

Implication of Different Facets of Entrepreneurship: What India Can Contribute to The World?

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Abstract—This paper ponders over the novel and innovative way of illustrating the implication of different facets of entrepreneurship and what India can contribute to the world in this direction. It is a matter of concern that notwithstanding the quantum jump in technical and industrial advancement, the most sought after thing, 'the peace of mind' is vanishing from the world. When conscientiously introspected, it is found that the lack of ethics and spirituality in the industrial entrepreneur is the real culprit. Hence in this paper a novel endeavour to coin a new terminology i.e. 'Spiritual Entrepreneurship' has been made and its indispensability in establishing world peace and advance form of civilization is highlighted. Human being, in essence is spiritual but unfortunately due to imposition of wrong school of thought on the immaculate and flawless minds, delusion is all pervasive and peace is evanescent from the world. Amidst growing intolerance everywhere despite the unimaginative advancement of science and technology it is highly necessary to rediscover the new dimension of science and technology. Proposed novel idea of 'spiritual entrepreneurship' for human intellect will bring about revolutionary and paradigm changes in respect of bringing about peace and harmony in the world.

1. INTRODUCTION

It is no longer a secret fact that the world is suffering from two major problems, global warming and terrorism. When we take a sincere peep in the history, we find that the main reasons behind the evolution of these problems are nothing but emergence of unspiritual form of religion and unspiritual promotion of science and technology. Even though the voluminous work has been done in the study and promotion of Industrial and business entrepreneurs, world is suffering from credibility problems. Due to lack of ethics and spirituality mutual distrust between one individual and other individual, between one country and other country is increasing which may only be contained by promoting the concept of spiritual entrepreneurship. Every religion is having spiritual content in it but in varied quantity. Spirituality may not be replaced by religion and vice versa. We are committing a grave mistake by equating religion with spirituality. Spirituality is elixir, a quintessential essence, assimilated from every religion, a vital force for revitalizing the world peace and human civilization. The definition of spiritual entrepreneur may be given as one who promotes ethics and spirituality all around the world irrespective of religions and nations. If it were not for the

endeavor of these entire spiritual entrepreneurs, whole civilization would have been destroyed. The example of spiritual entrepreneurs are uncountable but for developing better insights a few name may be put forth as : Mother Teresa, Mahatma Gandhi, Swami Vivekananda, Khan Abdul Gaffar Khan (Simant Gandhi), APJ. Abdul Kalam, Swami Prabhupad, Ravindra Nath Tagore etc. whose thoughts stirred up the conscience of millions of people to generate the next generation social and spiritual entrepreneurs. Bringing together and amalgamating the concept of spiritual entrepreneur and industrial entrepreneur, may come to great rescue to save the civilization from extinction.

Many a time we commit grave mistake when we translate English word 'Religion' as 'Dharma' of Sanskrit word. Dharma is something which may be embodied and assimilated but the monotheistic form of religion which culminated in latter part of history may not be completely assimilated and embodied because they are dichotomous to each other. The main reason behind the proliferation of terrorism in the world is religious bigotry which was alluded by Swami Vivekananda in his famous address in the parliament of religion held at Chicago on 11th September 1993(9/11). Many spiritual persons are forced to say that if the world had paid due attention towards the famous 9/11 advice of Swami Vivekananda, the infamous incidence of 9/11 i.e. demolition of world trade tower, could have been averted. Here it will be worthwhile to quote what Vivekananda exhorted to the world's spiritual leaders in his famous Chicago address.

"Sectarianism, bigotry, and its horrible descendant, the fanaticism, have long possessed this beautiful earth. They have filled the earth with violence, drenched it often and often with human blood, destroyed civilization and sent whole nations to despair. Had it not been for these horrible demons, human society would be far more advanced than it is now. But their time is come; and I fervently hope that the bell that tolled this morning in honor of this convention may be the death-knell of all fanaticism, of all persecutions with the sword or with the pen, and of all uncharitable feelings between persons wending their way to the same goal".

Human is the only animal which has characteristics of the entire animals. Some animals are barbaric in nature and some are peaceful and some are moderate. Animal has some limitation of their behavioral pattern. Company cannot make too much change in their behavioral pattern unlike human being. Due to religion, scriptures or company, man can become either God or demon. We require having healthy debate and discourse as to the acceptance and assimilation of only that part of religious scriptures which promotes humility and humanity. In order to become good human being, one need to be irreligious and he or she should be given freedom to choose religion based upon the spiritual substance in that religion that is good for human civilization.

