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Entrepreneurs & Mahabharata

Mahabharata is the chronicle of Kurukshetra War between the Kauravas and Pandavas. It provides an insightful strategic perspective for business. How Arjuna chooses to continue in the battlefield after being mentored by Krishna is a tale worth inspiration for the new age entrepreneurs.



Arjuna and Duryodhana approached Krishna for support and alliance in the upcoming battle. Krishna was a master strategist and had an army of 10000 soldiers. Duryodhana was the first to reach Krishna's chamber and found him sleeping. Arjuna arrived next. They both waited for Krishna to awake. Arjuna found a place near Krishna's feet while Duryodhana was standing next to Krishna's head. Krishna woke up to find Arjuna comforting Krishna's feet.

Krishna glanced upon both of them. Upon seeing Krishna up, both of them sought his assistance in the upcoming war. Krishna put forward a checkpoint - either he will offer himself or his army and resources. He made it evident that the army would fight but he would not. He will be just there as advisor.

Arjuna was given the chance to choose first as Krishna had first seen him. Arjuna, without any moment of thought choose Krishna over the army. Duryodhana became ecstatic upon hearing this and considered Arjuna to be a fool.

In actual, this decision of Arjuna to have the guidance and insight of Krishna was the dramatic and crucial turning point of Mahabharata war.

It firmly establishes the fact that entrepreneurs need direction over anything to arrive at the desired goal.



Entrepreneurs are action packed die hard warriors. They are full of enthusiasm. It needs to be channelised in a proper direction. And hence, to be successful, entrepreneurs (Arjuna) should have Krishna type of mentor on their side.

During the course of war, Arjuna has his low moments. It was Krishna, his mentor who helped him to bring the confidence and zeal back. Krishna as an advisor helped Arjuna decode if the path ahead is right, good and constantly reminded him of the core goal and objective.



Most of the entrepreneurs in today's age are like Duryodhana. They get blinded and excited by the funding. And in this mindset to get funded or to gain quick money, they ignore and often forget the power of Krishna (mentor).

This pursuit of getting funded that is often mindless leads to a path of cent percent failure. Rather, entrepreneurs should search for a mentor who believes in their goals. There is a need to understand that resources may exhaust, dry up or dwindle based on market dynamics but the support of Krishna (mentor) for the entrepreneur is available anytime and anywhere.



It is often observed that entrepreneurs are not able to differentiate between teaching and mentoring. Dronacharya was Arjuna's teacher but wasn't able to double up as mentor to him.

A teacher helps in acquiring the skill set while a mentor helps in achieving the goals. All mentors are teachers but not all the teachers are mentors. The best possibility would be that entrepreneurs as protege are able to extract

and adapt to Krishna mentoring as well as his resources. So, they must go out and find their Krishna. It is sure that the needed resources will follow.

by Aman Kashyap



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