
Management Mantras in Emerging India



Sri Sri Ravi Shankar delivering a talk at Siri Fort Auditorium

Extract
of the
Talk
delivered by
His Holiness
Sri Sri Ravi
Shankar

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New Delhi Institute of Management, a leading Business School in North India, organized a talk by His Holiness Sri Sri Ravi Shankar on **Management Mantras in Emerging India** held at Siri Fort Auditorium, Khel Gaon Marg, New Delhi on 5th February, 2004. This talk was a culmination of a host of academic activities organized by NDIM during the academic year 2003-04 including a national seminar on Stress Management and Quality of Life

organized at the PHD house on 2nd February, 2004, just 2 days prior to the talk delivered by His Holiness



Sri Sri Ravi Shankar ji Blessing NDIM students & faculty

Sri Sri Ravi Shankar at Siri Fort Auditorium. The auditorium presented a unique view of a packed house full of distinguished people representing devotees, academicians, intellectuals, professionals, teachers and students. Such was the charisma and attraction for the Guru ji, that hundreds of invitees braved the

winter of Delhi and stood outside the auditorium and listened to the gospels of Guru ji as they could not be accommodated inside the auditorium due to lack of adequate capacity.

Before Guru ji arrived in the auditorium, the audience was mesmerized with the rendering of Sri Ganesha Ganpati Vandana and the Bhakti Sangeet performed by the artists of the Art of Living Foundation. Every one was enchanted with the melody of music and devotional songs such as *Sangati hi jeevan suvare* ; *Gurudev Bolo, Guru naam gao* ; *Govinda, Gopala, Madhava, he Nand lala* ; and others. These songs cast a magic spell on the audience and for once they got themselves galvanized in the heavenly bliss created by the rendering of such beautiful bhajans.

Guru ji arrived in the midst of this wonderful atmosphere of melody, music and devotion. He received a standing ovation from thousands of devotees assembled inside the auditorium and eagerly awaiting for his darshana. On the stage, His Holiness was welcomed with bouquets of flowers by Shri J R Bansal Chairman, NDIM, Smt. Bindu Kumar, Registrar, NDIM, and other family members of Shri Bansal. On behalf of the faculty of NDIM, Prof. Adhikary, Director, NDIM, and Prof. Arora, presented bouquets to the Guru ji. The session was started on an auspicious note when Guru ji agreed to light the lamp assisted by the Chairman and members of his family. In the background, rendering of the Vedic hymns and the *Gayatri Mantra* enthralled the audience.

Prof. Adhikary welcomed His Holiness, Sri Sri Ravi Shankar on behalf of NDIM, its Board, faculty, staff, students and all the well wishers of NDIM. He felt happy to express that NDIM is perhaps the first amongst the Business Schools, especially in the North India, where Guru ji has been kind enough to grace such an occasion and accept to deliver a talk on a very important subject. Dr. Adhikary informed the audience that NDIM is a very young institute, just about 7 years old. We at NDIM, have dreams in our eyes, strength in our hand, power in our mind and rhythm in our feet. These attributes have led us to make NDIM, a leading 'A' grade institute and we promise to uphold its prestige and traditions and to progress further. We have a Vision, a Mission, and a Passion. A vision to establish an institute best amongst equals in the whole world; a mission to develop character and conduct of

our students so as to prepare them to meet the needs and challenges of the corporate world, and a passion to learn together - the teacher and the taught about knowledge and the new dimensions of management.

Mentioning about some of the accomplishments of the Guru ji, Dr Adhikary informed the audience that how at a very young age, Guru ji mastered *Sudarshan Kriya*, a powerful technique that releases stress. Guru ji is an exponent of Vedic literature and modern Science and therefore looking towards him we find him as a symbol of joy, love, affection, childlike emotions, poetry and wisdom. He represents a true juxtaposition of business ethics from our side and the spiritual ethics from his side, and that is the reason for us to request him of his benign presence to enlighten us on the new mantras of management - management with heart and mind, with passion for *Karma* and well being of the society.

Extracts of the talk delivered by His Holiness Sri Sri Ravi Shankar

The long wait of the audience came to an end when the Guru ji stood to deliver his talk. In his characteristic contemplative *mudra*, Guru ji told the audience that it is the mind that plays an important role in practicing management. The mind deals with the three important factors, viz. the Cosmology, Commitment, and Compassion. Therefore, if the mind can manage itself, it can manage anything else. He substantiated this point by quoting "*Man Jeete, Jag Jeete*" from *Guruvaani*. Elaborating further on this subject, he reminded the audience to remember the Cosmos; it exists for over billions of years. Cosmology, therefore tells us about the understanding of life and its continued existence. Similarly, we need to broaden our vision, increase our commitment, exhibit magnanimity, to understand how to manage the mind and thereby learn to manage anything else around us. We need to take a *Sankalapa* to try to practice these principles on a continual basis. Bringing out a very fine distinction between the mind and the heart, Guru ji pointed out that our mind always longs for something new, is never satisfied, whereas the heart recognizes established and old values. Therefore the interplay of these two characteristics greatly describes the behavior of business organizations. Aggressive style of business management is governed more by the mind, whereas the organizations engaged in providing services are

directed more by the heart. We need to bring a balance between this interplay of mind and the heart. Every organization must take sustainable social responsibility for the welfare of the people as also the long term benefit of its own organization. Greed kills the customers and in this process, the organization also gets killed.

Explaining to the audience, Guru ji pointed that there are virtues within every human being. All that we need to learn is to realize them and uncover them. If we assume that we do not have any virtues, then to realize these virtues will take a very long time. He appreciated the students of the NDIM and said that *Bharat* in Sanskrit stands for brilliance and intellect. He advised the young students to develop a feeling of belonging to the whole world and to learn the specific specialties and cultural behavior of different countries. Giving examples, he mentioned about the Japanese etiquettes, German precision, Negotiating and marketing skills of the Americans, and the Decency of the British. These qualities are already there in you, you have just to nourish them to develop a sense of belonging to the whole world. One World had been the image of India and therefore we all must believe in the principle of universal belonging - *Vasudev Kutumbkam*. Confidence, Education and Culture are also important for the young graduating students. He also emphasized on the role of Creativity in management. Though creativity is thought to be a subject in the context of scientific organizations, it is equally relevant in the area of management.

Contradicting the usual belief that a person becomes more creative when he is in trouble or under stress, Guru ji said that it is the calmness and the serenity of mind which are responsible for creativity and these qualities must be practiced through meditation.

Guru ji ended his talk on a greatly philosophical message. He said that we must differentiate between ego and self respect. We must respect Diversity (*Vividita*). We must learn to adore HIM (the almighty) in whatever form He has manifested Himself. Let us believe in *Ek Onkar (One God)* but manifested in many forms. Let us practice:

Sabko ek me dekho
See everyone in One
Ek me sabko dekho
See One in everyone
Bhagwan ke andar prem hai
There is Love within God

During his thought provoking talk Guru ji answered to a volley of questions on a variety of subjects and concerns raised by the audience. His answers received massive applause from the audience. The talk ended on the melodious chanting of *Shri Radha Raman Hari Om...* bhajan.