

INDIAN ETHOS IN MANAGEMENT – TYBMS (HR)

Module 1- Indian Ethos an Overview

Chapter 1 – An Introduction to Indian Ethos

- **Meaning** – “Ethos” is a Greek Word which means “Character”. It also can be defined as the set of beliefs of community of a region. Hence Indian Ethos is a set of Indian beliefs that guides the individual.

- **Features:** -
 - I. Divinity of all souls.
 - II. Dignity of work.
 - III. Ananda.
 - IV. Equanimity.
 - V. Know Yourself.
 - VI. Unique work culture.
 - VII. Vasudhaiva Kutumbakam.
 - VIII. Holistic Approach to management.

- **Need/Relevance/Requisites:** -
 - I. Value based management.
 - II. Self-development.
 - III. Self-Management.
 - IV. Stress Management.
 - V. Social Sensitivity.
 - VI. Humanising the Organisation.
 - VII. Self-Introspection.
 - VIII. Brain Stilling.
 - IX. Intuition.

- **Principles practised by Indian companies:** -
 - I. Honesty.
 - II. Transparency.
 - III. Accountability and Responsibility.
 - IV. Equal treatment.
 - V. Harmony.
 - VI. Fairness.
 - VII. Integrity.
 - VIII. Dignity of Work.
 - IX. Holistic Approach.
 - X. Co-operation.

- **Elements of Indian Ethos:** -
 - I. Ego sublimation.
 - II. Sacrificing spirit.
 - III. Team achievement.

- IV. Spiritual attainment.
- V. Self-control.
- VI. Concept of Duties.
- VII. Yielding rather than Dominating.
- VIII. Respect & Search for Truth.

➤ **Role of Indian Ethos in Management Practise: -**

- I. Planning.
- II. Recruitment & Selection.
- III. Healthy Relations.
- IV. Responsibility & Accountability.
- V. Training & Development.
- VI. Performance Appraisal.
- VII. Workers Participation in Management.
- VIII. Grievance Redressal.
- IX. Promotes Harmonious work culture.

Chapter 2 – Management Lessons from Scriptures

➤ **Management Lessons from Mahabharata: -**

- I. Work on your Weakness.
- II. Share Responsibility.
- III. Team Work.
- IV. Commitment.
- V. Take calculated Risks.
- VI. Women Empowerment.
- VII. Know every members Potential.
- VIII. Decision making.

➤ **Management lessons from Vedas: -**

- I. Divinity of all Souls.
- II. Aham Brahmasmi.
- III. Why to Work?
- IV. How to Work?
- V. Yoga Karmashu Kaushalam.
- VI. Parasparam Bhayavantah.
- VII. Fostering Team Spirit.
- VIII. Nishkama Karma.

➤ **Management Lessons from Kautilya Arthshastra: -**

- I. Business management principles.
- II. Adequate distribution of Profits.
- III. Examination & Auditing.
- IV. Focus on sustainable Economic Growth.
- V. Peoples Welfare.
- VI. Avoid Misuse of Power.

VII. Ethical conduct of Business Activities.

➤ **Management Lessons from Bible: -**

- I. Be Humble.
- II. Integrity & Honesty Building.
- III. Treat employees fairly.
- IV. Charity.
- V. Sowing & Reaping.
- VI. Conflict Management.
- VII. Work Hard.
- VIII. Be Honest with Customers.

➤ **Management Lessons from Quran: -**

- I. Obedience & Respect of Authority.
- II. Mutual Consultation.
- III. Equal opportunities to everyone.
- IV. Fulfilling Commitments.
- V. Optimum Utilisation.
- VI. Elimination of Wastages.
- VII. Just in Time.
- VIII. Kaizen.

Module 2 – Work Ethos and Values.

Chapter 3 – Work Ethos.

➤ **Meaning** – The Norms and Behaviours governing the conduct of workers.

➤ **Levels of Work Ethos: -**

- I. Discipline.
- II. Punctuality.
- III. Proper behaviour with Subordinates.
- IV. Not wasting time.
- V. Dignity of Work.
- VI. Doing Morally correct things.
- VII. Work Culture.
- VIII. Loyalty.
- IX. Commitment.
- X. Sense of belongingness.
- XI. Presenting favourable image of organisation.

➤ **Dimensions of Work Ethos: -**

- I. Organisation Interest Protections.
- II. Appropriate System.

- III. Proper Communication System.
- IV. Sense of Loyalty towards Organisation.
- V. Discipline.
- VI. 4 P's of Work ethics.

