
INDIAN ETHOS: A SUSTAINABLE APPROACH TO MODERN BUSINESS

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ABSTRACT

Sustainable Business Approach is enhancing a new buzz word for this depiction of the business environment. In today's world, where commercial greed and environmental crises are compelling challenges, revisiting Indian philosophies can guide organizations about more balanced and socially responsible models. In this competitive and globalised modern era, where everybody is behind competitions, deadlines and using artificial intelligence somewhere we are ignoring importance of values and ethics. Businessmen always change the way of society as profit making was the aim of businessmen, but if follows Indian ethos then every businessman will tries to maintain balance between profitability and sustainability. Indian ethos offers a holistic approach to business that prioritizes ethical conduct, ecological responsibility, and the well-being of all stakeholders. Now the whole world is understanding the importance of sustainable development for the purpose of progression. Now various countries and their economies are working on educational patterns, cultural and various social issues of inequalities. Everyone is worried about scarcity of resources and how it will remain for future generation, for such type of challenges Indian ethos can play a vital role in maintaining sustainability in ethics and profits where ancient knowledge received from our spiritual scriptures like Ramayana, Mahabharat, Kuran, Bible, Kautilya Artha shastra all reexamines how principles derived from Indian ethos such as Dharma (duty), Karma (action and consequence), and the spirit of collective welfare can be integrated to maintain and promote sustainability, ethical governance, and inclusive growth. into modern business. So, this paper tries to explore how Indian ethos will help to solve the problem of sustainability in Modern Business.

Keywords: Indian ethos, sustainability, business ethics, dharma, corporate Governance

INTRODUCTION

Modern businesses conduct in a highly competitive and globalized environment. While the pursuit of profit stays central, society increasingly demands that organizations also take responsibility for the environment, communities, and stakeholders. However, strong ethical principles form the backbone of any successful and sustainable organization. Indian ethos and values, deeply rooted in ancient traditions and beliefs, provide a guiding light for businesses to create a work atmosphere that is ethical, inclusive, and people centric. Concepts like Corporate Social Responsibility (CSR), Environmental, Social and Governance (ESG), and sustainability have achieved global recognition. Remarkably, many of these ideas vibrate strongly with Indian ethos, which has long supported balance between substantial pursuits (Artha) and moral duties (Dharma).

Understanding Indian Ethos in Business

Indian ethos describes the application of traditional Indian insight, values, and cultural thinking in contemporary professional life. Western management always prioritize individualism and short-term gains, while Indian ethos emphasizes collective good, self-discipline, and harmony.

Indian ethos refers to the moral and philosophical wisdom that has shaped Indian society for thousands of years. Ethos means character in Greek. It is summation of Values, beliefs, culture which spread in characters of the society.

Core Principles of Indian Ethos in Management

- **Every Individual has Ansh of God or Divinity:** Trusting that every human being has divine potential, which encourages a management style that give respects to all employees and helps them progress.
- **Karma Yoga:** Work should be done as a duty (Dharma) with commitment, without unnecessary attachment to the results.
- **Holistic Approach:** Highlighting unity between the individual self and the universe, which promotes harmony between employees, organization, and society. Means Development of all.
- **Work is Worship:** If we look at work as a form of service to the divine and a way to complete excellence, raising dedication and shrinking stress.
- **Self-Motivation and Self-Development:** Focusing on internal motivation rather than external motivation.
- **Team Spirit and Collaboration:** Teamwork and cooperation always give Success
- **Brain Stilling** – Silencing your mind for more concentration

- **Nishkam Karm yoga** -Complete your work without any expectations of fruits

CHALLENGES IN MODERN BUSINESS

Regardless of technological progress, modern businesses face issues such as:

1. **Digital Transformation & Technology:** Companies constantly has to adapt to new technologies, such as Artificial Intelligence (AI), to stay competitive and improve efficiency.
2. **Economic Volatility and Inflation:** Because of uncertain situations like war conditions, Iran and Irak, Ukraine war **costs** of raw materials, oil, gas logistics, and labour increases. Inflation increases gradually.
3. **Cybersecurity and Data Privacy:** As businesses digitize, they realize increasing risks of cyberattacks and must manage large amounts of tender customer data, ensuring data privacy.
4. **Talent Acquisition and Retention:** There is intense war for talent acquisition and retention of competitive skilled employees.
5. **Environmental Degradation:** Overexploitation of scarce resources has led to change in climate and ecological imbalance.
6. **Corporate Appetite:** Humiliations involving corruption, fraud, and manipulation highlight ethical disruptions.
7. **Work-Life Imbalance:** Anxiety, burnout, and immoral competition weaken employee well-being.
8. **Social Inequality:** Financial growth often expands the gap between rich and poor.
9. **Short-Term Profit Preference:** Focus on periodical earnings inhibits long-term sustainable prediction.

