

Swami Vivekananda's Philosophy and its Entrepreneurial Implications: A Study of Personal and Commitment Competencies in Management Students

Yuvnika Sogani¹, Dr. R. K. Motwani²

¹ Research Scholar, Department of Management, Engineering College, Ajmer

² Associate Professor, Department of Management, Engineering College, Ajmer

Abstract:

In today's fast pacing environment and technological advancements, entrepreneurship has emerged as an important driver of economic growth. However, the high failure rate among young Indian entrepreneurs demands more competencies than just the technical skills. This study advocates that the philosophical teachings of Swami Vivekananda continue to resonate in contemporary society, offering profound insights into personal growth, purpose, and ethical action. The study posits that the philosophies embedded in Vivekananda's teachings can serve as a powerful framework for cultivating these competencies in aspiring entrepreneurs. This study is an attempt to use experimental research design to study the impact of the entrepreneurial implications of philosophies of Swami Vivekananda on the Management students of Rajasthan.

Keywords: Swami Vivekananda, Entrepreneurship, philosophies, management students, competencies

Introduction

The teachings of Swami Vivekananda is a source of motivation to one and all, Generations have been inspired by his ideas written in Complete Works published in IX Volumes. The magnetism of his cyclonic personality and his revolutionary thought has not only attracted people in India but also in world. Through his lectures we can get a scientific explanation for our customs and traditions. Even today, Swami Vivekananda's charismatic personality continues to attract the minds of young people and his birth day is celebrated as the youth day in the nation. His life is like a vast ocean, very little has been told about him through the formal syllabi in schools and colleges. He could be a great source of learning for our young entrepreneurs, although the background is quite different but like any other entrepreneur he started from scratch and managed to establish Ramakrishna Mission.

In order to be a successful entrepreneur, an entrepreneur need to develop Personal and Commitment Competencies. Personal entrepreneurial competencies are important personal qualities that help in building up personal strength and effectively enhance an individual's effectiveness. The Personal Competency can be categorized as under

- Self Efficacy
- Endurance
- Values and Ethics

The first competency under this category is self-efficacy, it is the belief we hold about our own ability to achieve specific goals. India had a rich educational heritage but later britishers gave us an education system in order to enslave us which we are still following. On this swami Vivekananda said “that we had a negative education all along from our boyhood we have only learnt that we are nobody’s. Seldom are we to understand that great men were ever born in our country.” Considering this issue, he gave an idea of true ‘Shraddha’ the faith in ourselves must be awakened only after which all the problems which face our country will be solved.

Endurance

The next under this head is endurance i.e. the capacity to handle physical or mental effort over time. In July 1893, Swami Vivekananda managed to reach Chicago after a lot of difficulties. During his initial days, he faced a lot of harassment from the locals due to his ochre robe. At times he was hit and molested by a mob. Despite facing all these harassments Swamiji managed to reach the World’s Parliament. Lack of endurance, is one of the common reasons for entrepreneur failure.

Values and Ethics

A strong moral code is a key component towards the success of the entrepreneur. Swamiji followed a strong moral code, while establishing Ramakrishna Mission & Ramakrishna Math, he use to receive funds from different sources. In relation to the same Swamiji wrote a letter to Swami Brahmananda, his brother disciple-

Dear Swami Brahmananda,

“I wrote at length in yesterday’s letter. I think it desirable to give you special directions about certain matters...

- (1) To all those who collect money and send it to the Math... the acknowledgment of the amounts will be issued from the Math.
- (2) The acknowledgment must be in duplicate, one for the sender, and one for filing in the Math.
- (3) There must be a big register in which all the names and addresses of the donors will be entered.
- (4) Accounts, accurate to the last pie, must be kept of the accounts that are donated to the Math Fund, and fully accurate accounts should be obtained from Sarada and others to whom money is given... These accounts should afterwards be published.”

Yours affectionately, Vivekananda

Entrepreneurs should also follow the same code of ethics to be successful in long term.

Commitment Competency

Commitment towards the work is one of the strong competencies that an entrepreneur must possess. Another aspect of this competency area is the initiation or proactive orientation,

which calls for the entrepreneurs taking actions before being asked or forced to buy events. (Mc. Clelland, 1987). The Commitment Competency can be categorized as under-

- Resilience
- Agility
- Resourcefulness

Resilience

Often entrepreneurs face uncertainties and a high level of risk. Resilience is the capacity to adapt, recover, and even grow when faced with stress, setback, or prolonged uncertainty. Entrepreneurs who can withstand and grow from adversity often set examples for others to follow. Swami Vivekananda showcased resilience. After reaching Chicago, Swami Vivekananda used to write letters to his disciples in India. In one of the letters written to Perumal, Swamiji mentions about the difficulties he was facing there with no money for his living nor any contacts to help him.

