



The 'Chanakya' - A Real Management Guru of India

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ABSTRACT

Business today faces healthy & unhealthy competition with dynamic changes in Business Environment. Research has proved that value of Product has no direct correlation with the expectation of customer. The business potentials in today's era can be unlocked through skill Vs Will. It is said by Global Leaders that every business is 99% of Execution & 1% of Strategy. If we all wants to get things right, we have to ensure that our Management of Executions should be of optimum level.

Management has been recognized as a Science since 1950, one of the Father of Modern Management is Peter F, Drucker. But didn't Management exists in India even before the 1950's and the Drucker era..? As a Nation We have over 5000 years to our credit, did we not have Management Scientist or say Management Guru's in our country before 20th Century..?

Yes, India got one of the Best Management Guru whose Sutras are not only focused to current results but also gives direction for Future Movement. As a political thinker he was the first visualize the concept of Nation for the first time in Human History. During his time, India was spilt into various kingdom. He brought them all together under one central Governance , thus creating a Nation called 'Aryavatha' which later became India.

That Person is none other than Chanakya.

Chanakya's Practical Solutions :

This article emphasizes on recreating in the areas of leadership, Management and Training through Chanakya's sutras and practices.

Through complete understanding of the Management, Leadership and Training, We believe that organization can wear there egos because of experience that they have gained over number of years, however, gain the power of realization as to when and whom to show.

Key word : Chanakya, Management, Hero

'Pen is mightier than the Sword'

It has been said the power of words is so intense & so Powerful that it can cut through systems, strategies, operations and perception of masses. That's the force of verbal expression. When words are expressed with clarity, vision and profound perceptions they evolve into management thoughts and principles. People with this gift then become what we have phrased them today as 'Management Gurus'.

Internationally there are renowned personalities known for their management concepts and practices. The likes of such 'Management Celebrities' are Tom Peters, Edward DeBono, Philip Kotler, Bob Watermann, Stephen Covey and many more.

Indian Management Gurus:

India has gifted many unique things to the world including few managerial words like 'Mantra', 'funda', & 'Guru' etc. The word 'Guru' refers to a teacher, pioneer or a thinker in any peculiar area. Indian management style is slowly

emerging especially in global corporate strategy, entrepreneurship and HRM. A few of India born management thinkers have made their remarkable impact on the global management scene.

If we talk about India, we too have prominent 'Management Gurus', from legends to contemporary trend setters. A few among them are personalities like C.K.Prahalad, Ram Charan, , Sumantra Ghoshal, Arindam Chaudhuri, Vijay Govindrajan, Shiv Khera, Pramod Batra etc. are well known globally. A noticeable fact is that these business thinkers have studied, travelled, worked, operated, managed and made their presence felt in many parts of the globe.

As a part Education & learning's one needs to know about them and their valuable contributions towards managerial thoughts.

In nutshell we can describe "Management Guru" as a person who is intellectual, experienced, and ingenious & a Person who develops business perspective that provide beneficial outlooks and practices. With reference to the adage 'An idea is only a thought until it is materialized', the most successful business thinkers are those who have ensured the successful implementation of their thoughts.

We have so many thinkers or say strategist in past who taught us so many things by the way of their behavior. Today's Management Education has been taught with jazzy power point presentations in air conditioned rooms. But the ancient kings taught their prajas in the durbars.

Chanakya and Lord Krishna taught us thousands of years ago in the war field. It's just that over a period of years the format for presenting this knowledge has changed and got distorted. Most of the books on strategy and self development which are written by the present age scholars and self acclaimed gurus owe their success to all these ancient spiritual philosophers and sacred texts. This knowledge is a timeless wisdom and therefore it has sustained civilizations, ages and times. With the changing face of the society and man's quest for knowledge the format for presenting these truths has changed. We think the corporate world today has a lot to learn from these ancient management techniques in the area of administration, better time management, ethics, leadership, communication skills, team work and etiquette.

