

Enriching Entrepreneurial qualities through Vedas

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ABSTRACT

The aim of the paper is to focus on the values to be incorporated in the qualities of an entrepreneur through reverting back towards Vedas. In this paper we highlight the importance of Vedas from which the knowledge of whole world has emancipated. The Vedas inspire every human being to do materialistic development along with spiritual development in order to lead a happy and prosperous life. The aim of paper is to throw light on Vedic mantras through which entrepreneurial qualities may be enriched. The paper is divided into four sections, first section of the paper provides a brief introduction, second section focuses on meaning and definitions of an entrepreneur, third section depicts on phases through which an entrepreneur has to pass and the various qualities that he should have, fourth section throws light on Vedic values that must be adhered to by an entrepreneur in his daily routine life. By incorporating these values, he shall increase his potentialities and also propel himself into building not just a successful business but also a meaningful & fulfilling life

Keywords: Entrepreneur, Vedas, Qualities, Values

1. Introduction

Entrepreneurship skills in the first glance appear as something simple and easy to understand. But in reality it is a difficult task to take business decisions promptly, undertake risks and become an innovator. The researcher has tried to find the implementation of Vedic methods and principles which shall strengthen the abilities of an entrepreneur to pass through various business challenges. As per 'Yajurved mantra: 31/7', all Vedas –Rigved, Samved, Yajurved and Atharved have been emancipated from god. [1]As per 'Manusamriti shlok' - 6/109 "gyanaen budhi shudhyati" : mind gets pure through vedic knowledge . Due to lack of this knowledge in present scenario people are mostly indulging in evils. [2]Present paper is based on secondary data depicting the Vedic values through which qualities of an entrepreneur may get enriched. The literature regarding Vedas depicting importance of vedic values for entrepreneur in this paper is mostly taken from the literature of Swami Ramswarup Yogacharya who is a great philosopher of vedas and of some other authors too.

2. Meaning of an entrepreneur

The word Entrepreneur is derived from the French verb 'entrepredre' which means to undertake. Richard Cantillo, a French economist in 18th century used the term entrepreneur to business and since that time word entrepreneur means one who undertook a risk of starting a new enterprise, introduce a new idea, a new product or a service to the society.[3]

2.1 Definitions of an entrepreneur

According to Schumpeter "**Entrepreneurs are business leaders and not simple owners of capital. They are men of vision, drive and talent, who spot out opportunities and promptly grasp them for exploitation.**"

Joseph A.Schumpeter writes "**The entrepreneur in an advanced economy is an individual who introduces something new into economy, a new method of production, a new product with which the consumers are not familiar, a new source of raw material or new market and the alike.**"[4]

Briefly an Entrepreneur is one who undertakes risk, starts a new business, innovates, assembles inputs, chooses managers and sets the organisation with his ability.

But in present scenario we find that the upcoming generation hesitates from becoming an entrepreneur and prefers to work in an organisation, whereas an entrepreneur is the back bone of the nation who generates employment opportunities, national income, reduces regional disparities and leads to economic development etc. In the current scenario everyone wants to gain profits in business either by a right way or wrong way, as main motive of businessman today is, profit earnings even ignoring all values which were followed in ancient times. If we go back into our ancient times we will find that in India, people were rich and prosperous as they were following Vedic path but in present scenario, in spite of higher development of the economy, greater business establishments we are somewhere losing our peace of inner soul. The aim of the

paper is to find out certain prayers from Vedas which may strengthen an entrepreneur intellectually, morally and spiritually. An entrepreneur at the dawn of his business has to pass through certain processes of business which are mentioned below:

3.The Process of Entrepreneurial development:

There are three phases involved in the process of developing a person into an entrepreneur. These are:

