



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT SEMINAR LECTURE

Dr. Jasbir Chawla
President of WAAK



Topic Addressed: Indian Value System-
Jatak Management Strategies

Venue: Ground floor Auditorium, IISWBM

Date: January 28, 2025

Dr. Jasbir Chawla delivered an insightful lecture on Buddhist Management Principles with a focus on the "Indian Value System - Jatak Management Strategies", blending ancient wisdom with modern management concepts.



SEMINAR HIGHLIGHTS:

- Drawing from the Jataka tales, he highlighted the crux of their teachings. These tales provide lessons on “ethical leadership, fairness, and long-term vision”, which can be applied to modern business environments.
- He emphasized the contrast between traditional business ethics, like the Marwari concept of Shubh Laabh (profit without ruthlessness), and the contemporary profit-driven mindset.
- Through case studies, Dr. Chawla explained the significance of creating WIN-WIN situations and avoiding destructive practices, referencing the Satyam scam as an example of greed optimization leading to corporate downfall. As a solution, he advocated for the Samyak Marg, a balanced approach between extremes, to address management challenges.
- Dr. Chawla distinguished between Optimum and Samyak, clarifying that while optimum results can sometimes be harsh, the Samyak approach ensures holistic benefits. The ideal approach is to find a “balanced compromise”, ensuring profitability while keeping all the stakeholders satisfied.
- Additionally, he briefed the audience on statistical principles like Maxwell distribution to underline the importance of balance and harmony in decision-making.
- Dr. Chawla's insights provided a unique perspective on business ethics, stakeholder management, and decision-making based on Buddhist principles. This seminar served as a valuable lesson for future managers, reminding them that profitability and ethical responsibility can coexist when guided by wisdom and fairness.