This letter can be traced in The Complete Works of Swami Vivekananda, Volume V, Advaita Ashram 12th edition 2013, page 21-22 which is as follows-

“...The expense I am bound to run into here is awful... The Americans are so rich that they spend money like water and by forced legislation, keep the price of everything so high that no other nation on earth can approach it... All those Rosy ideas we had before starting have melted, and I have now to fight against impossibilities. A hundred times I had a mind to go out of the country and go back to India. But I am determined, and I have a call from above. I see no way, but His eyes see. And I must stick to my guns, life or death... Starvation, cold, hooting on the streets on account of my quaint dress, these are what I have to fight against. But my dear boy, no great things were ever done without great labour.”

The above letter clearly specify one important competency which Swamiji possessed and which should be in every entrepreneur i.e ‘Resilience’.

Agility

Agility refers to the ability of an entrepreneur to respond quickly to an upcoming opportunity and adapt to change. Responding to an emerging opportunity and adopting change is what is expected from an entrepreneur. In entrepreneurship, agility is a key characteristic that allows business leaders to encash opportunities effectively.

During his wandering days, he noticed that despite India being spiritually superior, lacks technology and entrepreneurship to break the barriers and overcome poverty. Swami Vivekananda realised that there was huge potential in entrepreneurship in relation to which he wrote to Swami Saradananda, his fellow disciple, which said. “Tell Ramdayal Babu that a flourishing trade can be set on foot with England and America in Mung Dal, Arhar Dal, etc. Dal soup will have a go if properly introduced. There will be a good demand for these things if they be sent from house to house, in small packets, with directions for cooking on them and a depot started for storing a quantity of them. Similarly, Badis too will have a good market.

We want an enterprising spirit. Nothing is done by leading idle lives. If anyone forms a company and exports Indian goods here and into England, it will be a good trade. But they are a lazy set, enamoured of child marriage and nothing else.”

Whenever Swamiji got an opportunity, he showcased his agility competency and responded to the same. Similarly in this era, entrepreneurs should also follow the same.

Resourcefulness

Entrepreneurs often face problem of limited resources. But successful entrepreneurs are those who manage to find innovative ways to overcome it. This entrepreneurial competency is known as resourcefulness. The same could be seen in Swami Vivekananda. With the limited resources Swamiji tried innovative ways to eradicate poverty in India. To overcome this, he gave an idea that the thousands of unselfish men who travelled to give religious instructions without any remuneration can be trained as teachers. To implicate it he started two center's one at Madras and another in Calcutta but in order to implement this idea on much larger scale he realized that it would require more funds for which he suggested “The snake which bites must take out its own poison”. In order to gather funds from west he started preaching our religion in Europe and America.

Research Methodology

The primary and secondary sources were used to collect the data for the intended research.

Primary data collection method was adopted to collect the data, as it is the most reasonable technique for the examination of the research. The data was collected by questionnaire. Standardized scales (instrument) were adopted for the measurement and fulfilling the objectives of the study. A pre training session was conducted to assess the current level of entrepreneurial competencies among the students. After which study material was shared and training sessions were conducted. A post training questionnaire was filled by the management students evaluating competencies by using the five-point Likert scale.

For this study, the secondary data was also used to develop the Training Module. Data was collected from the following sources: publications of complete works of Swami Vivekananda, books, and journals relevant to the study, published and unpublished research data, and the websites relating to the study.

Sample Unit

The unit of analysis were 157 students of public and private universities from Jaipur. The data from the questionnaire has been analyzed using SPSS & Excel Spreadsheet.

Hypothesis

HO1: There is no impact of the Entrepreneurial philosophies of Swami Vivekanand on Personal Competencies of Management students of Rajasthan.

HO2: There is no impact of the Entrepreneurial philosophies of Swami Vivekanand on Commitment Competencies of Management students of Rajasthan.

HO1: There is no impact of the Entrepreneurial philosophies of Swami Vivekanand on Personal Competencies of Management students of Rajasthan.

Male	P- Value	Null Hypothesis	Female	P- Value	Null Hypothesis
Self-Efficacy	<0.001	Reject	Self-Efficacy	<0.001	Reject
Endurance	<0.001	Reject	Endurance	<0.001	Reject
Values and Ethics	<0.001	Reject	Values and Ethics	<0.001	Reject

Personal Competency (Gender)

The study was conducted to examine the statistical significance of differences in three key elements: Self-Efficacy, Endurance, and Values and Ethics across gender. Independent analyses were conducted and p-values were obtained to test the null hypotheses for each construct. For both the classes of gender, the p-value for all the three elements was found to be <0.001, which is well below the conventional alpha level of 0.05. Therefore, the null hypothesis, which posits no significant difference or effect, is rejected for both groups. This demonstrates that significant differences exist of the teachings of Sami Vivekananda's philosophies on the management students.