1. **Stimulation Phase:** In order to create awareness and interest in potential entrepreneurs, various stimulatory activities can be implemented. Due to such activities, a ground is prepared for growth and emergence of entrepreneurs in society. These activities can include promotion of awareness about upcoming entrepreneurial opportunities, educating and counselling the new entrepreneurs, providing them with motivation and guidance about which product/service to select. Several scientific techniques can help in identifying the potential entrepreneurs. Also forums can be created that recognize and reward the existing entrepreneurs for their achievements.
2. **Supporting Phase:** This phase comprises of implementing support activities that can help in the creation of new venture. These activities help in nurturing and promoting entrepreneurship. Activities such as registration of the enterprise, developing the prototype of the product, arranging capital, land, building and basics like power and water are covered in this phase. It also includes providing guidance in form of management consultancy, marketing support and information regarding various legal approvals and licenses.
3. **Sustain and growth phase:** The various sustaining activities are carried out in this phase. These include activities that help in carrying out the operations of the enterprise consistently and efficiently. An enterprise can be helped through various sustaining activities like modernization, diversification, expansion, investment and capital development. Such activities are very important as they help the enterprise to grow and develop continuously even after its initial stage. [5]

While passing through these phases, an entrepreneur should exhibit the following qualities:

3.1Characteristics/qualities of an Entrepreneur

- i. **Entrepreneur as an agent:** An entrepreneur is an entity who assembles various materials for cost effective production of good so as to ensure profits and accumulation of capital as well.
- ii. **Risk taking ability:** one of the most significant characteristic of an entrepreneur is that he should be able to take risk as well as he should be able to identify the nature of risk also.
- iii. **Decision maker:** while undertaking risk he should have ability to make quick and efficient decisions.
- iv. **As a motivator:** since entrepreneurs are action oriented and highly motivated individuals, this characteristics become very critical for achieving their goals.
- v. **Resourceful:** as it is very important for an entrepreneur to operate business by investing his or her capital, therefore he should be able to assemble necessary resources for production and operation.
- vi. **Innovation:** an entrepreneur should be creative and dynamic as well. He should be able to devise innovative business methods in response to changing industrial requirements.
- vii. **Persuasiveness and communication skill:** an entrepreneur should be good at persuasiveness and negotiating so that he is able to communicate his ideas and thoughts very effectively to his customer ; employees , suppliers and creditors .
- viii. **Vision:** He should have farsightedness to identify the opportunities available as per the current industrial environment
- ix. **Self confidence & determination:** An entrepreneur may face various challenging situations yet he must always be able to retain self confidence and determination to see project through.

As already discussed above, an entrepreneur has to pass through various phases as well he should also have above mentioned characteristics/qualities in general which we have already discussed. The aim of the paper is to enrich entrepreneurial qualities through the lens of Vedic knowledge and principles which will be discussed in the subsequent sections.

4. Vedic knowledge enriching entrepreneurial qualities:

Researcher has found certain ways from Vedas that shall provide mental strength to an entrepreneur while passing through various phases and also enriching his qualities through Vedas that shall boost his mental strength sharpen his mind and enrich him with good health which shall be discussed in subsequent section:

4.1Enchantment of Gayatri mantra

OM BHURBHUVAHA SWAHA TATA SAVITUR VARENYAM BHARGODEVASYA DHIMAHI DHIYO YO NHA PRACHODYAT

The meaning of this mantra as explained by Swami Ramswarup Yogacharya is as mentioned below(www.vedmandir.com):

Meaning

“We meditate the God who is the base of lives of universe, totally free from any sorrow, omnipresent, creates the universe, gives all pleasure/merriment, most supreme and acceptable, purest entity; May the God enlighten our minds with wisdom by his inspiration.”

In Yajurved mantra 22/9, 30/2, 36/3, Samved mantra 1462 and Rigved mantra 3/62/10 Gayatri mantra is given. In Manusamriti shlok 2/81 this mantra has been praised and it is said that it's the mouth of God.[6]

There is a prayer in Gayatri mantra that states “may God enlighten our intellect with Vedic knowledge and inspire us to do only pious deeds”. Also, Rigved mantra 1/10/5 states that aspirant will have to do hard (physical&mental effort)work accordingly, mere prayer will do nothing. If an aspirant practicing upon Ashtang Yog philosophy in order to purify his intellect and also gain Vedic knowledge through study of Vedas, does daily prayer, worship&praise god by chanting gayatri mantra, offer ahuti of Gayatri mantra and does pranayama with Gayatri mantra along with understanding complete meaning of gayatri mantra as well under the expert guidance of a learned Acharya, will really complete the worship of god and also realise god within himself, as per all four Vedas.[7]