How Organizations Can Integrate Indian Ethos into Work Culture

With so much importance rested on the Indian ethos and its role in forming Indian culture, it becomes very important for us to identify how Indian ethos can be employed in the workplace. By incorporating Indian ethos into the workplace, organizations can create a holistic and values-driven environment that promotes employee satisfaction, productivity, and a sense of intention. Employees who feel connected to the organization's core values are more likely to be connected, motivated, and committed, causal to a thriving and harmonious work culture. Indian ethos, with its rich cultural heritage and profound wisdom, offers valuable insights that can be effectively incorporated into the modern workplace. By embracing the principles of Indian ethos, organizations can create a harmonious and values-driven environment that nurtures employee well-being, encourages association, and fosters a sense of purpose.

Here are some keyways to implement Indian ethos in the workplace:

Respect and Inclusivity: As human beings are divine, we should promote a culture of respect and inclusivity by evaluating diversity in all its forms.

Encourage open-mindedness, empathy towards social group from different backgrounds, religions, and cultures.

Emphasize the importance of healing everyone with dignity and establishing an environment where every accent is heard and respected.

Ethical Conduct: Defend all business companies' principles of morality, integrity, and oversight.

Encourage employees to hold to high moral standards and make moral decisions. Incorporate ethical procedures into policies, actions, and decision-making processes, adopting a culture of precision and trust.

Work-Life Balance: Recognize the consequence of work-life balance and employee happiness. Encourage employees to declare a healthy balance between work and personal life, highlighting the significance of rest, rest, and family time.

Propose flexible work arrangements, wellbeing programs, and proposals that uphold physical and mental health, ensuring a holistic approach to employee welfare.

Mentorship and Learning: like Guru shishya Parampara of Ethos fostering mentorship and learning prospects within the organization. Advance senior employees to mentor and influence their juniors, upgrading knowledge sharing and skill development.

Team Collaboration: Promote a collaborative work environment by emphasizing the power of teamwork and collective effort. Encourage employees to collaborate, share ideas, and support one another in achieving common goals.

Create effective communication and collaboration platforms, nurturing an environment where diverse perspectives are valued, and teamwork is celebrated.

Recognition and Appreciation: Incorporate the practice of recognising and appreciating employee contributions. Celebrate individual and team achievements, acknowledging employees' hard work, dedication, and creativity. By implementing reward and recognition programs where exemplary performance and adherence to organisational values are acknowledged and appreciated.

Spirituality and Mindfulness: Integrate aspects of spirituality and mindfulness into the workplace. Encourage meditation, yoga, and mindfulness exercises that promote mental clarity, focus, and overall well-being.

Social Responsibility: Embrace the ethos of social responsibility by engaging in meaningful initiatives that benefit the community and society. Encourage employees to participate in volunteering activities, sustainability efforts, and initiatives that uplift demoted sections of society.

Foster a sense of purpose by aligning organisational goals with societal wellbeing.

Indian Ethos as a Sustainable Model

- 1. Long-term Focus:** Prioritizing sustained value creation over immediate, short-term profits.
- 2. Humanized Management:** Discussing employees as integral human beings rather than mere resources, accenting empathy, trust, and mentorship.
- 3. Customer as Part of the Business:** Watching customers as essential partners and partners in success, not merely consumers.
- 4. Balance:** Upholding equilibrium between material aspirations and spiritual well-being.

Some of the cases of our Indian leaders show how principles of Indian ethos motivate towards sustainability of Modern Business.

Case of Infosys:

Infosys is Known for its transparency and ethical authority. Infosys is extensively recognized as a creator of corporate governance in India, proving high standards of transparency and ethical conduct that frequently exceed legal obligations. Their governance beliefs are based on the "trusteeship model" As per this they viewed themselves as guardians of shareholder capital rather than proprietor. Their important value system of refusal to pay bribes is also outstanding for e, g, In the early 1980s, through India's "License Raj" era, the company realized two-year lags in importing computers because they rejected to pay bribes to officials. Founder Narayana Murthy famously said, "What sinks your energy is not the economic problem, but destroying your value system". Also, they established a strict policy that no family members will be working in the company. Infosys was one of the first companies to become carbon neutral in 2020, which is 30 years ahead of the Paris Agreement timeline.

1. Tata Group which is Globally accepted for integrity and social responsibility.

The Tata Group, founded in 1868, is extensively regarded as a benchmark for integrity and social accountability, often described as "Leadership with Trust." Its status is built on the philosophy that the community is not just a stakeholder, but the purpose of its existence.

2. Integrity in Action: The 26/11 Taj Mahal Palace Hotel Attacks (2008)

The terrorist attack on the Taj Mahal Palace Hotel in Mumbai, the group exhibited extraordinary integrity and empathy, placing people over profit:

The Tata Group took care of all affected employees, including staff from vendor partners, not just full-time employees.

The company maintained to pay salaries to the families of extinct employees for years, included the education costs of their children, and stipulated full medical and psychological support. They reached out to every guest who was existing during the attack, regardless of their nationality or location, to provide support.

