

Vedic Leadership and Management



Philosophical Basis of Vedic Leadership and Management

- ❖ Based on 14 books of knowledge
- ❖ Mostly literature like Bhagavad Gita, Srimad Bhagavatam and Caitanya Caritamrta, Bhakti Rasamrita Sindhu, Prabhupada Siksamrta, Manu Samhita
- ❖ The formula comes from Narada Muni; Narada-pancaratra

Vastu traya - the three substances of life

- ❖ Sambandha - To understand where we are
Five factors of action. Bg 18.14
- ❖ Abhidheya - How to conquer the obstacles and get to the goal
- ❖ Prayojana - Goals and aims

Catur-vyuha

1. Sankarshan - dhīrodāṭṭa - Sambandha
2. Pradyumna - dhīra-lalita - Abhideya
3. Anirudha - dhīra-prasānta - Prayojana
4. Vasudeva - dhīroddhata - Application in action



Principles

- ❖ Difference in flavour
- ❖ Masculine and feminine
- ❖ Vasudeva is the central Deity because relationships are incomplete without action
- ❖ Sankarshan establishes Dharma (He creates what is right and wrong)
- ❖ Pradyumna establishes the interest and the identity

Four Models for Strategic Planning

1. Devotional
2. Brahminical - Educational - Spiritual
3. Kshatriya - Administrative - Military
bureaucratic
4. Vaishya - Economic - Corporate



Bhagavad Gita 18.14

“The place of action [the body], the performer, the various senses, the many different kinds of endeavor, and ultimately the Supersoul – these are the five factors of action.”

Different goals defines different methods

Goal

Method of Strategic Planning

Krishna Prema

Devotional model (Daiva
Varnashrama)

Knowledge / Moksha

Brahminical - Educational model

Protection / Dharma

Kshatriya - Administrative -
governmental model

Profit / Arta

Vaishya - Corporate and business
model

Sense gratification / Kama

Bureaucratic - options are the least
problematic and offer a socially
prestigious solution



The goals (strategies) of the Devotional Method

- ❖ To develop love of godhead
- ❖ Being fully engaged in devotional service
 - 64 items of devotional service of which five main items are:
 - Chanting Hare Krishna, hearing the Srimad Bhagavatam, associating with devotees, worshipping the Deities and residing in the holy Dhama
- ❖ The above 64 items give the structure to the seven purposes of ISKCON

Three Pillars of Success by Maharaja Yudhisthira

I Focus - Dharana

II Endeavour

III Daiva



Focus

Focus means to understand sambandha, abhidheya and prayojana in both the spiritual and material goals.

Patanjali's yoga gives us rules and regulations, identification and proper action according to that. It is supportive to understand sambandha.

1. Yama - Rules
2. Niyama - Regulations
3. Asana - Properly situated according to Varna and Ashrama (BG 3.5)
4. Pranayama - Proper action (BG 3.5)
5. Pratyahara - Attachment in the mood of yukta vairagya
6. Dharana - Focus
7. Dhyana - Proper thinking
8. Samadhi - Proper thinking and proper action in balance



Bhagavad Gita 3.5

“Everyone is forced to act helplessly according to the qualities he has acquired from the modes of material nature; therefore no one can refrain from doing something, not even for a moment.”



Endeavour

1. Proper attitude - Bhakti
2. Dynamic efforts
3. Expertise
4. Many different types of alliances

Daiva

Lord Krishna's blessings via the gurus



Workshop

- ❖ Choose a devotional project you are presently working on
- ❖ Analyse with your group the different pillars of success and put the most time on the endeavour part.
- ❖ Presentation (5 min)

Catuh-sloki

Srimad Bhagavatam 2.9.33

“Brahmā, it is I, the Personality of Godhead, who was existing before the creation, when there was nothing but Myself. Nor was there the material nature, the cause of this creation. That which you see now is also I, the Personality of Godhead, and after annihilation what remains will also be I, the Personality of Godhead.”



Catuh-sloki

Srimad Bhagavatam 2.9.34

“O Brahmā, whatever appears to be of any value, if it is without relation to Me, has no reality. Know it as My illusory energy, that reflection which appears to be in darkness.”



Catuh-sloki

Srimad Bhagavatam 2.9.35

"O Brahmā, please know that the universal elements enter into the cosmos and at the same time do not enter into the cosmos; similarly, I Myself also exist within everything created, and at the same time I am outside of everything."