Stuti ,Upasana and prarthna are the three main subjects/aspects of the gayatri mantra which complete the worship of god when it is recited. Gyatri is a chhand and has twentyfour letters of alphabet(akshar).[8]

Amongst the unlimited qualities of God some of the qualities of God are “Bhuhu, Bhuvaha, Swaha, Savituhu, Bhargaha, Devsya. These are named as stuti i.e speaking about the real qualities of God and not the acquired ones etc. Secondly Dhimahi means meditation i.e. one should always practice/do meditation and also perform hard and pious deeds, in order to do which Vedas should be studied by him in full, while performing moral duties towards family and nation. The third and last is DHIYO YO NAHA PRACHODYAT “OGod fulfil our mind with wisdom by giving us inspiration.[6]

Such practice of enchantment of gayatri mantra will give mental strength and sharpen the mind of an entrepreneur in proper decision making and sharpening his other qualities too.

In an interesting research conducted by AIIMS and scientist of IIT it has been found that by enchanting the Gayatri Mantra for a significant period of time, infinite expansion of intellectual capacity can be achieved. It has been confirmed through the research that by chanting this, part of the brain, which is responsible for problem solving & awareness, is activated. This research was conducted for a period of nine months on men of 25 to 30 years and this data was further studied for 5 years to make such remarkable revelations.

It was observed during the research that GABA- the chemical connected to lowering depression diseases started growing rapidly in the body after chanting Gayatri Mantra for two weeks, also the mind of those who chanted this mantra was very quiet and awakened. This was observed with the help of scientific technologies like MRI and on behalf of all these observations it was concluded that Gayatri Mantra can actually increase the analytical and decision taking power of mind.

To imbibe the qualities of a good entrepreneur one must enchant ‘Gayatri Mantra’ so that it leads to personal-intellectual & spiritual development of an entrepreneur.[9]

4.2 Healthy mind and healthy body for an entrepreneur: Reflections through Atharved

- As per Atharved the whole body becomes peaceful and without any disturbance through sun-bath i.e. free from diseases.[10]
- As per Kand 3, Sukta 10 of Atharvaved one who performs Yajna daily is blessed with a long and happy life.[11]
- Our body becomes healthy through Austerity (Tapasaya). We should do Tapasya daily as per Atharved i.e. to have control over senses and perceptions, listening of Vedas and to control ones mind and intellect from indulging in sins. [10] through which an entrepreneur with peaceful and sharp mind would be a good decision maker and risk taker.
- Our supreme doctor is God as per Vedas. So, through agnihotra & daily naam-jaap of God-OM aspirant may have control over sensuality & other vices, which is very fruitful in maintaining good health.[10]

4.3 Vedic Prayers for an entrepreneur for a prosperous business:

- The name of business man as ‘Vaishya Putr’ (Yajurved mantra 31/11)
- Atharvaveda Kand 31, Sukta 15 and 17 states- "AHAM INDRAM VANNIJAM CHAUDYAMI" i.e., I pray to God that one who does business that "SAHA NAHAPURAHAEETA" He may inspire/motivate us to

do progress and growth in the path of business. It implies that almighty God should always be remembered before initiating any auspicious work or business, Mantra further states:- "ARATIM PARIPANTHITAM MRIGAM NUDAN EESHANAHA MAHYAM DHANADHAHA ASTU." i.e., controller/commander of entire universe/ creation may wipe-out all those who cause obstacles in business, who are our enemies, thieves, dacoits etc., and God may bestow wealth/ riches, assets on me when I do hard work and put in my all best efforts to carry on business.[12]

Yajurveda mantra states- "SYAM PATYO RAYEENAM" Oh! God, we may become owner of wealth and money.

