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Ganesh, also known as *Vinayaka* is the Hindu god of wisdom, literature and success. He is adored by the small and big because of his roly-poly appearance. The elephant-headed god represents the power of Supreme Being. He is honored and worshipped in the beginning of starting a new venture. People worship him before any ritual for successful completion. *Ganesh* is worshipped regularly for acclaiming '*Riddhi*' and '*Siddhi*' means success and prosperity. This article presents how *Ganesh* symbolizes Corporate Governance in business.

The aim of all managers is to be productive to the organization, work effectively and prove efficiency in taking decisions. The business managers must establish an environment in which people can work desirably, without wasting time, money, material towards achieving the goals of the organizations and self. The main functions of a manager are Planning, Organizing, Staffing, Leading, and Controlling. Managing as a practice is an art; organizing knowledge of management is science. The development of management theory involves the development of concept, principles and techniques.

The large head of Ganesh, which is of an elephant, symbolizes wisdom, understanding and discriminating between right and wrong. A manager must pose these qualities to attain perfection in his daily chores of work life. All managers must consider the elements and sources of their external environment. Many of these external forces lay constraints in running the organization smoothly and efficiently. While the managers can do little or nothing to change these constraints they have to face them and respond to them. They must identify, evaluate and react to these forces with wisdom and consider the rights and wrongs by using intellect.

The wide mouth of Ganesh represents natural human desire to enjoy life in the world. Managing requires maintaining cheerful atmosphere at work. The managers need to create an atmosphere, which motivate the individuals to bring out their core talent and put them into practice. A manager must understand the human mind. He should possess soft skills to utilize each worker's talent to the fullest. The basic element of all human activity is work and recreation.

Motivation involves a chain reaction; it is a general term applying to the entire class of drives, desires, needs, wishes and similar forces. A good work atmosphere motivates workers to put forward their best foot. Cheerful minds are the best human assets an organization can boast of.

The large ears of the Lord signify perfect listening to others. The ears also symbolize assimilation of good ideas. To sustain competition, the organizations should encourage and maintain their talent pool. A good manager has to be a good listener. Listening patiently to others is the basic trait of a good manager. He should keep his ears grounded to the earth. Organizations need new ideas, fresh thoughts, and fresh ideas to fight the competition. A manager should motivate his workers to spell out their ideas. He should gather information from his surrounding, and assimilate the information to take proper actions. Innovation has become everybody's business in organizations today. The managers have to pick their cues from everywhere.

The trunk of Ganesh relates to the power of human mind that must be strong enough to face ups and

downs of the external world and yet delicate enough to explore the subtle realms of inner world. Unfortunately most of the modern managers have a low tolerance for ambiguous situations and have a tendency to perceive them as threats. Ambiguous situations are those that cannot be categorized because of lack of familiarity. But ambiguity is a reality of today's world. In the complex and rapidly changing world of business, if anything is certain, it is only uncertainty. The modern managers should not depend too much on forecasts and reams of data to take their decisions. A rational manager cannot afford to waste time in making decisions. Life is a series of decisions. The rational manager should accumulate strength to proceed on a course of action guided solely on his intuitive flashes and brilliance. Decision-making often rests upon the misconception that future can be predicted. The modern manager needs vitality of mind to take decisions that justify both academic study and critical facts of the work environment. Only practice and maturity of the managers allow him to take right, on the spot decisions.

The two tusks denote two aspects of the human personality, wisdom and emotions. The broken left tusk conveys the inner strength, that one must conquer emotions with wisdom to attain perfection. The modern yardstick for success is not just how smart one is, but how well he/she handles himself/herself and others. *Emotional Intelligence* is the base issue for managers. While every

hired employee has qualifications, now talent of maturity and ability to handle people are in demand. People skills are gathering more and more importance in the complex corporate culture. The mantra of success is expressing your emotions at work with a difference. However competitive an employee is; he/she needs the talent of keeping the emotions under control and not allowing them to take charge of their decision-making process. The new name for 'character' and 'personality' is now Emotional Intelligence.

The eyes of Ganesh the elephant eyes are said to possess natural deceptiveness that allow them to perceive objects to be bigger than what they really are. Thus, the elephant's eyes symbolize the idea that even if an individual gets "bigger and bigger" in wealth and wisdom he should perceive the other to be bigger than himself; that is surrender one's pride and attain humility. Pride kills the progress of a human being. The moment success goes into the head of a manager he/she limits the furtherance in their career. The eyes of Ganesh advise to be grounded firmly on ground. Also they teach the business managers that they should not underestimate their rivals. A successful or established firm cannot take its position for granted. The markets are fickle by nature. What they consider best today need not be the same tomorrow. The managers need to keep their antennas alert always. They need to grasp the market information whether good or bad with a pinch of salt. Appearances are deceptive.

Life is a merry-go-round. The managers should get accustomed to the roller coaster rides of ups and downs. This is what *Ganesh* teaches the managers with his elephant eyes.

The four arms and various objects in them indicate that the Lord is omnipresent and omnipotent. The left arm of the body symbolizes emotions and the right arm of the body symbolizes reasoning. An axe in the upper left arm and a lotus in the upper right arm signify that in order to attain spiritual perfection, one should cut worldly attachment and conquer emotions. This enables one to live in the world without being affected by earthly temptations just as a lotus remains in the muck, but is not affected by it. The modern manager has to be a quick thinker, wholesome in his approach, should have knowledge of all managerial functions, and should refuse working in watertight compartments. A modern manager is expected to have sufficient common sense. To strive for excellence the manager cannot afford to practice favoritism. He needs to take decisions, which favor the organizational growth and attainment of organizational objectives. All said and done a manager should not compromise his core values and he should adhere to the ethical practices. The business environment has become malicious due to malpractices, corruption and non-transparent trade practices. The present business environment poses a test

for a good manager - whether he can remain like a lotus in muck.

A body with a big belly the human body possesses a human heart, which is symbol of kindness and compassion towards all. *Ganesh*'s body is usually portrayed in red and yellow clothes. Yellow symbolizes purity, peace and truthfulness. Red symbolizes the activity in the world. In the business world activity must go on round the clock. If a manager can carry on ethical practices with clarity and vision to achieve the organizational goals and objectives, the end result ought to be excellent.

The mouse sitting at the feet of *Ganesh* and gazing at the laddoos in the tray; the mouse symbolizes that ego can nibble all that is good and noble. The laddoos in the tray symbolize goodness and nobleness in human beings. This teaches the

managers that a perfect person is one who has conquered his/her ego. In order to live a successful life one should utilize knowledge and reasoning to overcome emotions.

Conclusion :

Thus, *Ganesh* the fountainhead of wisdom teaches the managers to be forthcoming and courageous in taking right actions. The Lord teaches the business managers to be forward-looking, set goals for the organizations, employees and themselves. He teaches us to be good communicators, to cogitate deeply on implications of spoken and written words. The ability of written and spoken communication is the basic traits of a good manager. Only when a person has clear thinking and clear understanding he can be a good communicator. *Ganesh* teaches adaptability as a way of life.

He finally teaches the managers to observe around, think, assimilate, reflect and act and thus update one's image.

To be good managers, we must emulate the God of wisdom - *Ganesh*.

References :

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