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**"ROLE OF CULTURE, ETHOS & INDIAN PHILOSOPHY IN COMMERCE & INDUSTRY"**

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**Abstract**

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*India is an ancient civilisation and its people have a predominantly religious attitude to life, marked by clear authority structures and distinct social status lines. The Indian government is committed to breaking down caste differences; however, it is important to remember that certain values and attitudes enable Indians who live in extreme poverty to understand and accept their lot in life, even if it is not easy to bear. India is one of the most ethnically diverse places in the world, and its distinctive culture is the product of numerous waves of migration over several thousand years.*

*India is one of the very few countries having the longest history of unbroken continuity of culture, tradition and ethos. Management is not something new to the Indians. Ancient India was one of the leading countries in the world in trade. Our managers should remember this great heritage and base their role as a manager on Indian philosophy. The ancient (nearly 5000 years old) Indian philosophy of keeping mind and body for the well being, has entered the managerial, medical and judicial domain of the world.*

*Today it has found its place as an alternative to the theory of modern management and also as a means to bring back the right path of peace and prosperity for the human beings. The roots of which can be found in the GITA. The Holy Gita is the essence of the Vedas, Upanishads. Management guidelines from the Bhagavad Gita:- There is an important distinction between effectiveness and efficiency in managing. \* Effectiveness is doing the right things. \* Efficiency is doing things right. This has given new life to synthesis through self-awareness and spirituality is the new mantra at some of the management schools in India.*

*The foundation of Indian culture is based on the Sanskrit language. There is a misconception about the Sanskrit language that it is only a language for chanting mantras in temples or religious ceremonies. However, that is less than 5% of the Sanskrit literature.*

*More than 95% of the Sanskrit literature has nothing to do with religion, and instead it deals with philosophy, law, science, literature, grammar, phonetics, interpretation etc. In fact, Sanskrit was the language of free thinkers, who questioned everything, and expressed the widest spectrum of thoughts on various subjects. In particular, Sanskrit was the language of our scientists in ancient India. Today, no doubt, we are behind the Western countries in science, but there was a time when India was leading the whole world in science. Knowledge of the great scientific achievements of our ancestors and our scientific heritage will give us the encouragement and moral strength to once again take India to the forefront of science in the modern world.*

**Key words:** *Phylosophy, culture, Business, Industry.*

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## **INTRODUCTION**

The aim of this paper is to examine the strength of Indian Culture, ethos and philosophy and also to determine its relevance towards enhancing managerial effectiveness. Management of resources, personnel and enterprises as a whole is becoming a very challenging task in today's world, as the world is becoming a global village. Management as a science is also developing at a rapid pace. This rapidly changing canvas coupled with the associated stress and strain of achievement makes the task of the modern manager discouraging. We generally look for solutions to such problems by trying to adopt models which have been developed by researchers in modern times i.e. primarily by the present generation or the one before. We must learn to look inwards.

## **METHODOLOGY :**

This research paper elicits different perspectives of investing in India by drawing on secondary research of academic literature, newspaper reports and government publications. As well as the Internet helps to prepare the topic more confidently.

## **AIMS & OBJECTIVES :**

1. To know the meaning of Commerce and Industry.
2. To know the meaning of Culture, Ethos & Indian Philosophy.
3. To know the different challenges in front of today's Commerce and Industry in the era of globalisation.
4. To gather the knowledge given by the great heritage of India to overcome the challenges in front of today's Commerce and Industry.

## **COMMERCE AND INDUSTRY**

Commerce facilitates environment and infrastructure for promoting international trade in the country. It provides information about the industrial organizations, government departments, councils, regulatory bodies, etc. Details of acts, rules, regulations, trade policies, schemes and government decisions related to export and import, Special Economic Zones (SEZs) and trade promotion etc. are covered under in this section. Growth in the industrial sector is one of the vital figures that affect the Gross Domestic Product (GDP) in India. It provides information about the initiatives taken by the Union and state Governments to facilitate the industrial growth in the country.

Details of industries like insurance, Micro, Small and Medium Enterprises, chemical, fertilizer, defence products, cottage, retail textile, pharmaceutical, manufacturing, etc. are in India. Government adopts various schemes, documents, forms, acts, rules, policies, reports related to various industries and corporate governance.

### **Meaning of Culture, Ethos and Indian Philosophy**

**Culture** is a word for people's 'way of life', meaning the way groups do things. Different groups of people may have different cultures. A culture is passed on to the next generation by learning. Culture is seen in people's writing, religion, music, clothes, cooking, and in what they do.

**Ethics** is from the Greek word ethos (Character), refers to the philosophical science that deals with the rightness and wrongness of human actions. Ethics is the branch of study dealing with what is the proper course of action for man. It answers the question, "What do I do?" It is the study of right and wrong in human endeavours (deeds). At a more fundamental level, it is the method by which we categorize our values and pursue them.

**Business Ethics** is a specialized study of moral right and wrong. It concentrates on moral standards as they apply particularly to business policies, institutions, and behaviour. Ethics are moral guidelines which govern good behaviour so behaving ethically is doing what is morally right.

**Indian Philosophy** (or, in Sankrit, Darshanas), refers to any of several traditions of philosophical thought that originated in the Indian subcontinent, including Hindu philosophy, Buddhist philosophy, and Jain philosophy. It is considered by Indian thinkers to be a practical discipline, and its goal should always be to improve human life.