- Atharvaveda mantra 3/15/5 states that we should listen Vedas from learned acharya of Vedas, do Yajyen and pray in the manner that Oh! Learned of Vedas:- "DHANEN DHANAM ICHCHAMAANAHA YEN DHANENAM PRAPANAM CHARAAMI TAT MEIN BHOUYAHA BHAVATU KANEYAHA MA." i.e., I wish to multiply/increase my principal amount/sum of money in business and invest money in buying and selling goods etc., so that my wealth/ riches increases and I may not bear any loss. Oh! God/almighty while doing business we may always refrain from indulging in sins like illegal speculations, gambling, etc. Next mantra states that while desiring to multiply/increase my business, may I exercise control over my senses, perceptions and mind and may take interest in doing business for the pious sake of taking care of my family and may I always do hardwork to do so. [12]

Om Satyam Yashah Shreehi Mayi Shreehi Shryataam Swaha

Meaning: Oh God! The name & fame and the riches & treasures earned through honesty, dedication and sincerity should stay with me always and it should be used by me towards pious deeds and Yajen, of which you are the only donor. [13]

An entrepreneur should pray through 'Atharved' as mentioned below which are hardly visible in the present scenario:

- Money earned through my business should always keep me prosperous (Atharved 3/15/4) such prayers are need of an hour for an entrepreneur.
- The money that I should earn from business should always increase and it should never be invested in bad deeds like Gambling etc,(Atharvved mantra 3/15/5).Avery important prayer for an entrepreneur in the present scenario.

4.4 Importance of Yajyen for an entrepreneur as well as for a nation

Entrepreneur should perform yajna everyday and Samved also preaches to do yajna everyday as it bestows innumerable benefits on an aspirant.

- Samved mantra 942 states that with the offerings given in the pious fire of Yajyen 'Vacham Janayan'a sweet voice is generated within an offerer who is doing yajna which is the great requirement of an entrepreneur
- Sometimes entrepreneurs are in a state of great confusion Samved Mantra 952 says that a divine merriment is generated by Yajyen 'Madaye Chakaanaha' and it also bestows/impart eternal satisfaction on the soul, which is very much requirement of an entrepreneur.
- Samved Mantra 981, 1355 state that wealth and assets are bestowed/imparted and showered on an aspirant who performs yajyen.
- Samved mantra 948 states "Yajyen Vajihee Naha Upaagamat" i.e all wealth ,assets are bestowed through Yajyen on the aspirant who performs yajyen and also increases food stock and agricultural yield of the performers of Yajyen which is the great need of an entrepreneur dealing in agriculture sector.
- Samved mantra 884 says that 'Ritasya Dhiyam' i.e pious "vedic" intellect (pure mind) is generated through Yajyen. which is very essential in present scenario not only for an entrepreneur but for everyone.
- Samved mantra 1280 states that mind and intellect is purified through yajyen.
- Samved mantra 536 says in YAJYEN as the matters of offerings/ahutis reaches to the sun it gives strength to the sun and due to which timely rains are caused and samved mantra 539 says that as matters of offerings/ahutis reaches the sky through yajyen ,causing timely rains and thereby increasing the no. of birds/animals etc.Hence we may say that increase in natural resources of an economy is a good sign for an entrepreneur as well as for the nation also.[14]

4.5 Early rising, a boon as per Vedas:

- For prosperity in business and life entrepreneur should be an early riser ,because as per Vedas one should rise early in the morning i.e in 'ushaka' or dawn. Righved mantra 1/92/10 mentions that in order to be successful, a person should began his day with first ray of dawn as dawn knocks

everyone's door to make the future bright otherwise his future will be taken down just like in wilderness a wolf takes down his prey. [15]

- The ancient Vedic knowledge states that blessings are showered by god on early risers providing them with a sharp mind, good health and several kinds of happiness and pleasure.
- As per Samved mantra 1826 God says that those who are early riser I destroy their sorrows become their friend and fill their fortune with brightness.[16]

The above mentioned Vedic knowledge and Vedic prayers shall enrich the qualities of an entrepreneur and may remove his hesitation to undertake risk, to become innovator and shall increase his potentialities and make him successful.

Conclusion:

An entrepreneur plays a very significant role in the growth & development of an economy because of the fact that an entrepreneur not only employs himself but also provides a livelihood to many others. It generates national income, maintains regional balance, creates employment opportunities and contributes to the overall development of an economy. In order to be a successful entrepreneur and a contributor to the economy, he should imbibe certain qualities. These include good risk taking ability, negotiating skills, decision making, etc. An entrepreneur should try to enhance these qualities by enriching himself through Vedic knowledge as mentioned above in the paper in detail. He should practise enchantment of various Vedic Mantras and follow the Vedic path. Let's revert back to Vedas to make India once again 'Sone ki chidiya'.

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