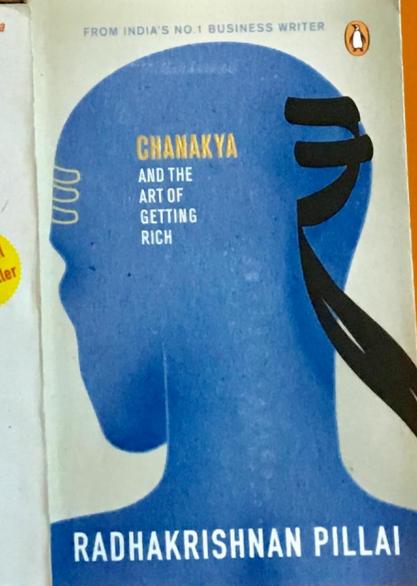
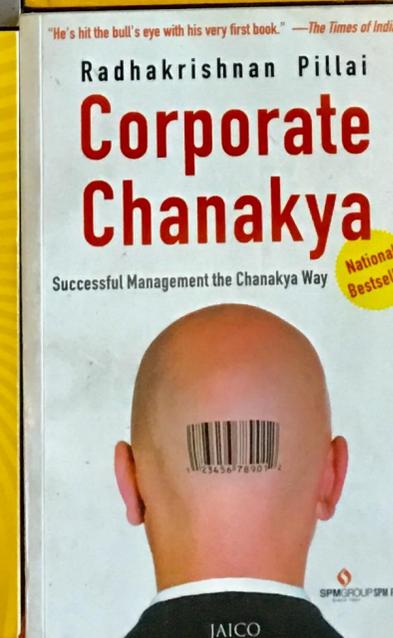
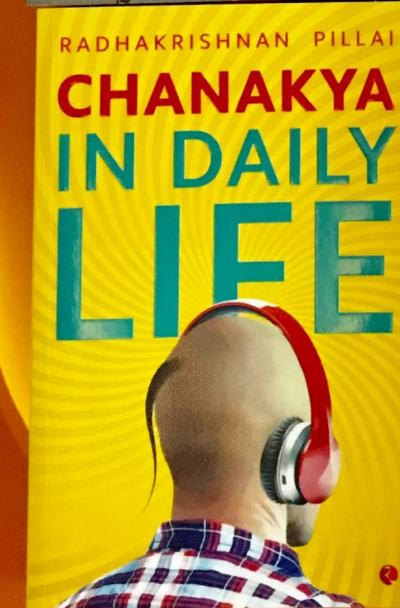
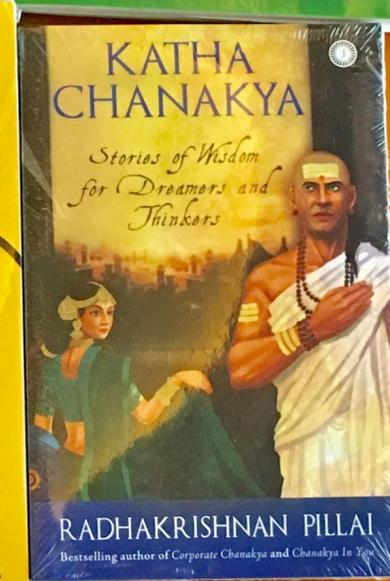
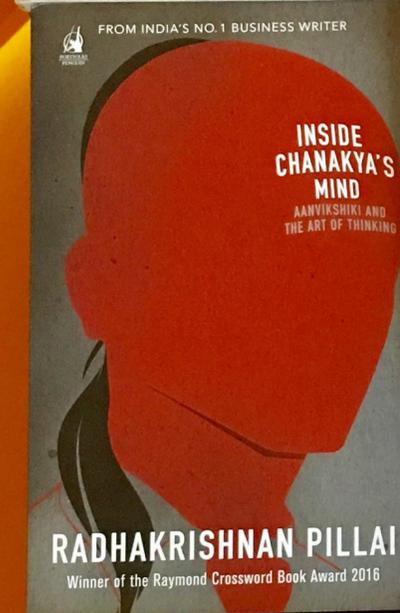
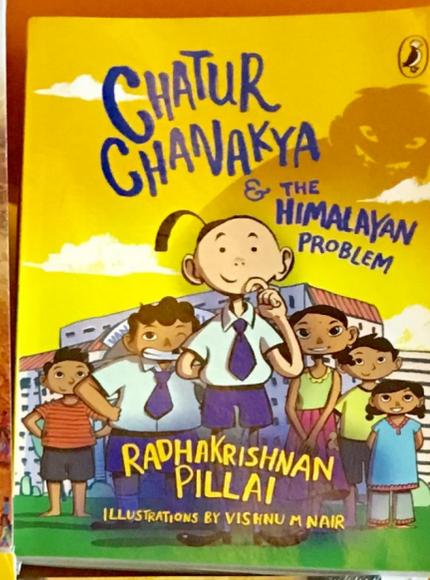
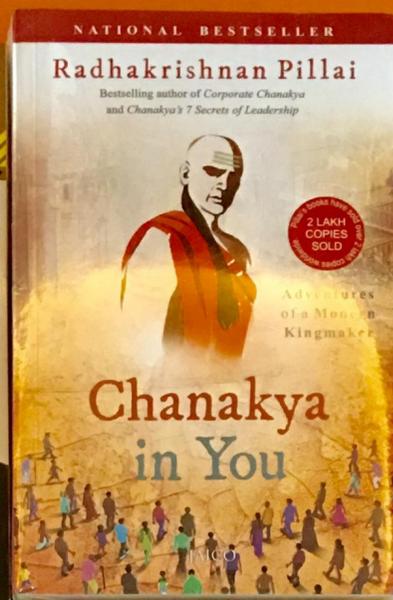
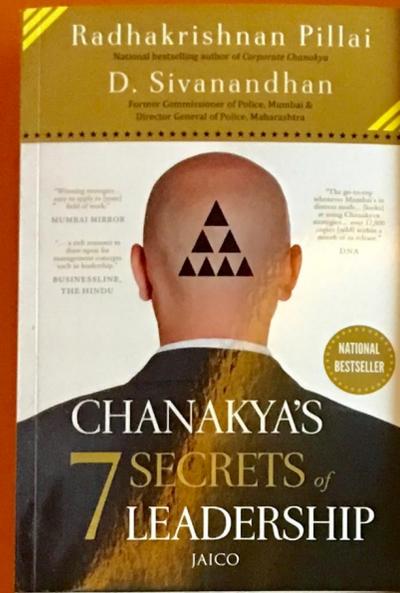