Personal Competency (Family Background)

Business Class	P- Value	Null Hypothesis	Service Class	P- Value	Null Hypothesis
Self-Efficacy	<0.001	Reject	Self-Efficacy	<0.001	Reject
Endurance	<0.001	Reject	Endurance	<0.001	Reject
Values and Ethics	<0.001	Reject	Values and Ethics	<0.001	Reject

The above study reveals that there exists statistical significance of differences in three key elements: Self-Efficacy, Endurance, and Values and Ethics between individuals from Business Class and Service Class backgrounds of the student. For both groups, the p-values for all variables were less than 0.001, prompting the rejection of all null hypotheses. This indicates that significant differences exist in the self-perceived capability to achieve goals or handle challenges based on occupational class, it also implies that the occupational may influence how individuals develop or exhibit endurance.

HO2: There is no impact of the Entrepreneurial philosophies of Swami Vivekanand on Commitment Competencies of Management students of Rajasthan.

Male	P- Value	Null Hypothesis	Female	P- Value	Null Hypothesis
------	----------	-----------------	--------	----------	-----------------

Resilience	<0.001	Reject	Resilience	<0.001	Reject
Agility	<0.001	Reject	Agility	<0.001	Reject
Resourcefulness	<0.001	Reject	Resourcefulness	<0.001	Reject

Across the tested groups, the entrepreneurial philosophies of Swami Vivekananda are shown to have a significant positive impact on the development of commitment competencies in management students. Swami Vivekananda's motto "Arise, awake, and stop not till the goal is reached" has encouraged youth to emphasize more on mental strength, courage. His philosophical ideology encourages dynamic thinking, fearlessness, and the ability to accept and adapt to change which help students to remain flexible, embrace innovation. Not only this but resourcefulness was observed among students who have been exposed to his entrepreneurial outlook.

Business Class	P- Value	Null Hypothesis	Service Class	P- Value	Null Hypothesis
Resilience	<0.001	Reject	Resilience	<0.001	Reject
Agility	<0.001	Reject	Agility	<0.001	Reject
Resourcefulness	<0.001	Reject	Resourcefulness	<0.001	Reject

The above study examined the impact of Swami Vivekananda's entrepreneurial philosophies on the Commitment Competencies of management students in Rajasthan, particularly across students from Business Class and Service Class family backgrounds. Despite the differing upbringings, exposure to business environments, and risk appetites between the two groups. Yet, both groups exhibited statistically significant improvements in Resilience, Agility, and Resourcefulness, with P-values < 0.001 in all three areas. This leads to a rejection of the null hypothesis for both socioeconomic classes.

Conclusion

Swami Vivekananda's entrepreneurial philosophies have a statistically significant and meaningful impact on enhancing the personal- Self Efficacy, Endurance, Values and Commitment competencies—Resilience, Agility, and Resourcefulness—of management students in Rajasthan, across gender and socioeconomic backgrounds. The results of the test suggest that in academic institutions should integrate Vivekananda's ideologies into modern entrepreneurial education and management training programs, particularly for youth empowerment and character-building.

References:

1. Agarwal, S.K., & Srivastav, A.K. (2016, January). An analytical study of application of Ramayana in business management. Kaav International Journal of Economics, Commerce & Business Management, 3, 1, 104-116.

2. Arasteh, H., Enayati, T., Zameni, F., & Khademloo, A. (2012). Entrepreneurial personality characteristics of university students: A case study. *Procedia Social and Behavioral Sciences*, 46, pp. 5736 – 5740.
3. Ashtankar, O.M., (2015), Relevance of Buddhism for Business Management. *International Journal of Applied Research* 2015; 1(13), pp. 17-20.
4. Bhattacharyya, B., (2018), Swami Vivekananda: On Institutional Building & Management. National Book Trust, India.
5. Bhawuk D. (2010), Methodology for Building Psychological Models from Scriptures: Contributions of Indian Psychology to Indigenous and Universal Psychologies. *Psychology and Developing Societies* 22: pp. 49–93.
6. Boyles T., (2012), 21st Century Knowledge, Skills, and Abilities and Entrepreneurial Competencies: A Model for Undergraduate Entrepreneurship Education, *Journal of Entrepreneurship Education*, Volume 15, pp. 41-47
7. Carlos Morales, (2013), Entrepreneurial Skills, Significant Differences between Serbian and German Entrepreneurs, *JCC: The Business and Economics Research Journal V* Volume 6, Issue 1, 2013 V pp. 129-141
8. Chandler, G. N. – Jansen, E. (1992): The Founders Self-Assessed Competence and Venture Performance. *Journal of Business Venturing* 13: pp. 295–316
9. Chaudhuri, A., (2016). Swami Vivekananda: The Ultimate Paradox Manager. Advaita Ashrama; First edition.
10. Chaudhuri, A., (2011). Vivekananda: A Born Leader. Advaita Ashrama; 1st edition.
11. Motwani, RK, (2016) Spiritually Empowered Youth for Business Opportunities and Challenges. *Research Journal of Management Sciences*, Vol. 5(1), pp. 5-8.