth, it can be a high performance reality. Management professionals who happenstance a prerequisite for this unique instrument of globalization will do better if they expose themselves to the superior skills of Lord Krishna in this field. Lord Krishna's management concepts are very rich in content. They were very intensely practiced by him and by Pandavas, and also his other disciples and followers for a long time. Lord Krishna, the master of the Universe is indeed the true master of management. The management principles, tools and skills that the great management guru applied, in order to complete his mission of victory of dharma and clearing the wickedness are the lessons of perpetual excellence.

Lord Krishna as an Omnipotent Manager

Lord Krishna is the new age management guru of all the times who succeeded very well in all the circumstances to achieve the desired goal. Lord Krishna was an omnipotent persona with well specified manifesto – his aims and objectives, in human life, were very clear to him. Such clarity, when available to leaders and professionals, renders the job of leading people or businesses much easier and

* NET, M.Phil., Ph.D. Research Scholar.

significantly efficient. Lord Krishna set many examples during his life time which are fruitful for today's managers. Lord Krishna taught the path of righteousness. He emphasized to do what is right not what is easy. In today's era, a manager should follow the path of righteousness. In Bhagavad Gita he taught through the proper guidance a man can achieve what he wants. A good manager has the capability to guide his subordinates in a right way for the accomplishment of the organizational goals and objectives. The same was beautifully achieved by lord Krishna through Pandavas who survived from the devastating conflict of Mahabharata. Lord Krishna became a great leader, teacher and guru through employment of his divine skills of knowledge and expression. Lord Krishna won the trust of Pandavas because of his skills efficiency. He was a true mentor. A manager should know how to direct his subordinates and how to motivate them in such a manner that their efforts help in the growth of the organization. A manager should have been a charismatic persona. He should possess the power to influence his followers. Through the use of divine skills, lord Krishna won the trust of Pandavas and they followed him undoubtedly. The actions of a great man are an inspiration to others, whatever he does becomes a standard for others to follow. There are so many instances in Mahabharata which dictates the better use of resources during the battle of Kurukshetra.

Lord Krishna clarified to Arjuna that there is nothing important than your work. Manager should motivate his subordinates to do their work or action without expecting any kind of reward. Work is not to be done for rewards but for the work's sake. A manager is the key motivator for his subordinates. Joy of work is the vital essential for being a successful and productive corporate worker. Performance of workers should be properly taken care of by the respective managers. It is necessary for keeping plans and performance on track. Pandavas won the battle is due to his extra ordinary managerial qualities and thus we consider lord Krishna as the greatest manager in the world. A good manager can gain from limited resources and a bad leader will lose even with vast resources. Lord Krishna managed all the resources in very well manner during the battle of Mahabharata. As a good manager lord Krishna stood as a teacher and made Pandavas to fight the war. This is the ultimate quality of a manager. The art of getting things done through people efficiently and effectively, it is the essence of the management and when it comes to lord Krishna, he comes out as one of the greatest manager.

Lord Krishna as a Mentor of Work Commitment

Work is worship. The lord Krishna said, " human beings have the right to work, but to work's sake only. Let not the fruit of action be your object or motive in working. A good worker never seeks for fruit or reward. He is always busy in doing his job and contributes to attain the goals and objectives of the business unit. In Bhagavad Gita lord Krishna stressed the practice of selfless. Doing your job without expecting anything reduce stress and dissatisfaction among employees or workers. This practical aspect of lord Krishna's personality and works, offer a great opportunity to modern professional managers for stress free performance. It enhances the productivity and efficiency of the workers or employees. It improves the working environment also. If employees start to take their assigned work as a burden, the outcome will not be satisfactory for the organization. They are not able to give their best. The willingness of doing the assigned work play a vital role in achieving the predetermined goals and objectives. Lord Krishna came with a specific purpose to destroy the evil from the world. He did his job at the end without expecting any reward and appreciation. He performed all the tasks within a proper way and also enjoyed each and every moment of his life. In today's era, single person works for reward. Those who enjoy their assigned work are destined to perform better.