Catuh-sloki

Srimad Bhagavatam 2.9.36

“A person who is searching after the Supreme Absolute Truth, the Personality of Godhead, must certainly search for it up to this, in all circumstances, in all space and time, and both directly and indirectly.”



Main qualities of a leader by Srila Prabhupada

- ❖ To be inspired and to inspire others
- ❖ Purity is the force



The main duties of leaders and managers

- ❖ **Principle:** In order for the subordinates to develop good qualities, they have to be protected from vices
- ❖ **Seven vices**
 1. Drinking
 2. Dice
 3. Women
 4. Hunting
 5. Assault
 6. Insulting others
 7. Seizure of property
- ❖ **Education**



The role of the GBC

- ❖ Spiritual directions and standards
- ❖ Maintain the proper philosophical standard in the area
- ❖ Maintain the spiritual rules and Deity worship standards in the area
- ❖ Education and culture (proper dress, etiquette etc)
- ❖ Preaching
- ❖ Establishing the vision



The main duties of the Temple President

- ❖ To apply GBC's instructions according to the local situation
- ❖ Protection of ISKCON's interests, the temple, the devotees
- ❖ Educational programs
- ❖ Preaching
- ❖ Financial overlook
- ❖ Community development
- ❖ Managing according to guru, sadh and shastra
- ❖ Communication
- ❖ Legal affairs



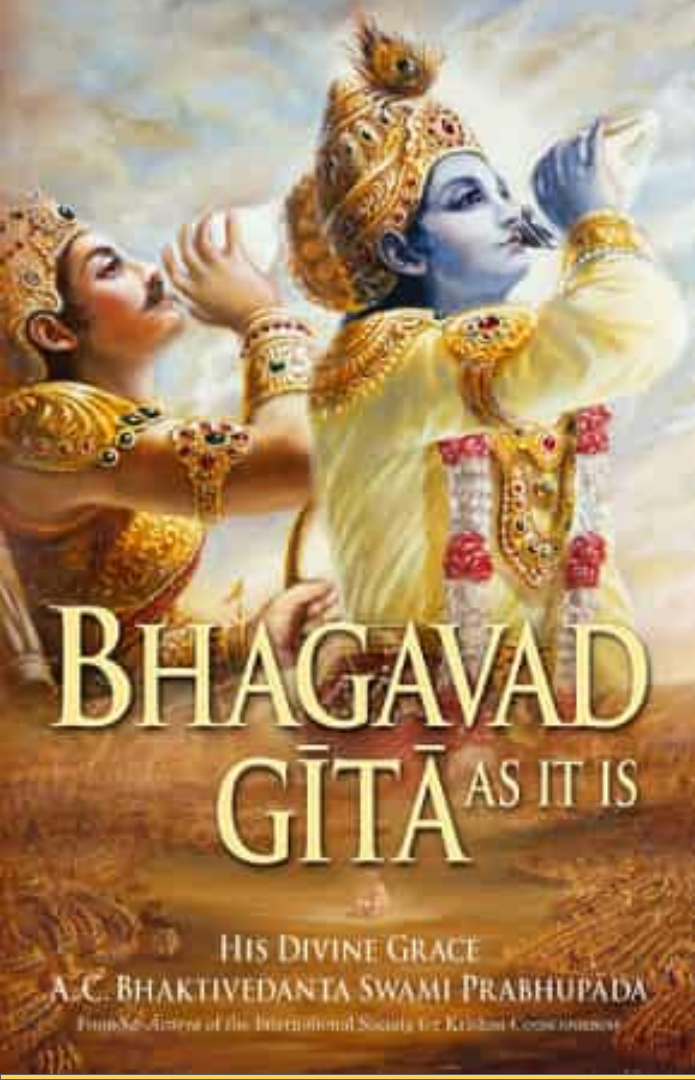
Philosophical Deviations



Two types of fall downs

- ❖ Sensual
- ❖ Philosophical

- ❖ Durvasa Muni's philosophical deviation: Yoga (the yogi) is higher than Bhakti (the Bhakta)
- ❖ Sukracharya: temporary
- ❖ Managerial - wrong model for a spiritual movement
- ❖ Business model - greed



Litterature

- ❖ Srimad Bhagavatam
- ❖ Tattva - viveka, Srila Bhaktivinoda Thakura
- ❖ Tattva - sutras, Srila Bhaktivinoda Thakura
- ❖ Apasampradayas - Suhotra Swami
- ❖ Vedanta Psychology, Suhotra Swami
- ❖ Siksamrita

False Ego



Srila Prabhupada: "we cannot argue how false ego is developed from the pure mode of goodness"