Why Chanakya

Being a teacher himself, he knew the importance of education. Takshsheela was one of the world centers for education. At a very early age little Chanakya started studying Vedas. The Vedas; considered to be the toughest scriptures to study were completely studied and memorized by Chanakya in his infancy. He was attracted to studies in politics. In politics Chanakya's acumen and shrewdness was visible right from childhood. He was a student of politics right from child hood. Known as a masterful political strategist, He knew how to put his own people in the opposite camp and spy the enemy without his knowledge before destroying him forever. Chanakya was an ace in turning tables in his favor irrespective of the circumstances. He never budged to pressure tactics by the ruthless politicians. The experience curve states that the organizations today face varied business, people and resource challenges. There is absolutely no reason to disbelief that these challenges cut across varied business verticals. Thought the magnitude and intensity may vary. In this way after studying religion and politics, he turned his attention to economics, which remained his lifelong friend. "Nitishastra", a treatise on the ideal way of life shows his in depth study of the Indian way of life.

Chanakya is complete Management Guru because:

- He Established tenets
- His Strategies are exhaustive and account for every Conceivable situation that created a dynasty
- He Installed Chandra Gupta Maurya as King
- He Produced and inspired the best bureaucracy that India has known
- He Worked for 136 years
- He Produced Emperor Ashok the Great

By keeping this thought in mind, Chanakya has been selected for research. Chanakya's strategies are useful very much at present.

About Chanakya

Chānakya (c. 350-283 BCE) was an adviser of the first Maurya Emperor Chandragupta (c. 340-293 BCE). Kautilya and Vishnugupta, the names by which the ancient Indian political treatise called the Arthashastra identifies its author, are traditionally identified with Chanakya. It is important to identify Chanakya as a great Indian because his cultural significance has reached far and wide, and his words are just as internalized in other parts of South Asia. Chanakya has been considered as the pioneer of the field of economics and political science. In the Western world, he

has been referred to as The Indian Machiavelli, although Chanakya's works predate Machiavelli's by about 1,800 years. Chanakya was a teacher in Taksasila, an ancient centre of learning, and was responsible for the creation of Mauryan empire, the first of its kind on the Indian subcontinent.

Identity of Chanakya

His role in the formation of the Mauryan Empire by the Arthashastra & Neetishashtra. Arthashastra discusses policies in detail. Neetishastra is a treatise on the ideal way of life, and shows Chanakya's deep study. Chanakya also developed Neeti-Sutras (aphorisms - pithy sentences) that tell people how they should behave. Of these well-known 455 sutras, about 216 refer to raaja-neeti (the do's and don'ts of running a kingdom). Apparently, Chanakya used these sutras to groom Chandragupta and other selected disciples in the art of ruling a kingdom.

Birth and Origin

Chanakya (c.350 - c.275 BC), also known as Anshul or Anshu or Kauṭilya or Vishnugupta was born in a family of Brahmin as the son of Acharya Chanak in Pataliputra, Magadh (Modern day Patna, Bihar, India). In the modern day it has been found that social, political and professional life of Brahmins reflects Chanakya Neeti to execute any task. Different sutras of Chanakya:

Scholars have described Chanakya a mastermind who became an expert in different fields like Management, Leadership, Economics Politics, Governance, Law, Military tactics and several others. Chanakya documented his knowledge into 6000 sutras which have been classified into 15 books, 150 chapters and 180 topics. He documented his work in his book kautilyas arhshastra and Chanakya niti.

- Learn from the mistakes of others... you can't live long enough to make them all yourselves"
- A person should not be too honest. Straight trees are cut first and Honest people are screwed first."
- Even if a snake is not poisonous, it should pretend to be venomous."
- The biggest guru-mantra is: Never share your secrets with anybody. It will destroy you."
- There is some self-interest behind every friendship. There is no friendship without self-interests. This is a bitter truth."
- Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead."
- As soon as the fear approaches near, attack and destroy it."
- The world's biggest power is the youth and beauty of a woman."
- Once you start a working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest."
- The fragrance of flowers spreads only in the direction of the wind. But the goodness of a person spreads in all direction."
- God is not present in idols. Your feelings are your god. The soul is your temple."