Lord Krishna also addressed the concept of work as a play. If all the employees start to enjoy their assigned work and take it as a play, they performed well as compared to previous times. Stress and work load reduces creativity and innovation. An employee cannot be performed his best into a stressful environment. He needs a healthy working environment and proper understanding of the assigned work. Lack of knowledge about work creates obstacles in achieving goals and objectives. Lack of knowledge exists when employees have no will to do the assigned work. Lord Krishna said to Arjuna that does your work first, it is your moral duty. Nothing is important than your work. In lord Krishna's view there is no work that is too low or unworthy of attention. He did all that came to his path with full commitment. Lord Krishna created the best example for the respect for duty or work assignment. Lord Krishna had the supernatural power but he acted as charioteer of Arjuna. The type of work may differ but its vitality remains the same. An organization's success depends on the human resources of the employees. They can break an organization and build an organization. The employees should do their work with proper commitment and honesty. For the corporate workers it is necessary to free from false opinion or belief and focus on their assigned work. Lord Krishna worked as a smart worker.

In The Bhagavad Gita, lord Krishna said do the right thing without fearing anything. A manager should follow the path of honesty and promote the transparency in worker's performance. It will enhance the work commitment among the employees and the morale of the employees also. Most of the corporate employees work with an eye to the anticipated benefits so that their quality of work suffers. The Gita tells us not to ruin your present for the sake of uncertain future. The best means of effective performance management is the work itself. This state of mind is the right attitude to work. Lord Krishna also said if u manage yourself very well, you will automatically follow by the others. Lord Krishna emphasized on work commitment. Companies offer workers more to work more, produce more, sell more. Lord Krishna executed his all commitments at the various stages of his life. Commitment has also immense utility as a modern management tool and the present day professionals should follow it. Work commitment plays a very vital role towards the accomplishment of organizational goals and objectives. The workers should have the feeling of work commitment. Commitment to work solves many problems of corporate sector.

Lord Krishna as Crisis Management Leader

Crisis management is the process by which an individual or an organization deals with a major event that is not favorable to him or organization, its stakeholders. In the process of crisis management, it is necessary to identify types of crisis which may be due to external or internal factors. Crisis is an abnormal situation that unfolds unexpectedly without adequate warning and may affect a large number of people. Loss of life, material goods or profits is inherent in crisis situations where decision making is inefficient and inadequate. Crisis is the unfavorable situation an organization faces. A good leader requires an understanding of how to handle a crisis before they occur. Time is the essence of crisis management. If it is avoided it will become more harmful for an organization. A good leader anticipates the crisis and makes strategies to deal with it. Every organization faces crisis and tries to overcome. To deal with crisis, an organization requires good leader who has the capability to defuse the crisis. It is very difficult to develop such leadership qualities. It requires proper guidance and demonstration to meet out with crisis.

In this context, Mahabharata consist many examples in which lord Krishna managed crisis successfully. The modern management professionals have the opportunity to learn through Mahabharata how to deal with crisis. Lord Krishna's birth had the backdrop of a grim crisis when dharma and righteousness were suffering a great deal at the hands of organized evil. It was a crisis situation where goodness was being treated with torture by evils such as Kansa of Mathura etc. Evil ruled over goodness. It was a critical crisis situation. From his childhood lord Krishna faced a series of crisis situations. Lord Krishna destroyed the evil named Kalia to protect the lives of Gokula and vanished the crisis situation timely. After some time, another major crisis developed when an angry lord Indra threatened residents of virandavana with cloud bursts, leaving no space for protection of cows and cowherds. Lord Krishna felt insulted by the cowherd community. Lord Krishna convinced the cowherd community and requested to them instead of worship and decorates their cow saved their lives. To deal with the crisis lord Krishna lifted the mount named Goverdhana for the protection of cowherd community. At the end, Lord Indra represented and asked to lord Krishna for forgiveness. Lord Krishna saved many lives through his better crisis management skills.

The another time of crisis emerged when the king of Mathura named Kansa came to know that he would be killed by lord Krishna soon through the announcement by Narda. He decided to take initiative to neutralize the threats at time and place of his own choice and in a clever manner and invited lord Krishna and his brother Balarama with the intension of finishing them off. The demonic king had prepared his wrestlers and elephants for the purpose of killing both. Lord Krishna and his brother Balarama killed all the demonic creatures and at the end lord Krishna killed Kansa. People celebrated with joy and it was the biggest victory of dharma over adharma. Vasudeva and Devki along with numerous other prisoners were freed from jails of the great evil. Lord Krishna had the capability to handle the crisis and analyzed the situations carefully. A good team leader like lord Krishna is better to deal with crisis. The good leader creates trust in subordinates and provides proper freedom to them so that they can work freely and contribute more to achieve desired results.

