
Hanuman Chalisa- ‘Discovering New Horizons in Business Management’

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Abstract

Hanuman Chalisa or forty Cantos on Hanuman is a devotional hymn dedicated to Bajrang Bali by the Great Indian poet, philosopher and saint Shri Goswami Tulsidas, born in the 16th century. It is widely known to us that positive people are drawn to positive energy; negative people are drawn to negative energy. And some of the times the situation makes the person to behave good or bad under the influence of positive or negative energy. Thus the effect of both energies is overlapping. Keeping closeness with good and kind-hearted people enhance positive energy around a person. These principles are based on five core values which comprises of — Discipline, Teamwork, Positive Thinking, Quality and Innovation. The modern concepts in business management that have been given by the eminent scholars and thinkers find its origin in the very soul of sacred books, hymns and cantos that are widely read by people across the globe. The principles and functions of management which are absorbed in Hanuman Chalisa enlighten us to take right decision at right time and at right place. If we were to begin describing Sri Hanuman’s qualities as an eminent leader and a follower, then this paper would be of infinite length. The study of qualities of Sri Hanuman proves that he is a perfect role model for today’s professionals I want to represent a specific description of the secrets of success from Hanuman Chalisa in business management through this paper. Here are few other points that depict how Hanuman had excellent Management capabilities. Our sacred holy books have illustrated various different approaches to lead personal as well as professional life successfully.

Key words: Business Management, Emotional Intelligence, Initiative, Joyful Mind

INTRODUCTION

“Ethics and religion must not stay at home when we go to work.”—Achille Silvestrini

Sri Hanuman is the name well known in the spiritual world. Hanuman Chalisa is a beautiful prayer as well as song, which contains the entire message of the life and temperament of Sri Hanuman who is a passionate and ardent Devotee of Lord Rama. He acts as monkey chief of army in the battle to Ravana who kidnapped Devi Sita. The greatest lesson we can learn about human resource management from Hanuman Chalisa as well as Sundarkand is the way Sri Hanuman interacts with his superiors as well as subordinates. We must remember that people will not remember us for what we have told them or what we gave them, but what they will remember is how we have made them feel. We must treat everyone as we want to be treated. [1]

PURPOSE AND SCOPE

It will not be untrue to say that the modern concepts assimilate the principles and practices of management within its broader field of spirituality and wisdom. The purpose of this paper is to study the various different qualities that an organization looks for as we find in the persona of Sri Hanuman while hiring the experts in the field of management. The principles and functions of management which are absorbed in Hanuman Chalisa enlighten us to take right decision at right time and at right place. Efforts have been made to evaluate the personality of Sri Hanuman for studying the professional characteristics that are required for achieving organization’s growth and success.

*Sriguru charan saroj raja, nija mana mukuru sudhari: Barnau raghbar bimal jasu, jo dayaku phal chari;
Buddhiheen tanu janike, sumiron pavankumar: Bal buddhi bidya dehi mohin, harhu kalesa bikar.*

The aforementioned couplets suggest us to respect our seniors and mentors who guide us for the accomplishment of our goals and objectives. Sri Hanuman played remarkable role of a mentor by teaching lessons of rules and regulations to Luv and Kush. He had also taught lessons of humbleness to Arjun and Bheema. The couplets also suggest that one should not show off his knowledge in front of his superiors or subordinates. The mind of an eminent leader or manager should be like a child so that he could acknowledge the innovative ideas with no trouble. Hence, he should keep himself focussed on further growth and development of the organization and his society as a whole. He must convey his high-quality thoughts to his team. [2]

Socrates has rightly said that, “The only true wisdom is in knowing that you know nothing.”

Jai hanuman gyana guna sagar, jai kapisa tihun loka ujarar ||1||

Rama doot atulita bal dhama, anjani putra pavan suta nama ||2||

ABSOLUTE KNOWLEDGE AND CONSISTENT INFORMATION

The first couplet suggests that Lord Hanuman is renowned in all the three worlds that comprises of Sky, Water and Earth. Our organizational structure encompasses three levels of management- Top Level that is Sky/Middle Level that is Earth/Lower Level that is Water

Similarly, if we imbibe by the virtues of wisdom in our self, we will outshine amongst the employees at top level, middle as well as lower levels of management. Intellect, audacity and confidence on the part of Sri Hanuman make him a distinguished leader. He is a sea of knowledge and information. A worthy manager should possess the specialities such as absolute knowledge and consistent information. He should be morally strong. Sri Hanuman was a true messenger in fact he was a top line manager of Lord Ram and King Sugreev. He was extraordinary in performing managerial skills. No one on this planet will be so loyal and dedicated. [3]

Mahavira bikrama bajrangi, kumati nivara sumati ke sangi ||3||

Kanchan baran biraj subesa, kanan kundal kunchit kesa ||4||

DIFFERENTIATE BETWEEN A FRIEND AND A FOE

Sri Hanuman is valiant and brave. He possesses good sense and wisdom. He is fearless and courageous. A leader should always try to remove the fear and doubts from the mind of his stakeholders, customers and his fellow workers by providing the right information at right time and at right place. Sri Hanuman has sound mind, body and soul. His intuition helped him in recognizing Vibhishan as a friend even when he was Ravana’s brother. The managers have to use their intuition in decision making and problem solving activity. Such intuitions must have a back-up too.