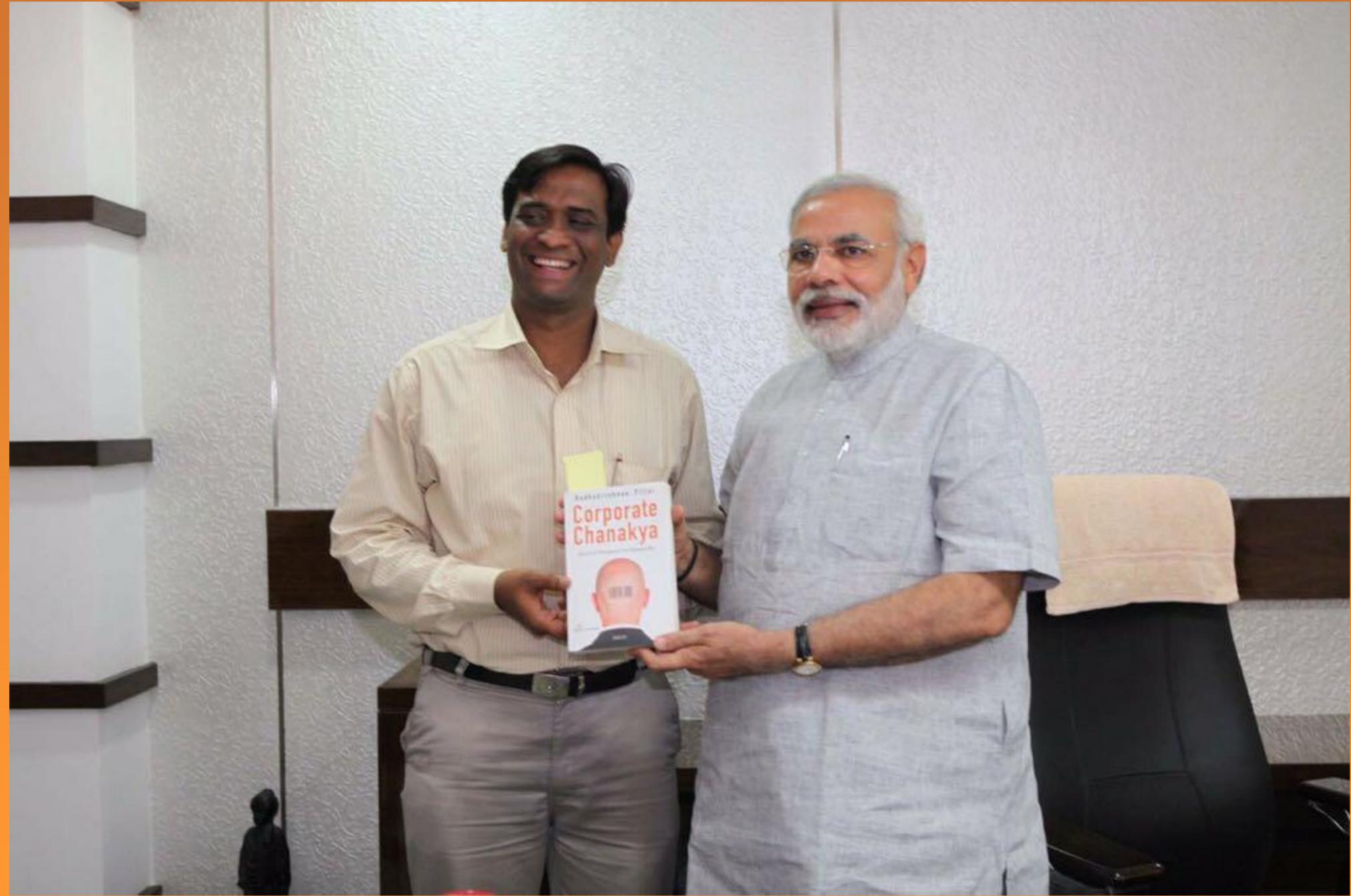
**“Chanakya’s
advice to businesses
In tough times”**