In the references [1-9] many applications of modern control approaches such as robust and optimal control approaches for the control of different system has been described. Human mind being most complex system for being creators of all the system, worldwide are without any controller. Practicing ethics and spirituality works as a great controlling device for human being. It was ethical approach of thinking by many scientist, researchers and world leaders that the concrete endeavors are on to replace all the conventional sources of energy by renewable one. Taking into cognizance the deleterious impact of conventional sources of energy, many authors has made meticulous deliberations on the use of renewable sources of energy [10-15]. Even beyond this renewable energy sources, it is my conviction that if we make our body robust by taking recourse to yoga and appropriate physical exercise, we won't have any requirement to consume any energy at all and we can save the mother earth from getting polluted day by day. Indispensability of amalgamation of ethics and spirituality with science and technology for developing and preserving advance form of civilization has been described meticulously in different sources [16-23]. Transformation of engineering education harnessing inveterate symbiosis between science and spirituality has been dealt in [19] wherein meticulous and honest endeavor has been made to discover ethics and spirituality in the scientific and technical topics. Importance of rote learning in the fusion of science and spirituality has been highlighted in [20]. In order to that the education may penetrate to the rural areas of the country and making it more viable and accessible to the numerous countryside children, an endeavor has been made in transforming engineering education by making the lecture pedagogically attractive, interesting and stimulating [21].

In the present paper, multifaceted usefulness of spiritual entrepreneurship has been highlighted without which industrial entrepreneurship alone is likely to be counterproductive.

2. IMPLICATION OF SPIRITUAL ENTREPRENEURSHIP: WHY INDIA IS INDISPENSABLE TO THE WORLD?

History abounds with the examples and bears testimony to the fact that any business enterprises and industrial entrepreneur who were devoid of ethical and spiritual intentions couldn't prosper and their dreams were shattered before coming to fruition level. In this paragraph, rudiments of the implication of spirituality, spiritual entrepreneurship and indispensability of India in preserving and promoting the latter is described. First of all I would ponder over the fact that what spirituality at all is and why its usefulness in the trajectory of the success of a person cannot be condoned. In my view spirituality is something which makes a person empathetic and fearless. After imbibing and inculcating these two virtues, every other attributes are automatically reflected in human being. Empathy in my view is the mother of solution of every problem in the world and it automatically generates fearlessness in human being. Vicarious visualization and experience of other's problem as one's own is known as empathy. Today's world is moving in wrong direction. There is competitive race of outperforming one another in the desire of amassing money even though it is at the cost of humanity. Only scientific progress without any conscientious incorporation of spiritual quotients in it may cause nothing but destruction in the world. Sophisticated weapons of mass destruction are developed by many developed countries of the world, which in the lack of empathy may cause catastrophe in the world.

Due to lack of spiritual and empathetic feeling people from one religion is hell bent on maiming the people of other's religion. Due to lack of spiritual and empathetic feeling people from one country is hell bent on maiming the people of other's country. Due to lack of spiritual and empathetic feeling one industry is hell bent on destroying the other industry. They have no consideration of the Hindi word '*antyodaya*' which implies 'the empowerment of the poorest of the poor'. We are losing sight of most important thing under the dazzling glare of glitzy achievement. If bad things have ripple effect so does have the good things! If only 5% bad people can orchestrate violence then why not the 95% good people orchestrate peace in the world! It is unfortunate and fie on we liberals constituting 95% of human population to maintain silence and allowing the 5% anti-social and lumpen elements to rule the roost in the society.

Due to lack of spirituality, one getting overwhelmed by emotions loses the freedom to make choices based on righteous judgement. This makes one vulnerable to destructive mobs. Spiritual transformation is the only remedy to all these problems. Spirituality is nothing but an art of appreciating the things as they are. Gandhi once said-'hate the sin not the sinners'. Spirituality is a tool to calm the mind and cope with the stress of life which then naturally develops the sense of belongingness to everyone on this planet. It is the best antidote

to prejudice and polarization as it automatically eliminates the feelings of the 'other'. It is ripe time that good and spiritual person come together and fight this menace of violence. Therefore industrial entrepreneurship without amalgamation of spiritual entrepreneurship ethos into it may not bring any fruitful result rather it may spoil the very sense and ethos of entrepreneurship.

