BIBLIOGRAPHY

BEACON LIGHT OF INDIAN ETHOS

The researcher has drawn great inspiration from the role models which India has produced throughout its history. In fact, these leaders have become synonym with the best practices of management. Be it knowledge, work practices or scholarship. Virtually these leaders can be called path breakers in Indian culture who, set examples for the common masses by their way of thinking, doing and actions. These people are considered revered all over India and their ideologies, living and actions are set as the benchmark or standards which every individual is expected to achieve. A brief reference of some of these prominent personalities is given in this chapter.

Mariyada Purshotam Ram:

Ram is considered the personification of 'Maryada' or righteous way of living. He always followed the path of righteous how hard it may be. In his journey of path of righteous he had to face many difficulties which can easily shake the very belief of any weak individual. He had to leave his palace and go to forest for 14 years. When he came back he had to discard his wife to follow 'Raj dharma' (King's duty). No adversity could shake his sense of duty.

All his actions can be described as treatise of management. Be it the respect for gurus, truthfulness, administration, public dealings or fair play and justice.

Karam Yogi Krishna

The life of Krishna is example of a silent worker. He lead his life righteously and practically implemented the concept of Karam Yoga in his life. He did all his duties without any aspiration of result which is the true essence of Karam Yoga. He narrated "GITA" to Arjun in battlefield of Kurushetra, a sacred text of Hindus. The concepts described in detail by Lord Krishna are acceptable world wide and are adopted by leading business schools in their management curriculum.

Adi Guru Shankaracharya

Adi Guru Shankaracharya is considered to be the incarnation of Lord Shiv himself according to Indian belief. His life set an example about how a person can explore the knowledge within himself rather than seeking it from outside world. He was credited for the revival of vedic dharma again in India. His single minded devotion in spreading the edicts of Dharma can well be recognised as basics of management.

Gautam Buddha

Gautam Buddha is peace in flesh and blood. He taught peace, non-violence as the ways to achieve the ultimate goal of human life i.e. 'Moksha' or becoming one with omnipresent God. The very fact the buddhism has spread throughout the world shows the deep rooted impact which teachings of Buddha have left on people's minds and can verily be accepted as sound

principles of modern management based on Indian Ethos of stress free work atmosphere resulting from a peaceful and tranquil mind.

Guru Nanak Dev

Guru Nanak Dev was a great religious Guru who spread the message of universal brotherhood based on committed principles of life. He taught that there is one almighty known by many names. He was true personification of peace and sainthood.

Saint Kabir
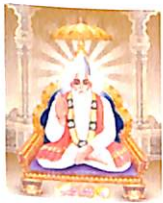
Saint Kabir taught the lessons of mutual co-existence when there was a wide difference of belief between of Hindus and Muslims of India. He condemned the ill practices of both the religions and believed there is only one God with many names given to him by his devotees. His dohas are quoted even today by various management gurus during their lectures and discourses to modern scholars of business management in India.

Chanakya

Chanakya was the guru or teacher of ChandraGupta Maurya, the first ruler of Maurya dynasty. He was personification of knowledge. Arthashastra, the book written by him on Economics and how to manage state affairs is considered as one of the finest book on the topic even today.

Vivekananda

Vivekanada was the representative of India in world's congress on religion in America. There he re-established India as spiritual leader of the world. He believed that any nation's progress is based on the quality of its youth population. He is considered as idol of every youth in India.

His world famous quote of "Youth awaken, arise and don't stop till you achieve your goal" is a beacon call to modern managers to become action oriented and create a dynamic sprit of management practices.

Arbindo

Arbindo spread Indian ideals all over the world and many westerners imbibed the Indian values and traditions and accepted him as his guru or teacher. He again proved that Indian ethos are universal and any body can very easily streamline himself/herself with Indian ethos.

Mahatama Gandhi

Life of Mahatama Gandhi is an open book of truth and non-violence. He believed that truth and non-violence are the two easiest ways to attain God. He used non-violence as a mighty weapon against the British and got India its independence. He is considered as father of the nation. His unique style of managing the masses through his simple habits is truly regarded as the essence of lasting management.

Dr. S. Radhakrishnan

A great scholar and a most respected teacher, he blended in himself the true concepts of Indian Ethos and adopted the same both in his official capacities as well as personal life having occupied the highest post of president of republic of India.

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