**HOW TO
WRITE A BOOK
AND MAKE IT
A BESTSELLER**

RADHAKRISHNAN PILLAI





॥ चाणक्य ॥

Who was he ?

When did he live ?

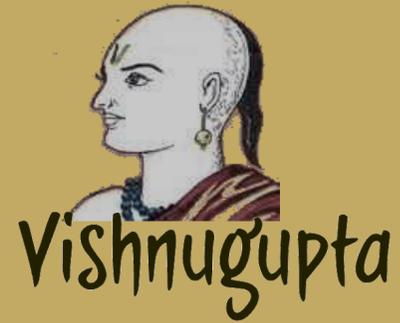
What did he do ?

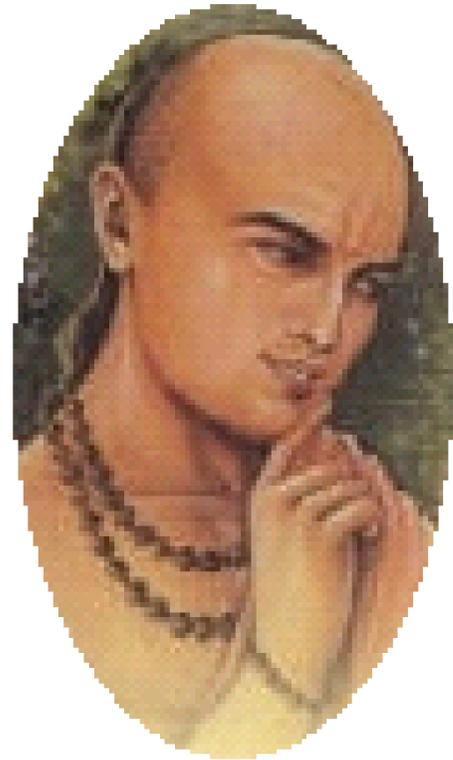
Why is he a legend ?