The another situation of crisis faced by lord Krishna as Jarasandha, the king of Magadha. He wanted to take revenge for widowing his two daughters at hands of cowherd. He had vowed to take revenge on the Yadavas and assembled resources and allies for the purpose. He attacked Mathura seventeen times and each campaign was more serious than earlier. Yadavas were fed up of these attacks and they were not able to eliminate this evil. On the next campaign, Jarasandha massive forces were joined by Kalayavana who had superhuman powers and Krishna was not ready to eliminate him. As

a unique crisis management step, he decided that discretion was better part of valour. It was better to retreat and fight another day than face a certain defeat at hands of the evils. Lord Krishna defused the great crisis by persuading the great Yadavas forces to retreat in an organized manner to distant Dwaraka where he got requisite time and resources to establish a great empire.

The series of crisis in lord Krishna's life was so long. This crisis was totally beyond the thinking of lord Krishna. A great crisis faced by lord Krishna when a totally depressed and demoralized, weak and shivering and confused and incoherent Arjuna in the battle fields of Kurukshetra. Arjuna requested to lord Krishna that it was not worth for him to fight against his relatives and gurus. Arjuna was ready to face the consequences in exchange to stop the war. Lord Krishna tried to convince him through his immense knowledge of scriptures and theories of Karma and dharma but nothing seemed to matter to Arjuna. Lord Krishna tried to clear his doubts and worries but no argument or words of logic seemed to work. Lord Krishna showed his greatest crisis management skills and we can say that Bhagavad Gita was his Bharamashtra to lead the fight between Kauravas and Pandavas and the victory of Dharma over Adharma. Lord Krishna faced so many crisis situations in the battle of Kurukshetra and through his magnificent skills and vast information pool, he faced every challenge. There is no such brilliant example as lord Krishna in the field of crisis management. There is a golden opportunity for Indian management professionals to learn something from lord Krishna's life and work in their field of specialties. These highly inspirational examples of crisis management should consider as case studies for management students to make them excel in their concerned fields.

Conclusion

Lord Krishna, the divine incarnate, may be taken as a successful modern manager who tackles and arranges every event and incident as per demand of the time, place and situation. He handles the problems keeping in view the situational morality that leads to the welfare of the maximum number or the humanity as a whole. His motivational teaching and preaching replete with a sense of duty infuse new courage and spirit in the depressed soul who got astray from the path of karma or the devious path of righteousness. This sane and inspiring manager who himself is not fighting visibly but issues such directions to the commanders and the army that ultimately they come out with flying colors in the great battle fought for the establishment of new values for the well-being and welfare of the coming generation. Therefore, his handling of the situation and art of dominating the circumstances in the great battle of Mahabharata as well as teaching and preaching in the Gita are the great management lessons to the modern corporate world of today.

References

1. Singh, Udai Vir." *Management wisdom of lord krishna*". New Delhi: New Century Publication, (2008)
2. Acharya, Sujit Kumar. " *Lessons In Management From Bhagvad Gita*" (2015)
3. Bhattathiri , M.P. "*Bhagavat Gita and Management*". (1999)
4. Bodhnanda, Swami. *Indian Management and Leadership* (2007)
5. Chakravarty, Ajanta. *The Gita and the Art of Successful Management*, (2005)
6. Divakaruni, Chitra Banerjee. *The Palace of Illusions*. Replica Press, 2011. Print
7. Ibsen, Henrik. *A Doll's House*. Peter Watts. Trans. O. U. P. 1965.
8. Kumar, Arun. *Management Leadership through Bhagavat Gita*, (2004)
9. Mehta, Hiral B and Rashvin Tailor. "*Spirituality and Management/Business:9 Management lessons from Mahabharata*"
10. Mehta, Rajesh. " *A Comparative Study of Indian Mythological Management and the Modern Management*"
11. Mishra, Narayanji. *Better Management and Effective Leadership through the Indian Scriptures*. (2007).