Warren Buffet has rightly said that, “It is better to hang out with people better than you, pick out associates whose behaviour is better than yours and you will drift in that direction.” [4]

Haath bajra au dhwaja biraje, kandhe moonj janeu saaje ||5||

Sankar suvana kesari nandan, tej pratap maha jag bandan ||6||

BRILLIANCE LEADS TO PRAISE

Sri Hanuman is a blend of power and wisdom. He is much adored by us for his strengths and simplicity. Despite his great power, he always sits at the feet of Lord Ram. He might have killed Ravana the day he found Devi Sita in Lanka. He had the abilities to kill Ravana but had to abide by the instructions of his Boss Lord Ram. We all admire and worship him for his good deeds.[4]

Vidyavana guni ati chatur, rama kaja karibe ko aatur ||7||

Prabhu charitra sunibe ko rasiya, rama lakhana sita mana basiya ||8||

UNIDIRECTIONAL APPROACH

Sri Hanuman is repository of education and knowledge. He is righteous, always keen to carry out the commands of Lord Ram. His loyalty was praiseworthy. As we all know that individuals seldom succeed, teams seldom fail, fools fight with competitors and champions fight with competitive situations. A diligent manager must take this initiative in his vocation to work for the growth and betterment of his organization with unidirectional approach. Sri Hanuman is an ardent listener, always so keen to listen to the narration of his mentor and boss Lord Ram. He was a true ‘Management Guru’ who was able to convert least skilled vanaras to polished diamonds in order to achieve his goals. [5]

Sukshma rupa dhari siyahi dikhawa, bikata rupa dhari lank jarava ||9||

Bheem rupa dhari asura sanhare, ramchandra ke kaaj sanware ||10||



<https://www.google.co.in/search>

ADAPTIVE APPROACH

Sri Hanuman has the power to transform his size according to need. He is well adaptable. A good professional needs to adapt according to the prevalent situation. He must always be prepared to come out of his comfort zone and change according to the requirement of the industry. Adaptability and change management is the most excellent management tool in today’s corporate arena. Someone has rightly quoted that – ‘either change or die.’ A good manager must have the ability to demonstrate his power and he must also know when not to demonstrate his power. He appeared before Devi Sita in a diminutive form and spoke to her in humility. When he noticed guards defending the city, he considered to enter the city at night in a minute form.

Sri Hanuman increases length of his tail. This shows that Humor and fun are necessary for life. We must have some fun at work also. Don’t be serious all the time. Here the monkey chief burns most important places in Lanka. This indicates that he has carefully studied the city and noted the important places. He knows that Lord Ram is going to come here so he decided to demolish the vital places in Lanka. This shows thinking ahead and making a plan and executing it. Proper planning is required before implementation. [5]

Laye sajivan lakhan jiyaye, shriraghubir harashi ur laye||11||

Raghupati kinhi bahut badhai, tum mam priye bharathi sam bhai ||12||



<http://krishnamercy.org/dotnetnuke/news/blog/tabid/>

RESPONSIBILITY OF TASK

Sri Hanuman was multitasking and almost knew everything. He was caught in a dilemma as he was unable to differentiate vital Sanjivani Booti from other herbs. He was a quick decision maker as he had decided to bring the entire mountain. Hence the industrious managers should take total responsibility of the task till end and should get the desired results even when they are on the cross road. [7]

WORK IS WORSHIP

When Lord Ram had to choose someone to get Sanjivani Booti, Sri Hanuman offered his services no matter how complex that task was. Lord Ram appreciated him for this venture and honoured him by comparing him to his brother Bharat for being an excellent manager. A professional with degree of dedication towards his work is ideal for a firm even in today's professional culture as performance in any field is the product of both ability and motivation of an individual [8]

Sahas badan tumharo jasa gavein, asa kahi shripati kanth lagavein||13||

Sanakadik brahmadi munisa, narad sarad sahit ahisa||14||

Jama kuber digpala jahan te, kabi kobid kahi sake kahan te||15||

When a person is active and attentive towards the work his guru admires him as Lord Rama did for Sri Hanuman. Each and every boss has a particular goal which he wants to achieve and that they'll be able to showcase as a professional accomplishment. We must learn what our boss is trying to do and then as a professional do what you can to assist them. The managers feel affection for the employees who are willing to take a headache off their plate. Lord Ram embraced Hanuman ji by saying, "Let the sheshnaag who has thousand tongues, sing your glories." Hence the superior should confer the credible and honest appreciation upon his employees. The sincere words of praise acts as a good motivation. [9]