History tell us...

Born in 4th Century B.C.





History tell us...

Vowed to Pull down नन्द Dynasty

चन्द्रगुप्त मौर्य – King Maker

Responsible for the defeat of Alexander in India

अशोका – India's first global emperor

Wrote कौटिल्य अर्थशास्त्र & चाणक्य नीति



सप्तांग

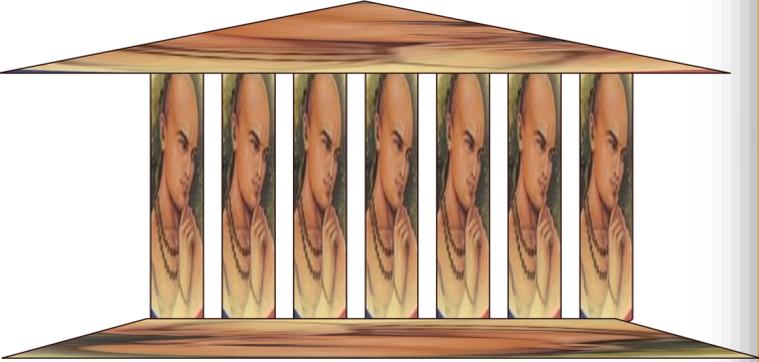
The 7 Pillars of a kingdom

सप्तांग

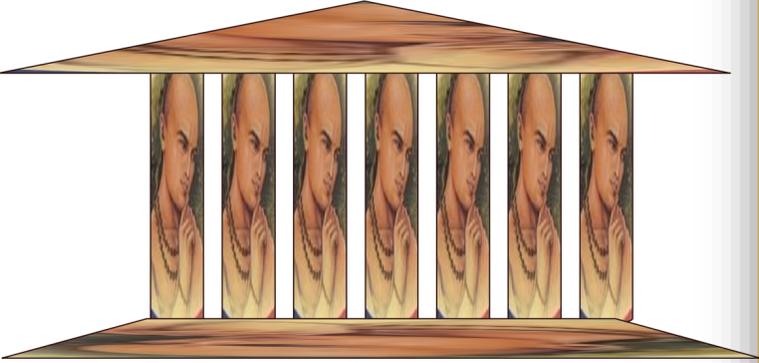
स्वाम्यमात्यजनपददुर्गकोशदण्डमित्राणि
प्रकृतयः
(६.१.१)

**“The King, The Minister, The Country, The Fortified City, The
Treasury, The Army and The Ally are the constituent
elements of the state”**

(6.1.1)