As far as preserving and promoting spirituality in the world is concerned, India may play very pivotal role. Indian epics are reservoir of spirituality. It was effect of these scriptures like Gita which transformed M. K. Gandhi to Mahatma Gandhi, Narendra to Swami Vivekananda etc. It was these scriptures (which Gandhi mentions in his autobiography) which made Gandhi to think about poorest of the poor and put forth a talisman that everyone should remember the face of the poorest of the poor before contemplating any step in their lives. So India can contribute a lot to disseminate the spiritual philosophies to the world.

3. MAIN ANALOGY BETWEEN SCIENCE AND RELIGION VIS-A-VIS THE SPIRITUAL ENTREPRENEUR

It is well perceived fact that due to lack of utilitarian knowledge the end product of science and technology will create havoc and destroy the whole world. The end product of science and technology is modern sophisticated arms and ammunitions which in the name of patriotism may destroy each other's country. Unspiritual patriotism leads to jingoism which is very dangerous. Despite the onerous work going on in the direction of industrial entrepreneur, the world is desperately in need of spiritual entrepreneur to protect the humanity from getting buried in oblivion. So in the following paragraphs, quintessential essence of science, religion and spirituality is highlighted to evolve the concept of spiritual entrepreneur and its implication in establishment of world peace.

When we study science we forget about what religion or country we belong to. We only see the contents and we prefer that science books which contains maximum portion of our syllabus and are easy to be understood. In the same way when we fall sick, we search the best doctor irrespective of their ethnic or religious background. Spirituality is as much necessary for human being as science is. Spirituality is something which may bring about transcendental change in our life pattern. If a person is spiritual he has high degree of empathy & humanity. Spirituality is antidote to hatred-ness, bigotry and hypocrisy. So whatever religion one belong to one should make analogy between religion and science books (or that of good doctors) and try to assimilate spiritual content from any religion irrespective of which religion one is born in. One must then appreciate the different religion based on its spiritual contents only. This approach will no doubt herald the harbinger of advance form of civilization.

Religion should not be mistaken with spirituality. Crux of spirituality is to respect all human being irrespective of religious and national boundaries. Becoming excessively enthusiastic about one's own religion and nation leads to bigotry and jingoism and I without any contrite subscribe to the view that the main reason why peace and prosperity is eluding from human life is nothing but these two factors only. So, through this paper, I request all the peace loving friend of the cosmos to transcend beyond these two greatest enemies of humanity: Bigotry and Jingoism!

4. ROLE OF SPIRITUAL ENTREPRENEUR IN MITIGATING AND CONTAINING ENVIRONMENTAL HAZARDS

Indiscriminate use of science and technology in the name of ostentatious display of superiority complex by the nations and the publics in general has created very dangerous situation in context with environmental pollutions. Unless the human being will be dictated by spirituality and ethics, howsoever we claim to protect the environment from being degraded will be just a failure and futile exercise. Hence in the following paragraphs role of spiritual entrepreneurship by resuscitating the rich cultural heritage of India in mitigating and containing environmental hazards is highlighted in detail.

Population hazard is the greatest enemy of environment and ecology. Lesser the population better will be health prospects of planet. As far as population growth is concerned, wrong interpretation of religion plays pivotal role. Due to superstitions and prejudices prevalent in some school of thoughts, population is indiscriminately increasing. The Holi Gita is the epic which delineates the philosophy of natural population control measure. Through many verses a lot of emphasis is given towards controlling one's sensual desire. In Indian cultures, there was established system by which people used to practice celibacy. If environment is to be protected then sufficient amount of flora and fauna is required not the indiscriminate human population.

In Gita, through many verses, Lord Krishna tries to establish perfect harmony between human growth and environment. He says that "evolution of every creature is by grain or food which in turn is grown by rain and rain in turn by yagya i.e sacrifice and performing holy deeds. *"Annat bhawanti bhutani parjanya anna sambhavah yagyat bhawanti parjanyo yagye karma samudbhawah"*. At one place he says that unscrupulous desire/lust, anger and greed are the gateway to hell and hence must be jettisoned. *"trividhum narakasyedam dwaram nasanam atamanah, kamah krodhah tatha lobhah tasmad etat trayam tyajet"*.

Nature has provided everything to satisfy our needs not our greed. Indiscriminate and unfettered use of fossil fuels has engendered the alarming situation and made the human life at stake. At one place he says that 'any work or deeds unrelated to yagya or sacrifice binds the human being in the bondage of karma' *yagyarthatkarmanoanyatra lokoayam*

karmabandhanah. In a nut shell we can say that if human beings follows the injunctions of Gita no environment pollution and for that matter no global warming will take place and this world will be converted to paradise. Unfortunately there are some philosophies which are hell bent on promoting science and technology without any measure of ethics and spirituality. Some are hell bent on destroying the whole civilization in the name of fictitious religion which is mostly devoid of ethics and spirituality. Here spiritual entrepreneur may play pivotal role. They need to allay the doubts from the ignoble masses otherwise the very purpose of advancement in science and technology will not be materialized.

