

Bhagavad-Gita History And Literary Details

Posted on October 10, 2019

Introduction

The Bhagavad Gita is an ancient Indian text that became an essential work of Hindu culture in the context of both philosophy and literature. It can be said that Gita has all the terms related to management, and it can be worshipped by the Indian entrepreneur. The book is written in Sanskrit, but various translations are done by people in English, Hindi, Greek, and many more. The Bhagavad Gita means the song of the lord or worship of God. It is designed as a poem, and it includes many key topics attached to Indian customs and traditions, which reflect the worship of Indian people.

Bhagavad-Gita becomes a section of a huge Indian epic whose name is "The Mahabharata", the longest Indian epic that reflects the values of Indian tradition. The Bhagavad Gita was written in 400 BCE and 200 CE, like the Vedas and Upanishads. The authorship of the Bhagavad Gita is unclear, but as per the Indian priests and various people, Lord Krishna is the author of the Bhagavad Gita.

History Of Bhagavad-Gita

It has been suggested that Bhagavad-Gita is an independent text except for the first chapter of the book. The book is very good for young entrepreneurs, as it allows them to get innovative ideas for starting their businesses. Various management ideas are given in the book that help them to beat the competition. Bhagavad-Gita was written at the time when an important social change in India with kingdoms getting larger and increasing urbanization, more trade activity, and social issues. All the things mentioned in the Bhagavad Gita are how to fight against social issues and what the key elements are to beat the competition. The book also narrates what happened in society when Jainism and Buddhism developed in the society (Swarupananda, 2016). It clearly depicts how to survive in society when changes are going on. Bhagavad-Gita is a narrative that is asked through a dialogue between Arjuna a fighter and his charioteer Lord Krishna. Arjuna is in big trouble. How could he fight with his family when Lord Krishna said to him that he must fulfil his Dharma or duty rather than struggle with his issues? This kind of philosophy is implemented in the current life that a person should work rather than give excuses.

Bhagavad-Gita consists of 18 chapters with 700 verses, and there is a section on Karma yoga, Bhakti yoga, and Jnana Yoga. It can be said that the study of the Bhagavad Gita is a study of God's truth, existence, reason, and emancipation. Bhagavad-Gita resolves various questions like the spiritual life of the person, how to be self-independent, how to achieve duty or Karma, and many more. Bhagavad Gita challenges various social issues and always gives a perfect solution to those kinds of social barriers. It can be said that Bhagavad-Gita is the solution for different kinds of issues and always

provides the correct path to the people who are misguided from their paths. The plot of Bhagavad-Gita is based on two cousin brothers who are fighting for the rule of Pandavas and Kauravas. After a mutual conversation, both the cousins are not able to find the solution, and they end up deciding to find the solution on the battlefield, where one who will live will be the ruler of the kingdom (Prabhavananda, 2013). The battle is known as the Mahabharata world's biggest battle, and various soldiers died due to revenge. The battle takes place in Kurukshetra, known as the "Field of Kurus". In this fight, Arjuna is not able to decide whether he is doing right or wrong. In this context, lord Krishna decided to guide Arjuna that he should follow ethical rights rather than argue about emotional issues.

Literary Details

Bhagavad-Gita is based on the Arjuna, who is not able to fight with his own cousins on the battlefield. Bhagavad Gita is also known as the Gitopains. The reader of the book is able to get all the knowledge about the whole management system. It is the cast under which Lord Krishna guides Arjuna, who is about to fight with the cousins. In between the field, Lord Krishna is telling the Arjuna that he should focus on the Krama rather than thinking that they are his friends and relatives. A person should focus on the work rather than focusing on the people around her. They are here to make you a fool or lower your morale. You should focus on the work or duty which you have. In the current era, proper guidance is necessary, and it can be gained through Bhagavad Gita. People are reading the Bhagavad Gita to aspire to learn management skills in a better and more effective way (Flood, 2013). In the current situation of cut-throat competition, all organizations are using the Bhagavad Gita to improve management skills and to relate them to the religion. Priests in the country suggest that people read the Bhagavad Gita. It is the best teacher for students and new entrepreneurs.

For the upcoming businessman, it can be said that Bhagavad-Gita is the best reading book, and it helps them to set their business strategy. In order to maintain the product in the market, they need to learn new things, as mentioned in the book. It is a book of complete management solution,s and it also helps readers easily mention new things in a better and more effective way. In order to retain employees at the workplace, various strategies are given in the Bhagavad Gita to help them maintain the brand value of the organization. Bhagavad Gita is the only holy book that suggests a different kind of management style, and it also helps managers easily identify the issues they face. Bhagavad Gita is the book of Hindus, but it can be read by people of all religions. It can be said that the cast and creed must be kept aside by the businessman and that the business mind must always be followed at the workplace (Divatia, 2016). The book defines trust and trust on the battlefield; thus, this book is among most books in the world. As per the Bhagavad Gita, Lord Krishna is the supreme absolute truth, and it also helps the readers to identify the ancient history of the country. A self-thinking person is not able to survive in the world, but in business, he is able to achieve the desired outcome.

Conclusion

Bhagavad Gita is the holy book that suggests different kinds of management styles, and it also increases the strategic aspiration of the organizations. In order to maintain the brand value of the organization, the various organizations are using Bhagavad Gita. It is a part of Mahabharata in which Lord Krishna and Arjuna talk about Karma, and it also suggests that people should focus on Karma rather than relations. This means that an entrepreneur should keep the family and business in different aspects.

Reference

Divatia, H.V., 2016. *The Art of Life in the Bhagavad-gita*. Bharatiya Vidya Bhavan (1951).

Flood, G., 2013. *The Bhagavad Gita: a new translation*. WW Norton & Company.

Prabhavananda, S., 2013. *Bhagavad Gita-The Song of God*. Read Books Ltd.

Swarupananda, S., 2016. *Srimad Bhagavad Gita*. Advaita Ashrama (A publication branch of Ramakrishna Math, Belur Math).