Relevant Sutra with respect to Today's Business World-

Chanakya teaching and principle is still as contemporary and relevant to the modern times. Chanakya have presented ways to purify our inner selves and have taught to get success in every situation and circumstances, he has not narrated the events, but has given conclusion.

He has not described anything in detail, he has just squeezed and condensed them to suit his direct and concise ways of expression. He was a great statesman, diplomat, and a sagacious and virtuous man in moral behavior. He has a special place among the composers of ethical verses, for he dedicated all his writings solely to moral teachings and composed nothing else other than that. He had an aim, which he achieved. He excelled in every sphere. He was truly a committed soul. Such commitment has never been seen after his departure. It is no wonder that he was read, quoted, liked and revered by all. His teachings are universal and applicable at every place and in any situation. Just by following him, one can easily get worldly success in any field and also spiritual solace. Chanakya framed policies with rare prudence, clarity and judiciousness. They are still treated as the basis of diplomacy and formation of policies and rules by most of the governments of the world. He is the most popular and the most widely read person among the ancient Indian writers.

Today's changing and dynamic corporate world the teachings and principle of Chanakya are very much applicable his sutras give a deep insight into the different areas of corporate world like,

- Leadership
- Management
- Training

In corporate world the every effort leads to edge over competition ,every player want to make supremacy over competitor ,so in search of power and supremacy kautilya arthashastra outlined the different attribute which is needed to be in top. They are:

- Intellectual power,
- Man power
- Financial power.

Chanakya has given a deep insight into few qualities of a successful leader:

- Attitude of leader
- Consult and then start
- Discipline
- Know your competitor
- Speed (Time management)
- Sharpen your skill (keep learning)

Every leader has to face some challenges to remain in the power,

"for the king there is revolt in the interior or in the outer regions"

For a business leader the revolt is from their internal and external customer in the organization, so every effort has to satisfy the integral element of the organization.

"if the rod is not used at all, the stronger swallows the weak in the absence of the wielder of the rod" It clearly indicate the importance of discipline and the art of punishment.

Leader has to control over his sense to remain in the top,

"Control over the senses, which are motivated by training in the sciences, should be secured by giving up lust(kaam), anger (krodha), greed (lobha), pride (mana), arrogance (madha) and overexcitement (harsha)" A leaders success is depends on how he has a control over his senses.

"If the king is energetic, his subjects will be equally energetic. If he is slack the subjects will also be lazy, thereby, eating into his wealth. Besides a lazy king will easily fall into the hands of the enemies, hence the king should himself be energetic"

Leader should always be an energetic and lead from the front and set an example in difficult situation.

Chanakya principles also focus on different aspect of management like employee recruitment, employee retention, managing attrition, employee satisfaction, team work etc.

In arthashastra it clearly point out the selection of a right managers and retain them,

Chanakya says *"in case more work is done than agreed upon, he shall not make the effort vain"* It clearly indicates the importance of reward and recognition of a right person.

The men who have changed the universe have never reached there by working on the leaders alone; they rather moved the masses. Working on the masses is the weapon of genius that changes the face of the world. A mine full of diamonds and ruby you dug for it you find it your wealth is now assured. Guarded with your life; robbers and thieves will appear from all sides, never take your wealth for granted and constantly review it , time will diminish your jewel's luster and bury them from your sight

At Last.....*"Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead."* - Chanakya

This is famous quote of Chanakya which we are correlating with young generations & New Businesses. Proper understanding of Chanakya Niti will take bold action to guide the Budding Managers of today for thought of not maintaining employment but retaining the membership of the organization.

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