सप्तांग



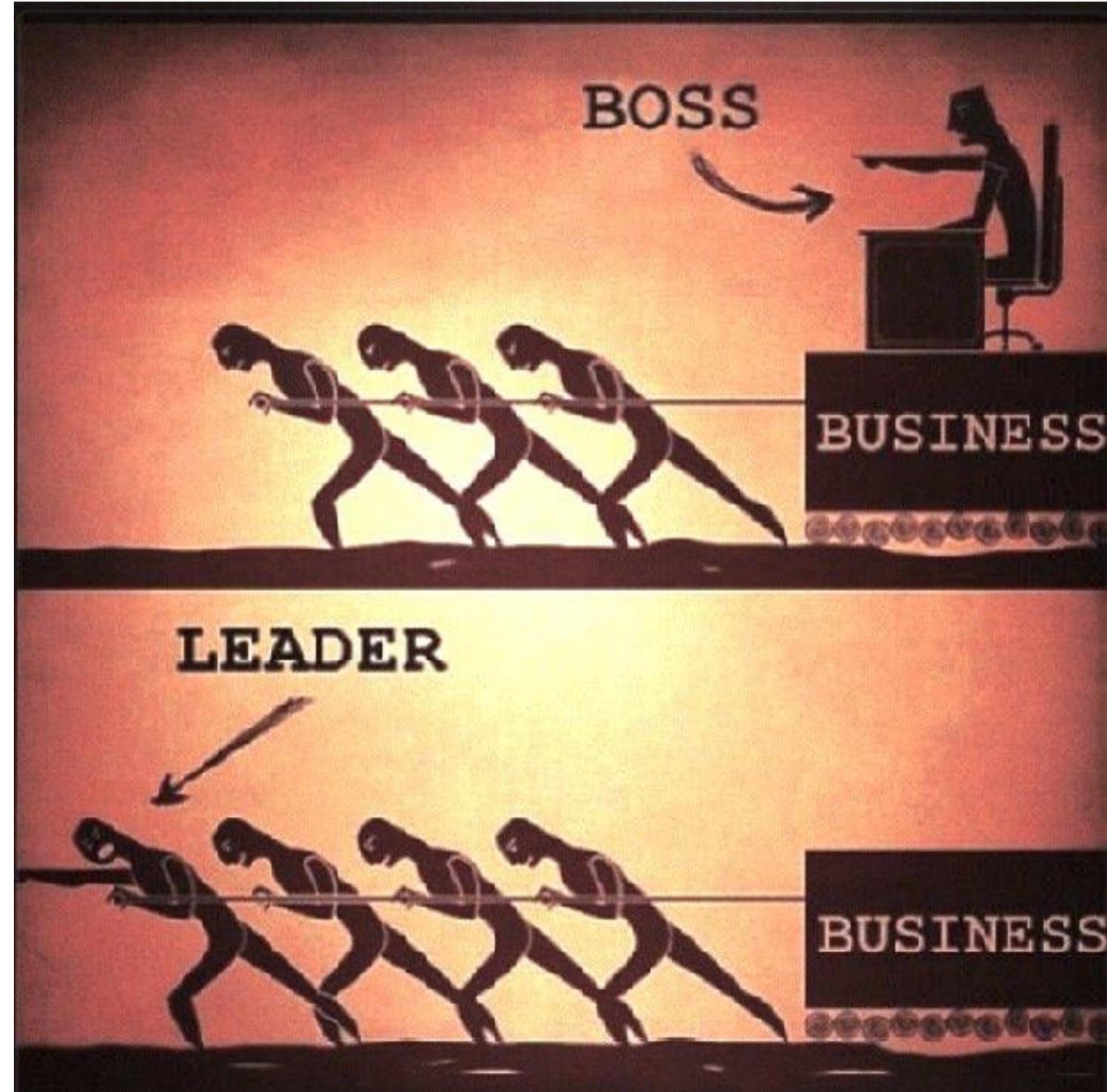
- ★ स्वामी - The king (The leader)
- ★ अमात्य - The minister (The manager)
- ★ जनपद - The country (Your market)
- ★ दुर्ग - The fortified city (Head office)
- ★ कोश - The treasury (Finance / Accounts)
- ★ दण्ड - The army (Your team)
- ★ मित्र - The ally (friend / consultant)



स्वामी - The king (The leader)



स्वामी - The king (The leader)





स्वामी - The leader - Association with Elders



*नित्यक्ष्व विधावृद्धयर्थम्, तन्मूलत्वाद्धिनौ अस्य ॥
(१.५.११)*

He should have constant association with elders in learning for the sake of improving his training, since training has its root in that

(1.5.11)

“Learn from Elders / Seniors”



स्वामी - The leader - Attitude



प्रजासुखे सुखं राजः प्रजानां च हिते हितम् ।
नात्मप्रियं हितं राजः प्रजानां तु प्रियं हितम् ॥
(१.१९.३४)

In the happiness of the subjects lies the benefit of the king and in what is beneficial to the subjects is his own benefit. What is dear to himself is not beneficial to the king, but what is dear to the subjects is beneficial to him.