Tata Group's commitment to social good is rooted in its daily operations rather than just being a PR activity

- **Tata Trusts:** These trusts focus on health, education, and rural development. For e.g. **Tata Memorial Centre in Kolkata**, a state-of-the-art cancer cure facility offering affordable care.
- On one occasion during a conversation with the company employees, a senior official pointed out to Ratan Tata, "People take undue advantage of the policy. We lose several man-hours due to this. The blood is replenished within 24 hours, you know. Why give that extra holiday within 7 days of donating blood." As usual Ratan Tata smiled. He then replied calmly. "Encouragement is something I don't need to teach you. Only a few people donate because they want to. (Talking about man-hours) We may be losing some manhours doing that, but have you ever thought about the number of man-hours that gets added to the person's life who receives that blood in necessity? I am ready to sacrifice 16 manhours for the better good." This is not just a stray case. Not surprising why Tata Steel (then TISCO) once had a very famous punch line "We also make steel". There are many more organizations like Wipro, Infosys and several others who realize that they owe a lot to the society-
- **3.Amul:** A cooperative model that guarantees profitability with social empowerment.

Amul (Anand Milk Union Limited), managed by the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), is a highest example of a cooperative model that successfully balances economic profitability with social empowerment. Established in 1946 in Anand, Gujarat, as a response to unfair middlemen, Amul has grown into one of the world's largest dairy cooperatives, transforming rural India through a "three-tier" structure.

- **The Cooperative Model (Anand Pattern)**

Amul operates on a three-tier structure designed to eliminate middlemen, ensuring that maximum profit returns directly to the farmers.

Village Dairy Cooperative Society (VDCS): Individual farmers are members of their local village society. They pour milk twice daily, where it is tested for quality and fat content. Payments are made directly to the farmer, often within 24 hours.

District Milk Union: The village societies are federated into District Unions (e.g., Kaira District Co-operative Milk Producers' Union). These unions own the processing plants, chilling centres, and cattle feed factories.

State Federation (GCMMF): District unions sell their products to the state-level federation (GCMMF). This apex body is responsible for branding, marketing, and distribution across India and internationally.

From above case study we could finalize the core Indian Ethos followed by leaders are

- **Ethical Governance:** Following Dharma, leaders are expected to act with integrity, transparency, and fairness.
- **Sustainability and Environment:** Ahimsa urges respect for natural resources, guiding eco-friendly policies.
- **Stakeholder-Centric Approach:** Lokasangraha aligns with modern ESG principles.
- **Leadership and Teamwork:** The Bhagavad Gita emphasizes servant leadership and duty-based decisions.
- **Corporate Social Responsibility:** Inspired by Seva (selfless service), businesses can support education and healthcare.
- **Long-Term Value Creation:** Encourages wealth creation for future generations

FUTURE DIRECTIONS

To effectively integrate Indian values keen on modern Businesses, firms can take the subsequent moves:

1. Value-Based Leadership Training:
2. Inclusive Work Policies:
3. Employee Wellness Programs:
4. CSR and Community Engagement:
5. Transparent and Ethical Business Practices:
6. Encouraging Work-Life Balance:

7. Incorporating Indian Beliefs in Business Schools: For e.g. adding subjects like Indian ethos in management education.
8. A model for ethical practices worldwide
9. Holistic Human Development: Encouraging mindfulness, balance, and harmony.
10. Using Innovation in Technology with Ethics.

CONCLUSION

Indian ethos is a manual for modern business sustainability and not just a Philosophy. By incorporating principles like Dharma, Karma, and Lokasangraha into company tactics, organizations can be able to balance their profit with intention. In an era marked by environmental crises and social inequalities, Indian ethos provides a timeless, human-centered approach that ensures ethical leadership, sustainable practices, and collective prosperity.

Incorporating these principles into modern management not only builds a strong foundation of ethical business practices but also positions companies to thrive in a world increasingly focused on sustainability. By embracing Indian ethos, businesses can create more meaningful and lasting impact, ultimately leading to a more responsible and sustainable future for all

Integrating these principles into contemporary management not only encourages a strong institution of ethical business traditions but also ranks companies to succeed in a world increasingly determined on sustainability. By adopting Indian ethos, businesses can originate more significant and lasting impact, ultimately steering to a more liable and sustainable future for all.

By embracing these values, organizations can adopt work backgrounds that are not only competent but also sympathetic and socially responsible

In a time when corporate ethics are under increasing scrutiny, companies that uphold integrity, social commitment, and employee welfare will stand out as true leaders.

As businesses adapt to an ever-evolving world, Indian wisdom serves as a beacon, guiding them toward ethical, inclusive, and people-centric practices. After all, genuine success goes ahead of numbers. It lies in forming a permanent, positive effect on individuals, groups, and the future of work.

Sustainability in Business is not just the view but the philosophy for business success and the holistic growth of the society at large. Most of the existing businesses have grasped and appreciated this, which is serving them to move further in practicing environmental business models, where all the investors of the business could appreciate the happy co-conjunction and maintain equilibrium growth.

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