There are many factors responsible for environment hazards. Unlimited desires and greed of developed countries to conquer the world has led to the uncontrolled greenhouse gas (GHG) emissions. Due to GHG emissions, ozone layers are depleting and the destructive ultraviolet rays are entering into atmosphere which is very harmful for human being. Moreover due to unfettered use of fossil fuels, heat of the atmosphere continues to increase which in turn will cause the ice at north and South Pole to melt and the ocean level will rise. Rise in ocean level will cause the port cities to get completely submerged under water. Rising sea levels has immense implications. All the rivers will start moving backwards (because ocean will stop accepting them) and the contiguous lands will be flooded with water. Hence proliferation of spirituality and spiritual entrepreneur will surely help solve this problem.

An industrial and business entrepreneur may also be termed a spiritual entrepreneur provided that their entrepreneurship is in perfect harmony with the nature. Unless we engage with our business or industrial entrepreneurship without disconnecting from our spiritual being-ness, we can never be truly successful. The illusion that spirituality is separate from our professions is a great folly. Spirituality always guides one to real success. How can a person or business entrepreneur be called successful if he doesn't have a moment of peace in his life? In order to amass money he/she destroys the environment and nature. For example a real spiritual entrepreneur would prefer organic farming to any other form of chemical farming. Organic farming is completely compatible with the natural and ecological balance.

5. ROLE OF SPIRITUAL ENTREPRENEUR IN MAINTAINING SOCIAL HARMONY

The Caste discrimination in India is eating into the vitals of social harmony. Due to wrong interpretation of scriptures and its illogical perpetuation by vested interests has shaken the foundation of the edifice of the otherwise rich cultural fabric of this country. In India, misinterpretation of caste system led to demonization of social fabric. In Gita, Lord Krishna prescribes caste system based on deeds and quality of human being '*Chaturvarnam mayasristam guna karma vibhagayoh*'. But unfortunately it got proliferated based on birth and family

lineage which led to the persecution of lower castes by upper castes and paved the way for social division to be further leveraged by Mughal and English rulers to rule over our country. This way the sanctified dharma became vilified religion due to lack of spirituality. There was no longer any harmony between the true implication of the verses of Gita and its implementation in the society. The otherwise sanctum sanctorum of rich cultural heritage of India was made sacrilegious by vested interests. If Indian people had followed and imbibed the true ethos of Gita, our country would have been very larger in size and would still have been hub of spiritual activity in the world. If we really want to redeem the dream of great soul of India, we need to take a tight rope walk and weed out unscrupulous elements from every organization who is indulging in partisan and perverse activities.

As portrayed, caste division in Indian system invited foreigners to take leverage of it. They started imposing their own philosophies and began converting the innocent aboriginal masses on a large scale in the name of serving the people or by showing consternation in the mind of benign and innocuous peoples. Service is no doubt good thing but converting the faith of a person is really abominable which was opposed by Gandhi also. Changing the faith means destroying the humanitarian implication of verses of Gita and that of Veda's which is reservoir of spirituality in the world. It was humanitarian and egalitarian philosophies ingrained in Gita which attracted many oriental and western philosophers to come to India to study and understand Sanskrit language in order to assimilate its quintessential essence for metamorphosis of advance form of civilization.

In order to establish advance form of civilization, let the best verses from all holy books of all religions be taught to children. Let us train our children to know the basic tenets of all the religion. Let us try to establish interfaith harmony. One mantra of Rigveda says: '*aanobhadrah kratvoyantu viswatah*' which means 'let the noble thought and spiritual knowledge come from different corners of the world'. Hindus, Muslims and Christians should be advised to allow their children to study and respect each other's religion and assimilate only spiritual part out of it which speaks about preserving humanity. In my view, relative importance of any religion should be based on its universal acceptance. In my hitherto life, I came across many spiritual scriptures but the way I am attracted and fascinated by Gita is not the same by other scriptures. If the verses of Gita hadn't had spiritual implications why would it have had the universal acceptance? Many western peoples are seen to be singing and dancing in ecstasy in ISKCON temples all over the world.