➤ **Steps in Work Ethos: -**

- I. Link wages to productivity.
- II. Attendance Bonus.
- III. Rewarding Employees.
- IV. Employees participation in decision making.
- V. No political Interference.
- VI. Prayers.

➤ **Factors Responsible of Poor Work Ethos: -**

- I. Lack of Commitment.
- II. Lack of Discipline.
- III. Poor working Conditions.
- IV. Political Interference.
- V. Decline of Moral Standards.
- VI. Lack of Recognition.
- VII. High rate of Absenteeism.
- VIII. Heavy workloads.
- IX. Stress.
- X. Lack of Role Clarity.

Chapter 4 – Values.

➤ **Meaning** – Values are the beliefs that guides our behaviours.

➤ **Features: -**

- I. Core of Personality.
- II. Values are judgemental in nature.
- III. Values are relatively stable.
- IV. Subjective in Nature.
- V. Cultured at Home.
- VI. Values are Inculcated.
- VII. Emotionally Charged.
- VIII. Values are learnt.

➤ **Values for Indian Managers: -**

- I. Respectful.
- II. Creativity.
- III. Commitment.
- IV. Open Mindedness.
- V. Purity of Mind and Heart.
- VI. Fearlessness.
- VII. Empathy, Love and Affection.

- VIII. Nishkama Karma.
- IX. Optimistics.
- X. Calmness.
- XI. Accountability.
- XII. Delegator.

➤ **Impact of Values on Stakeholders: -**

- I. Employees.
- II. Customers.
- III. Government.
- IV. Competitors.
- V. Society.

➤ **Trans Cultural Human Values in Management Relevance: -**

- I. Credibility Among Stakeholders.
- II. Basic human values.
- III. Helps Decision making.
- IV. Profit making.
- V. Employees Credibility.
- VI. Clear objective.
- VII. Self-Discipline.

➤ **Importance of Value System in Work Culture: -**

- I. Corporate Culture.
- II. Guide to Action.
- III. Objective Standards.
- IV. Social Responsibility.
- V. Spirit of Sacrifice.
- VI. Humility and Respect for All.
- VII. Accountability and Responsibility.
- VIII. Co-operation and team spirit.

Module 3 – Stress Management

Chapter 5 – Stress Management

- **Meaning:** - The physiological & psychological imbalance is called Stress. The process of controlling stress and its effect by learning various techniques is called stress management.

➤ **Types of Stress: -**

- I. Acute Stress.
- II. Episodic Stress.
- III. Chronic Stress.
- IV. Eustress & Distress.
- V. Hyperstress & Hypostress.

➤ **Causes of Stress: -**

- I. Career Concern.
- II. Role of Ambiguity.
- III. Rotating Work Shifts.
- IV. Role Conflict.
- V. Lack of Participation in Decision Making.
- VI. Work Overload.
- VII. Work Under load.
- VIII. Poor Working Condition
- IX. Lack of Group Cohesiveness.
- X. Lack of Social Support.
- XI. Health Related Issues.
- XII. Life Changes.
- XIII. Personality.

Chapter 6 - Stress Management Technique

- **Meditation: Meaning** – Meditation means a technique of controlling the thoughts and mentally resting.
- **Benefits: -**
 - I. Reduce Stress & Tension.
 - II. Health Benefits.
 - III. Increasing Concentration.
 - IV. Helps to live in present.
 - V. Facilitates Happiness.
 - VI. Peace of Mind.
 - VII. Helps to Control your thoughts.
 - VIII. Enhances Creativity.
 - IX. Meditation Slows Aging.
- **Techniques of Meditation: -**
 - I. Mantra Meditation.
 - II. Vipassana Meditation.
 - III. Yoga Meditation.
 - IV. Kundalini Meditation.
 - V. Chakra Meditation.
 - VI. Metta Meditation.
 - VII. Trataka Meditation.
- **Yoga: Meaning** – The word “YOGA” is derived from Sanskrit word YUJ which means To Unite.
- **Significance: -**
 - I. Stress Relief.
 - II. Seek inner peace.
 - III. Increase energy.
 - IV. Better Intuition.
 - V. Improved Immunity.
 - VI. Better Relationships.

- VII. Living with greater awareness.
- VIII. Better flexibility and postures.
- IX. Weight loss.