(1.19.34)





स्वामी - The leader - should be Energetic



राजानमुत्थितमनुत्तिष्ठन्ते भृत्याः ॥ प्रमाधन्तमनुप्रमाधन्ति ॥ कर्माणि
चास्य भक्षयन्ति ॥ द्विषाभ्दिक्ष्वातिसंधीयते ॥ तस्मादुत्थानमात्मनः
कुर्वीत ॥
(१.१९.१-५)

If the king is energetic, his subjects will be equally energetic. If he is slack (and lazy in performing his duties) the subjects will also be lazy, thereby, eat into his wealth. Besides, a lazy king will easily fall into the hands of the enemies. Hence the king should himself always be energetic

(1.19.1-5)





स्वामी - The leader - Information



*प्रत्यक्षपरोक्षानुमेया हि राजवृत्तिः ॥
(१.९.४)*

*The affairs of a king (leader) are (of three kinds, viz.,
directly perceived, unperceived and inferred
(1.9.4)*





स्वामी - The leader - Inspection / Reporting

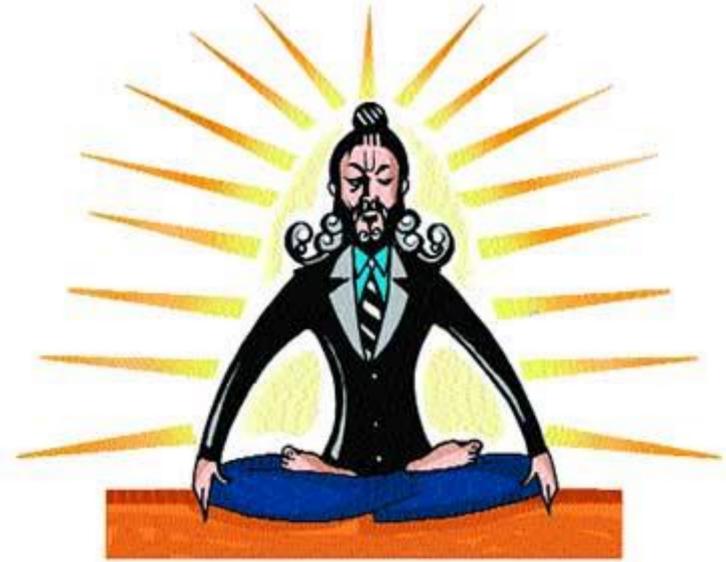


*कर्मसु चैषां नित्यं परिक्षां कारयेत्, चित्तानित्यत्वान्मनुष्याणाम् ॥
(२.९.२)*

*He (leader) should constantly hold an inspection of their
works, men being inconstant in their minds*

(2.9.2)

“Keep taking regular reports”





स्वामी - The leader - Learning

UPDATED
S
A
Y

श्रुताद्धि प्रजोपजायते प्रजाया योगो योगागदात्मवत्तेति विधानां सामर्थ्यम् ॥

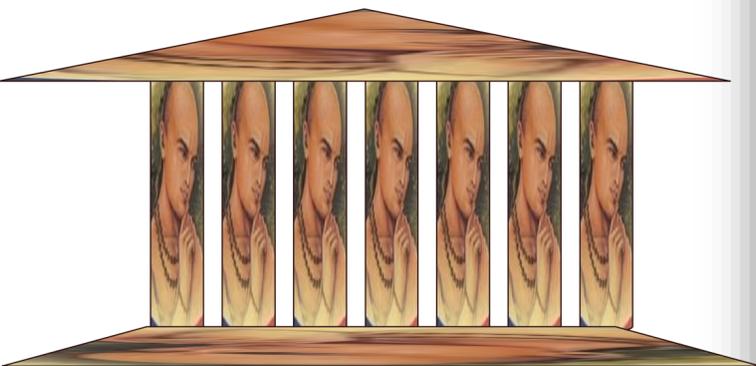
(१.५.१६)

Continuous study ensures a trained intellect, from intellect (comes) practical application, (and) from practical application (results) self-possession

(1.5.16)

“Keep learning – attend courses, update your knowledge in your field, study every day for an hour”

