

A Critical Study of Devdutt Pattanaik's Indian Approach to Talent

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Abstract: In this modern world, people work in various sectors are moved with emotions, provoked by intuitions and triggered by passions. People often think about the reality of life have doubt on reality and assumption. The belief in the minds of them chooses the path which they like to travel upon. The belief may be based on assumption or it may be because of the subconscious mind. The mind listens to the stories which are often told by the ancestors of a family who imbibed the cultural depth and political strategies in the young minds so that the tradition will be taken by the buds to great heights. The great heights help people while doing business and run the business successfully. The life lessons which were formed by our ancestors with the help of four Vedas (Rig, Yajur, Sama and Atharva) especially in India are taken into account for leading a business in a rightful way. Trust, loyalty, risk reduction and employee retention are the areas where people tend to know the essence of ethics and how morality helps people while running a business. Once Animal thoughts and behaviour occupy the minds of the business man, the peacefulness will be vanished and the bad thoughts begin to rule the minds. This paper focuses on how a mind changes its ways from insecure thoughts and keep themselves away from illegal contacts which are highly risk factors of India. Security, trust and belief on good things are the three which are the essentials of human beings to have self-questions on their behaviour and the right thoughts show the path of success not only in business but also in life too.

Key Words: Emotions, Business ethics, Morality, Self-Belief and traditions

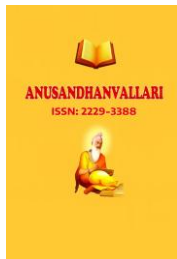
Background:

In India, people are of different heights, weights, colours and speak different languages. Their religions are too many and each one has its own customs and cultural backgrounds which cannot be taken out from the roots of the minds of the people. Due to the invasion of many Mughal emperors, Indians have lost their precious treasures and still they are found in museums of other countries. Indians lost their treasure, beliefs, identity, self-respect and cultural backgrounds. Before independence, people of India were rich in many fields. The systematic way of living was taught to the people and the ways were righteously followed by them every year. The traditions and beliefs helped them to motivate one another in order to lead one's life happily. After the invasion of Mughals, Portuguese, Dutch and Britain, Indians began to create their ways which were left out by the successors. Even though they got back their identity, the self-realization was not found. Spirituality and business went down due to the impact of foreign invasion. As literature is the mirror of life, it reflects the mentality of the people of the age and the mind was highly polluted. Where the mind is free the head is held high. (Rabindranath Tagore 35)

Objective:

To evaluate the practical possibility of applying mythological ways of learning the ecosystems in corporate companies

To study the traditional way of Indian approach in attaining success.



To evaluate the policies of companies and how literature helps to identify the variations using religious patterns.

Methodology:

Devdutt Pattanaik has written so many works on Management and he uses patterns to make a complete structure which will be a beacon to the mind of the youngsters. Here, the qualitative approach has been applied in order to analyse whether the corporate companies are following different ways to handle the situations or reflecting the scenario of the environment. Humans reject the way of the jungle. Imagination allows Brahma to seek maximum food even if he is weak and powerless. (Pattanaik 3)

Problems:

In this modern world, the mentality of the youngsters is totally different from the people who have years and years of experience in the business sectors. The aim of business is to gain profit. No man in the world would go for failures. But, what the world teaches us in reality is to get ready with failures. Because, failures are the stepping stones to success. When a youngster meets his failure for the first time in his life, he begins to break down and fails to control his mind. It is quite necessary for a business man to be patient until he reaches his goal. Instant gratification mentality makes youngsters to come up results faster and the result would be an expected one.

Action speaks better than words. True to this saying, Pattanaik aims to bridge the gap between our rich cultural backgrounds and business sectors. Comparing these two extremes, Devdutt Pattanaik skillfully connects the cultural backgrounds in India with the Western lifestyle. This study values the usefulness of this combination and analysing how wealth and power play a vital role in reshaping the definition of success. This paper focuses on the cultural backgrounds and customs which are being followed in management sectors and how people's mentality often changes due to the pressure on earning name and fame in a company. Devdutt Pattanaik strongly argues that the aim of business is not just to earn money or make one's company to a great heights. It is all about the reflection of human belief in which the whole world runs. He has introduced lots and lots of frameworks and given them in the form of patterns which help the youngsters to know where they are. The world runs because of the ecosystem. To gain success, balance in workplace and adoptability are highly needed for any employee who must have learnt about the perfect way of living with material desires.

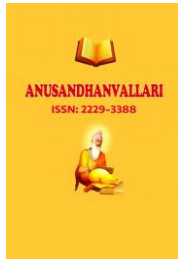
Thus no decision is right or wrong. Decisions can be beneficial or harmful in the short term or long term to oneself or to others. (Pattanaik 24)

Thematic Conceptual Analysis:

In Hindu mythology, there are three goddess namely Lakshmi, Durga, and Saraswati. The text restructures the corporate companies and the principal aim is to project the ecosystem through the holy trinity and translates metaphysical immortals into functional business metrics. In his book, Pattanaik explains that while modern companies are always chasing Lakshmi (wealth), they fail to understand the difference between Chala Lakshmi and Achala Lakshmi. He defines Chala Lakshmi as fickle, short-term money or liquid capital that can disappear easily. On the other hand, Achala Lakshmi refers to stable, long-term, and sustainable wealth that keeps an organization strong. The author argues that corporations today are too focused on temporary profits (Chala Lakshmi) instead of building lasting value (Achala Lakshmi).

Critical Evaluation & Methodological Gaps:

Pattanaik highlights the flaw in corporate companies and the main objective of corporate companies is to chase wealth (Lakshmi) without understanding its true nature. He divides wealth into two types: Chala Lakshmi and



Achala Lakshmi. Chala Lakshmi means running after quick, temporary profits and liquid cash. Achala Lakshmi means focusing on deep-rooted, sustainable wealth that lasts. According to Pattanaik, today's corporate world is too obsessed with short-term gains (Chala Lakshmi) and ignores long-term stability (Achala Lakshmi).

The Mechanics of Human Behavioral Transition:

The fear of failure leads to do wrong doings. This is because of the animal instinct (Bhuka) – Driven by Scarcity. It controls purely on fear and the drives to survive. The managers of the companies are at this stage in engaging people in cut-throat and through predatory market tactics which leads to a poisonous beliefs of micromanagement and resource placard.

The Human Level (Yajaman) is driven by Generosity. This happens when a leader overcomes his personal insecurities and focuses on helping others succeed. In business, the leader acts as a responsible host (Yajaman) who runs the company like a shared project (Yajna). By taking care of and investing in their employees, vendors, and customers, they build long-term success for everyone.

In a churn, one needs to know when to let go otherwise the act of churning turns into a tug-of-war where the organisation becomes the battleground. (Pattanaik 99)

Conclusion:

Devdutt Pattanaik's The Success Sutra acts as an major bridge across the literary gap between classical Indian mythology and contemporary corporate practice. It shifts the management focus from external metrics to internal human beliefs. However, its value fabricates mostly in its utility as an intuitive, metaphorical diagnostic tool for leadership psychology rather than a rigorous, empirically grounded management theory. For globalizing Indian enterprises, it proposals a distinct, culturally resonant vocabulary to navigate the complexities of human relationships within business ecosystems.

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