It is clarion call to all religious people not to stick to and glorify their own religion and scriptures only but try to appreciate good things from other religions also. From the spiritual enlightenment of many spiritualist worldover, it may be concluded that the knowledge of Gita transcends beyond religious boundary and may be harnessed by all people for

their spiritual upliftment irrespective of their religious background.

6. CASE STUDY OF INDUSTRIAL ENTREPRENEUR DEVOID OF SPIRITUAL ENTREPRENEURSHIP

Though history is replete with the example of many industrial and business entrepreneur facing bankruptcy and liquidation due to lack of spiritual entrepreneurship, a few example is cited here. Due to lack of spirituality, many successful leaders and entrepreneurs experienced mental bankruptcy which led to financial bankruptcy and disgraceful situation. Unscrupulous and desperate search of money without ethics and spirituality is sure to cause disgrace, ignominy and eventually perversion in any person's life. In the recent past many examples heat the headlines in national and international newspaper. Business tycoon Vijay Mallya and Ramlinga Raju are few among them. In my view, if they had maintained perfect balance between spiritual and business spirit of their entrepreneurship, they would have been able to avert this disgraceful situation in their lives.

Vijay Mallya, once invited to deliver a lecture on successful entrepreneurship in Indian Institute of Management (IIM) Kolkata, is likely to become a study material of IIM-A students due to his current debt travails. The IIM-A Professors are mulling over project 'The Liquor Baron's Debt Fiasco' as a case study for the business school students. According to newspaper report of Times of India dated 27th March 2016; postgraduate students in finance and accounting faculty at the B-school of IIM-A are likely to study the case of Mallya who had allegedly fled away from the country with overdue of Rs 9000 crore debt and its interest to different banks. It can certainly be a case study to discuss the aspects of ethics, corporate governance and brand management, said the sources of IIM-A. The premium B-school students will also be taught on how stakeholders are affected with such cases. Banks are seeking the return of the Rs 9000 crore amount in overdue loans and interest from Mallya's Kingfisher Airlines. Besides IIM-A, the Mallya's case is also likely to be taught at other IIMs including IIM Lucknow, IIM Bangalore and IIM Indore. Earlier also, some of the IIMs have discussed the case of Satyam Computers' Ramalinga Raju after the Satyam scandal hit the headlines. Hence incorporation of ethics and spirituality in industrial entrepreneurship may prove panacea for success of the industry and for that matter the nation and society at large.

Dissemination of the concept of spiritual entrepreneurship and its true implication will go a long way in stopping the further degradation of human being. There are so many doctors and lawyers who exploit money from the oppressed class unethically and find themselves successful. In spite of development all around why there is so many conflict and imbalance in this world? This is due to flawed perception of perfection and success which in the real sense is not in tune with the reality. A perfect entrepreneur is not just one who

makes his name appear on the front page of Forbes magazine, but someone who has spiritually transformed business and industry, and made a positive impact on all stakeholders such as customers, employees, partners and investors.

7. SPIRITUAL ENTREPRENEUR AS MANTRA FOR DEVELOPMENT

The end purpose of everything whatever we do is to get happiness. Everybody in this world is running from pillar to post to earn more and more money by all possible means under the wrong notion that money will give them peace. But the end result is that they end up being the unhappiest person in the world. Happiness is a state of mind and money can never give happiness but rather it produces more anxiety. Happiness actually lies in contentment. Those who are discontented, howsoever much wealth he possesses, becomes a slave to his desires. Mother Nature has provided everything for our need not for our greed, for our comfort not for our luxury because our natural resources are very limited. If we go on exploiting the natural resources beyond threshold point, nature will react to us. Appearance of calamities and disasters from time to time are fallout of this excessive exploitation of nature. Our endeavor to live in tune with the nature will solve many problems. Gandhi advocated simplicity because according to him every citizen have equal right over the existing natural resources and hence be equally distributed to all the concerned. Moreover, when we do so we have to take care of the poorest of the poor. Thus Gandhi may be hailed as the best example of spiritual entrepreneur whose economic thinking was compatible with spirituality as opposed to materialism.

I would like to end the topic with the recitation of following Vedic prayers which is repeated by millions of generous people daily for their spiritual enlightenment.

Asato ma sad gamaya (Lead me from real to unreal)

Tamso ma jyotir gamaya (Lead me from darkness to light)

Mrityor ma amritam gamaya (Lead me from death to immortality)

Aum shantih shantih shantih (Let there be peace, peace and peace)

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