An important distinction to remember is that behaving ethically is not quite the same thing as behaving lawfully: Ethics are about what is right and what is wrong. Law is about what is lawful and what is unlawful.

An ethical decision is one that is both legal and meets the shared ethical standards of the community. Businesses face ethical issues and decisions almost every day. In some industries the issues are very significant. For example: Should businesses profit from problem gambling? Should supermarkets sell lager cheaper than bottled water? Is ethical shopping a luxury we can't afford? You will probably note the link between business ethics and corporate social responsibility (CSR). The two concepts are closely linked: A socially responsible firm should be an ethical firm. An ethical firm should be socially responsible.

Business ethics allow businesses to trust those they do business with and the customer to trust those they buy products and services from. An ethical business will pay the agreed on price for services or material, they will deliver what they say they will, when they say they will. If there is a problem it will be dealt with fairly and equitably. For thousands of years businessmen have dealt with each other in an ethical manner according to an agreed on set of practices. They had to or no one would do business with them again. Unfortunately some business tries to take advantage of the customers, employees and suppliers. That's why there are laws regarding the enforcement of contracts and consumer protection laws protecting customers. The lawmakers tend to try to minimize the laws but unethical businessman keeps coming up with new ways to defraud their fellow businesses and customers.

One can do business, make money, earn profit, build up property and even then it can be managed with due recognition to human and ethical values and respecting all persons in the enterprise and in the society as human beings. Indian ethos demands subjective management system, giving due importance to virtues like compassion, honesty, co-operation etc.

### **Challenges before today's Commerce and Industry**

Globalisation affected India and the Indian culture. My analysis showed that India is a particularistic, communitarians, diffuse, outer-directed culture that favours recognized status and has a synchronous perception of time. However, when looking at the consequences of globalisation, it seems to be the case that the deeply rooted traditions and values in India are changing. Especially one of the core values, individualism – communitarians seems to undergo a rapid development due to globalisation. Even the caste system which is connected to the never-ending religion, Hinduism, in India seems to be affected by globalisation and is gradually becoming a system of class, an expression of material goods instead of karma. In connection with the changing of the caste system, the dimension of how status is accorded will change as well and become westernised. The nuclear family pattern which is gaining acceptance in Indian society can affect more of the dimensions. Mostly because of the fact that this change might cause another perception of the family being a whole. Globalisation in India has resulted in modern, urbanised Indians living along with immemorial traditions and values. Even though the Indians are becoming modernised and are taking on the western values, it seems to be the case that they still hold on to some of their traditions, including their religion which is still important.

### **Business culture & etiquette**

India is an ancient civilisation and its people have a predominantly religious attitude to life, marked by clear authority structures and distinct social status lines. The Indian government is committed to breaking down caste differences; however, it is important to remember that certain values and attitudes enable Indians who live in extreme poverty to understand and accept their lot in life, even if it is not easy to bear. India is one of the most ethnically diverse places in the world, and its distinctive culture is the product of numerous waves of migration over several thousand years.

In India, there is no business without friendship, and credibility is established through relationships. You may find that people are reluctant to do business with strangers, so try to make initial contact indirectly through intermediaries. In meetings, take plenty of time to build up trust before getting down to business. Always present your business card. It is important to maintain harmony, avoid conflict and confrontation during discussions. Mask any feelings of frustration with a smile. Negotiators tend to be sensitive to honour, 'saving face' (izzat), dignity and self respect. It is important not to allow your host to 'lose face' (avoid, for example, contradicting your host in public).

India is one of the very few countries having the longest history of unbroken continuity of culture, tradition and ethos. Management is not something new to the Indians. Ancient India was one of the leading countries in the world in trade. Our managers should remember this great heritage and base their role as a manager on Indian philosophy. The ancient (nearly 5000 years old) Indian philosophy of keeping mind and body for the well being, has entered the managerial, medical and judicial domain of the world.

Today it has found its place as an alternative to the theory of modern management and also as a means to bring back the right path of peace and prosperity for the human beings. The roots of which can be found in the GITA. The Holy Gita is the essence of the Vedas, Upanishads. Management guidelines from the Bhagavad Gita:- There is an important distinction between effectiveness and efficiency in managing. \* Effectiveness is doing the right things. \* Efficiency is doing things right. This has given new life to synthesis through self-awareness and spirituality is the new mantra at some of the management schools in India.

#### **CONCLUSION :**

To make Indian organizations globally competitive at par with the multinationals building an ethical culture is a necessity. The war of talent is won by organizations that provide a comfortable and secure work culture to employees. Multinationals invest in organizations where they are sure of the ethics of the management teams. Customers prefer organizations fulfilling their corporate social responsibility. Look from any lens, adopting ethics pays in the long-run. This is the right time to do some internal selling and get management commitment for building an ethical work culture.

In this context, the treasure house of knowledge is in our scriptures. We must thus use those principles to solve our problems and also let the western world get enlightened by these vast seas of knowledge gathered by our sages over the centuries. India is one of the few countries having the longest history of culture, tradition and ethos. Ancient India was one of the leading countries in the world in trade. Our managers should remember its great heritage and base their roles in Industry based on Indian philosophy.

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