Chapter 7 – Leadership

- **Meaning** – Leadership is the art of leading and guiding the people.
- **Approaches:** -
 - I. Transformational Leadership.
 - II. Transactional Leadership.
- **Two examples of Transformational leaders:** -
 - I. Mr. Ratan Tata. (explain in detail in points)
 - II. Mr. Narayan Murthy. (explain in detail in points)
- **Joint Hindu Family Business:** Meaning – Joint Hindu family business is operated by Hindu undivided family.
- **Features:** -
 - I. Formation.
 - II. Registration.
 - III. Membership.
 - IV. Management.
 - V. Liability.
 - VI. Sharing of Profits and Losses
 - VII. Legal status.
 - VIII. Continuity.
 - IX. Flexibility.
- **Leadership qualities of Karta:** -
 - I. About Joint Hindu family business.
 - II. Karta & Leadership.

Chapter 8 Motivation

- **Meaning** – motivation is the inner drive which makes a person to perform in a particular manner.
- **Indian Approach to Motivation:** -
 - I. The Guna Theory.
 - II. Nishkama Karma.
 - III. SAAM, DAAM, DAND, BHED.
 - IV. SAT-CHIT-ANANDA
 - V. Purushartha.
 - VI. Self-Motivation.
 - VII. Concept of DIVINITY IN MAN
- **Techniques of Motivation:** -
 - I. Maslow's theory of Motivation.
 - II. Carrot Stick Approach.
 - III. Motivation – Hygiene theory

Module 4 Indian Systems of Learning

Chapter 9 Learning

- **Meaning:** - Learning is the activity or process of gaining knowledge or skill by studying, practicing, being thought, or experiencing something.
- **Different mechanisms of Learning:** -
 - I. Experiences.
 - II. Association.
 - III. Family and friends.
 - IV. Institutions.
 - V. Atma Manthan.
 - VI. Maun Vrat.
 - VII. Dhyana.
 - VIII. Social institutions.
- **Gurukul System of Learning: Meaning** – GURU refers to one who dispels the darkness of ignorance. KULA means family. Hence Gurukul is Indian ancient system of learning in which student learn in familiar environment.
- **Features:** -
 - I. The system.
 - II. Fees.
 - III. Syllabus.
 - IV. Objective.
 - V. Direct Contact.
 - VI. Admission.
 - VII. Teachers.
 - VIII. Method of Imparting knowledge.
 - IX. Surrounding environment.
- **Modern System of Learning: Meaning** – Education is imparting and acquiring of knowledge through teaching and learning.
- **Features:** -
 - I. Systems
 - II. Fees.
 - III. Syllabus.
 - IV. Objective.
 - V. Direct Contact.
 - VI. Admission.
 - VII. Teachers.
 - VIII. Method of Imparting knowledge.
 - IX. Surrounding environment.

Chapter 10 Karma

- **Meaning** – The word karma is derived from Sanskrit word “KRI” which means to do.
- **Importance:** –

- I. Helps in choosing Right action.
- II. Motivation.
- III. Increase Productivity.
- IV. Detachment from results.
- V. Boosts employee's satisfaction.
- VI. Reduced stress.
- VII. Self-development and self-management.
- **Nishikama karma: -**
 - I. Introduction.
 - II. Meaning.
 - III. Concept.
 - IV. Conclusion.
- **Law of Karma: -**
 - I. The great Law.
 - II. Law of creation.
 - III. Law of humility.
 - IV. Law of Growth.
 - V. Law of responsibility.
 - VI. Law of connections.
- **Corporate Karma: -** Meaning – The Integrated approach to enhance the quality of business, develop culture-based trust is called corporate karma.
- **Methodology of corporate karma: -**
 - I. The right intention.
 - II. Right Attitude.
 - III. Right Action.

Chapter 11 Self – Management

- **Personal Growth and lessons from ancient education system: -**
 - I. Divinity of all souls.
 - II. Yoga karmashu kaushalam.
 - III. Respect for all.
 - IV. Mukti.
 - V. Nishkama Karma.
 - VI. Self-Introspection.

Chapter 12 Personality Development

- **Meaning** – Personality can be defined as a dynamic and organised set of characteristics possessed by a person that uniquely influences his or her perception, motivation and behaviours in various situations.
- **Determinant of personality: -**
 - I. Environmental factors.
 - II. Physical factors.
 - III. Situational factors.
 - IV. Heredity factors.

➤ **Indian ethos and Personality development: -**

- I. Emotional balance.
- II. Respect for all.
- III. Self-Knowledge.
- IV. Decisiveness.
- V. Honesty.
- VI. Continuous Learner
- VII. Confidence.
- VIII. Co-operation.
- IX. Optimism.
- X. Body language.
- XI. Detachment from work results.
- XII. Ananda.