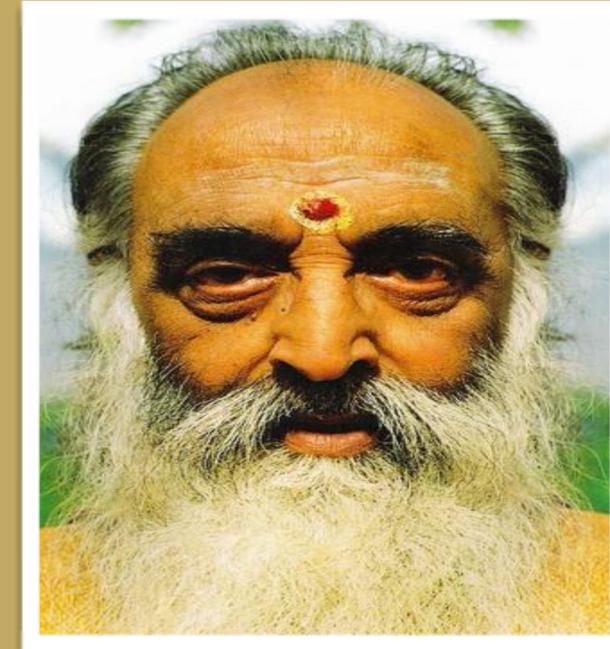
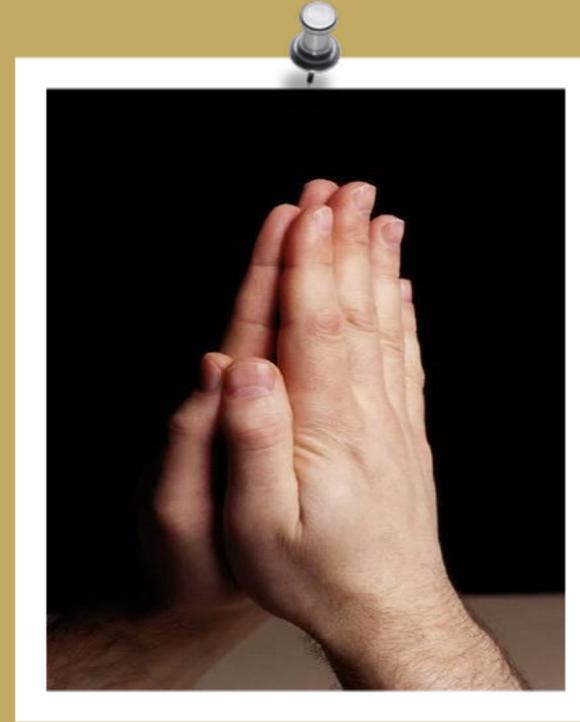
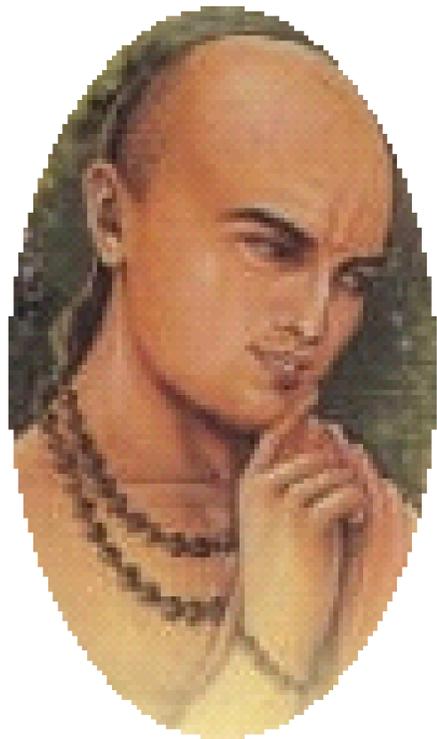




Advice to business

- ★ Never fight a battle alone take some friends along (Discuss)
- ★ Stay healthy (personal fitness leads to business fitness)
- ★ Think more than worry (Mental energy management)
- ★ Keep focus on finances (Have grip over cashflows)
- ★ Keep family involved (Know what to tell and not)
- ★ Discuss with your team (give confidence)
- ★ Faith in god (Manasthiti vs Parithiti)

Thank you.....



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*Swami
Chinmayananda*