Tum upkara sugreevahi kinha, rama milaye raja pada dinha||16||

Tumharo mantra vibhishan mana, lankeshwar bhaye sab jaga jaana||17||



<https://www.google.co.in/search>

ALWAYS WILLING TO SERVE OTHERS

Sri Hanuman rendered a great service to Sugreev. We all know that Sugreev was incapable of killing his brother Raja Baali and for this reason he got Lord Ram's assistance via Sri Hanuman for killing Baali. Here we learn about LPG that is Liberalisation, Privatisation and Globalisation. The world has become a global village. Joint Venture helps in enhancing company's productivity and cut unnecessary costs. Sri Hanuman's intuition helped him in recognizing Vibhishan as a friend even when he was Ravan's brother. Ultimately, he has been instrumental in making it feasible for Lord Ram to kill Ravan. Vibhishan became the King of Lanka by seeking Sri Hanuman's advice Thus, Hanuman's intuition not only fetched him a friend in enemy's territory but also helped him in securing the final victory for his master Ram over Ravan. This proves Sri Hanuman's management quality. Hence it is must for the professionals to use their sixth sense i.e. their intuition in problem solving as well as decision making in this era of cut-throat competition. [10]

Juga sahastra jojan par bhanu, leelyo taahi madhur phal jaanu||18||

Prabhu mudrika meli mukha maahi, jaladhi langh gaye achraja nahin||19||

Durgam kaaj jagat ke jete, sugam anugrah tumhare tete||20||

STRONG DETERMINATION TOWARDS WORK

Sri Hanuman confers all the pleasures upon Lord Ram; he does everything that pleases Lord Ram. The purpose of an individual should not be to please himself. The purpose is to work for the betterment of the society, and then it gives more satisfaction to him. Sri Hanuman crosses an ocean with his might of flying, the Mainak Mountain asks Sri Hanuman to rest for a while but the monkey chief declines the help offered by the mountain in a courteous way. He says, "There is no rest for me until I accomplish the task specified by Lord Ram." A true professional must have a deep faith in his work. [10]



*rama duare tum rakhware, hota na aagya binu paisare||21||
sab sukh lahe tumhari sarana, tum racchak kahu ko darna||22||*

SAFETY AND SECURITY

Shri Hanuman always remains at his divine's abode. This couplet shows that if an employee is security analyst, his job is to develop protocols and practices to assess and mitigate threats to company assets. He delivers threat assessment services by collecting analysing and evaluating the timely information to appropriate manager. A devoted analyst acts as a guard between the company and the hackers. [11]

*Aapan tej samharo aape, teenon loka haank te kaapen||23||
bhoot pishach nikat nahin aavein, mahavira jab naam sunavein||24||
nase roga hare sab pira, japat nirantar hanumat beera||25||*

Shri Hanuman has the capability to manage and control all the 3 levels of management i.e. top level, middle level and lower level with his might. The next couplet suggests that in today's competitive world some business tycoons neglect business values and ethics by following the unethical methods to get the secrets of their competitors. Here we need to follow Henry Fayol's 14 principles of management –subordination of individual interest to group interest. On reciting Shri Hanuma's divine name regularly, the entire pain disappears. The company must give initiative to its faithful employees while decision making. Faithful employees are the breathe of the organisation. [11]

*sankat tein hanuman chhuravai, mana krama bachan dhyana jo lave||26||
sab par rama tapasvi raja, tin ke kaaj sakal tum saaja||27||
aur manorath jo koi lavai, soi amit jeevan phal paavai||28||*

Hanuman ji used to guard us against our odds in life. This couplet suggests about the whole hearted commitment of employee towards the achievement of his organisational goal. It will also help to increase the productivity levels. Hanuman ji is the care taker of even lord ram. This couplet talks about employees who are the important assets of the company. There must be a liaison between employers and employees. [12]

*charon jug partap tumhara, hai parsiddha jagat ujiyara||29||
sadhu sant ke tum rakhvare, asura kinandan rama dulare||30||*

The whole universe is enlightened with his fame. Hence, a dedicated and ardent employee is well appreciated in whole organisation. Whenever hanuman ji begins a new task, it is mentioned in the Ramayan that he has a joyous mind. Hence, if we begin a new task, our state of mind should be free from stress. An honest employee

must have the feeling of belongingness for the company. Hence, he should not waste the resources of the company and should stop other employees from wasting the company's resources [12]

ashta siddhi nau nidhi ke data, asa bar deen janaki mata||31||

rama rasayan tumhare paasa, sada raho raghupati ke dasa||32||

Lord Hanuman has been blessed with of Eight Siddhis (power to become light and heavy at will) and Nine Nidhis (Riches, comfort, power, prestige, fame, and sweet relationship etc). An industrious employee facilitates his organization for achieving 8 Siddhis (Perfection) and 9 Nidhis (This boon has been conferred upon Lord Hanuman by his Mother. The second couplet enlighten us about the commitment towards work, if the employee put all his effort towards the growth and development of the organization, then he would be more contended and prove himself to be an asset for the organization.

