

A Call to study Indian Management (The Free Press Journal 24-10-2011)

Indian Management existed long before Ramayana and Mahabharata. Presence of several guilds is described in Ramayana. From Mahabharata to Chanakya, Prithviraj Chouhan (who managed his kingdom from twin capital Ajmer and Delhi) to Freedom Movement, management techniques have grown in India along with the need of time. Some of the best slogans like Vande Mataram, Swaraj is my birth right and I shall have it; which has inbuilt meaning of management were coined more than a decade ago but still create passion among Indians across the world. Indian agriculture and handicrafts have been known for their quality across the world from the antiquity. Indian management skills are inculcated in every Indian in numerous informal ways, through its various traditions as part of culture, Varna vyavastha and through its diversity. Management exists in India from the time of barter system and is around in the age of Modern Globalization.

So what is Indian Management? Indian management is about the integrated approach Indians have; they not only conduct various activities of farming, handicrafts, trade and business but also manage their family life.

Indian Money Management method is very different from other western countries. This method helps us stand tall in the world where western countries are suffering from recession. India is a self sustained rural economy since ages, comprising 70% villages. Here is where the importance of understanding the difference between Western Management and Indian management comes into consideration. The savings rate of our economy, i.e. gross domestic savings expressed as a percentage of gross domestic products at market prices, was approximately 32% during 2010-2011. More than 70% of this savings is from the household sector. The household sector savings consist of physical savings and financial savings. Savings in the form of financial assets are currency, bank deposits, gold etc. One of the major components of all savings done by households is for education. It is based on the attitude - let my child be, at least in a higher profession, or have larger earnings than me.

Observation of Indian Society can be the best way to get a glimpse of the ways of the Indian management and explore how it could be transmitted to an Organization and Institution. Indian Management techniques are best depicted in epic Indian tales. Historical facts when looked from management aspect provide a deeper insight on the Indian way.

India is known for its rich culture all around the world and soon Indian System of Management will be making its impact all around the world. One of the best examples could be of "Dabbawalla Association in Mumbai". Six Sigma rating are associated

with them, for their time management skills, one of the first steps in Management. Today, Dabbawallas are speakers at various management institutes and organizations both nationally and globally.

Study of Indian Management is a must for today's generation. Especially for the youth of today who is looking for a proper direction to achieve a particular goal. Indian emotions reflect different ways of Management. It helps us to correlate 'Indian History' which is directly connected with 'Indian Management'. It is often shocking that some of us don't even know how we actually got freedom? How many strugglers gave their lives for Mother India. The 'P','O','L','C' core Functions of Management i.e. from Planning to Organizing, to Leading to Controlling all of it could be best learned from Freedom Movement. Apart from management, learning about freedom fighters will improve a student's personality an essential component of a good manager. One can see the application of P,O,L,C when 'butter' or 'papad' is being prepared by housewife's group, though many of them could be illiterate e.g. Manufacturers of Lijjat Papad.

Today, the time tested Indian Business cases have found space in the world famous Harvard Business Review. It is important to remember Indian management has got its root in Vedic Systems.

Indian employees are in demand from the beginning across the world for the 'general common sense and knowledge' they carry along with their strong 'sensitivity' and 'culture', which is inherent in them since birth. In the western world, now it is accepted that 'Bhagvat Gita' is one of the best management books ever written.

Today in some of the biggest companies in the world, an Indian posting is a matter of prestige. The companies are grooming their managers on Indian Ethics and Culture.

So after reading all of the above, why just keep saying 'East or West India is the Best'? Let's even put it into practice by giving the other 'Sophisticated and Complicated ways of Management to Rest' and say "Indian Management is the best".

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