CHAPTER III

VEDIC MANAGEMENT

3.1 Introduction

The Vedas deal with physiological values in terms of maintaining bodily health, strength and vigour. They discuss material values through ways and means of attaining riches, wealth and enjoyments. The Vedas focus on intellectual values like unambiguous knowledge, skills and efficiency. They highlight spiritual values in the form of truthfulness, righteousness and Self-realisation.

Vedic management has a holistic approach which is wholesome and comprehensive. It encompasses the entire gamut of human endeavours at the bodily, mental, intellectual, societal, environmental and spiritual planes. Its contours are wider with deep insights into all aspects of human thoughts, aspirations, activities and interactions. It is multi-faceted with a multi-dimensional perspective catering to the needs of one and all in the human society.

This research study presents the theory of Vedic management in a four dimensional scale constituting the individual, relationship, cosmic and spiritual perspectives.

3.2 Individual dimension

At the micro level, the individual human being has to manage himself perfectly in terms of his body, mind and intellect throughout his existence. The inherent vāsanās
and the individual qualities constituting one’s core personality have to be clearly understood and managed properly so as to fully tap and harness the latent potentials in a positive manner. For human life to be consummate and fulfilling, one has to exert consciously, strictly follow moral and ethical code of conduct and evolve into a higher plane of consciousness.

Self management deals with managing of the individual as a wholesome entity at the physical, mental, emotional, intellectual and creative levels.

This aspect of Vedic management is dealt with in Chapter IV.

3.3 Relationship dimension

Having mastered self management, the next level for an individual is to harmoniously relate oneself to other constituents of the human society. This in turn depends on the class (Varṇa) with which he identifies and the life stage (Āśrama) in which he exists at a given point of time. The two pillars of the universal dharma are Varṇa and Āśrama. A number of general management principles have to be borne in mind so that the management of Varṇa and Āśrama is done efficiently resulting in endearing human relationships worth rejoicing.

At the family level internally, one has to associate himself with his family and manage the relationship effectively with family members. At the next external level outside the family, one has to manage his relationship with one’s teacher for education purposes. In addition, one has to manage his interactions and interfaces efficiently as well as effectively with all members of the society for socio-economic
purposes. Relationships with one’s own family and the external world are to be maintained harmoniously in a cordial manner. This calls for certain key general management principles for applicability in a wide variety of situations. An orchestrated and fully synthesized relationship building in all spheres of human interaction is essential.

Relationship management explains the art of managing relationships, associations and connections by the individual with others.

This aspect of Vedic management is presented in Chapter V.

3.4 Cosmic dimension

In addition to the welfare of the human beings as an entity, one needs to have a broader vision in terms of preserving and safeguarding the ecology in its natural form and beauty. Environmental protection plays an important role in maintaining the subtle balances of the natural order. The cosmic forces which are outside the purview of human control but fully within the contemplation of the human intellect and understanding have also to be recognized and propitiated so that the fulfillment of human mission becomes a matter of reality.

Cosmic management deals with proper environmental management besides the positive harnessing of the cosmic powers for balancing the natural forces.

This aspect of Vedic management is highlighted in Chapter VI.
3.5 Spiritual dimension

Having understood the art of managing the self, relationships and the cosmic energies, human life is truly consummate and fulfilled only when an enquiry into the inner Self (Atman) is made. The eternal bliss of Self realization is the ultimate and supreme objective of human existence and endeavour.

Spiritual management focusses on the inquiry and investigation into the Atman and the supreme bliss of Self-realisation.

This aspect of Vedic management is explained in Chapter VII.

The ensuing Chapters follow the above logical sequencing.