True freedom lies in accepting challenges with positive and joyous mind. A committed employee will never leave his company even at the time of crisis. [3]

tumhare bhajan rama ko paave, janam janam ke dukh sbisrave||33||

ant kaal raghubar pur jayee, jahan janma hari bhakta kahai||34||

A mentor can enrich our life on a personal and professional level by improving our leadership skills, communication skills thereby gaining personal satisfaction. It is necessary for the employers to keep their employees contented. Here the leader of monkeys is devoted to his Master and a Mentor Lord Ram. He enters Lanka with Lord of Ayodhya enshrined in his mind and heart in order to accomplish his task. Lord Ram is the advisor and role model of Hanuman who has kept him focussed on his goals. Whatever position we hold, we must always follow the dharma as an ideal to others.

“A happy employee will lead directly to happy customers.”

—Chris Hammond, a former left-handed pitcher in Major League Baseball.

“Even Kings and emperors with heaps of wealth and vast dominion cannot compare with an ant filled with the love of God.” —Guru Nanak Devji, founder of the Sikh religion.

Sri Hanuman will always devoted to Lord Ram in every birth. In the same manner, the organizations appoint passionate employees on part time basis even after retirement. A passionate employee retires from his job not from his passion. Someone has rightly quoted that , “Life begins after retirement.” [3]

aur devata chit na dharahi, hanumat sei sarba sukh karai||35||

sankat kate mite sab pira, jo sumire hanumat balbira||36||

There is a saying that employees do not leave organizations, they leave managers and today they are leaving more often than ever. The ability to engage and retain talented employees is a critical skill for employers/senior managers. The loyalty should be on both sides. The organizations must hire those who have character attributes. They get number of benefits such as low training budget, smooth functioning etc, after hiring such employees. And no doubt there is no substitute for hard work, [9]

jai jai jai hanuman gosain, kripa karahu guru deva ki nain||37||

jo sat baar path kar koi, chhutahi bandi maha sukh hoi||38||

Oh Lord Hanuman!! Kindly bless us in the competence of our ultimate ‘Guru’.

An organization must groom its employees so that they could become better leaders. It must follow job rotation and job enrichment strategies for employees' development and grooming. An organization should always try to trace dedicated employees who should get engaged in top level responsibilities. Here we can take the example of ‘Self Actualisation Needs’ mentioned in Maslow's Hierarchy Needs Theory. [6]

jo yeh pade hanuman chalisa, hoye siddhi saakhi gaurisa||39||

tulasidasa sada hari chera, kije naath hriday mahan dera||40||

Those who recite Hanuman Chalisa on a regular basis, get their tasks accomplished well on time. The Unique Selling Proposition of an organization is its industrious employees who must have faith towards their mission. If we know that when to bend and when to get to our feet then we will surely be successful.

‘Will to work’ is necessary for the accomplishment of our mission. Motivation throws illuminates the zeal to complete the mission. [3]

pavantanaye sankat haran, mangal murati rupa rama lakhan sita sahit, hriday basahu sur bhupa

Sri Hanuman resides in our heart along with Lord Ram, Lakshman and Devi Sita.

The dedicated employees are always honoured for their hard work. Employee’s behaviour and commitment towards work is the most prominent way to win the hearts of employers, customers and fellow workers at each level of management.

“There is more hunger for love and appreciation in this world than for bread.” —Mother Teresa, a Roman Catholic nun of Albanian ethnicity and Indian citizenship. [3]

CONCLUSION

Management principles teach us to handle our tasks quickly and perfectly. The secret of behind the progress of developed countries is that they are quick. We are lagging behind in following the principles of effective management.

We usually ignore the results of speedy performance and try to evade, postpone and to put off the important and urgent tasks. This lethargic attitude is the outcome of a laid-back approach. As far as perfection is concerned we live in utopian state of satisfaction.

The Indian Vedic scriptures and the literature of other religions, clearly depict the significance of being quick and perfect. Hanuman Chalisa is one of the collections of preaching which teaches each and every aspect of life Management.

Hanuman Chalisa clearly and profoundly reveal the capacity, capability and competency of Hanuman.

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