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ICSI - CENTRE FOR  
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Dear Professional Colleagues,

**Sub: ICSI-CCGRT – AMRUT DHARA –EDITION-24**

We are pleased to inform you ICSI-CCGRT- **AMRUT DHARA**, in which we will provide the regular write up on topics related to Governance and Management from Ancient India and Indian Epic.

In this series ICSI-Centre for Corporate Governance, Research & Training (CCGRT) present a titled on “**Nectar of Governance- 24**” from **Dr. V Sevaka Das, Director, Bhaktivedanta College of Vedic Education, ISKON, Navi Mumbai** for your information.

Previous editions of **Amrut Dhara** “Nectar of Governance” are also available at following link:-<https://www.icsi.edu/ccgrr/Research/AmrutDhara.aspx>

Hope, you will find an enclosed write-up useful & informative. We welcome your feedback/Suggestions on this write-up on [ccgrr@icsi.edu](mailto:ccgrr@icsi.edu).

**With Best Wishes,**

**CS Ashish Garg**  
Chairman  
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## Nectar of Governance

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### Part 24: Strategy for permanent happiness



Every living entity aspires and endeavours for happiness. All our activities are initiated, maintained and concluded to be situated in happiness continuously. There is nothing wrong in their aspiration because by nature we are happy entities. Though all men and women try for happiness, some will end up in permanent happiness, some in

happiness mixed with miseries and some in misery only. Why this happens needs to be understood from scriptural point of view. Once we know the factors that influence the final result of happiness, one can work out strategy for attaining it in one's context. In fact, many things around us teach us a perfect strategy for happiness, but we fail to notice them, thus landing in either happiness mixed with misery or total misery. For animals, the strategy for happiness is provided by Mother Nature, but for human beings, who are endowed with higher consciousness and intelligence, strategy workings remain with them. It means we ourselves are responsible for our happiness or permanent misery. Indeed, we create our own destiny without knowing that we are the actual creators of our fate, not others. Such an understanding results from our constant association with scriptures and people who have knowledge of scriptures through the opening of eye of wisdom.

In Vedic scriptures, we come across a nice story of a five year old boy, who meticulously worked out a strategy for permanent happiness. His name was Dhruva. He was a son of King Uttanāpada. One day, while he was playing, he saw his step brother being pampered nicely while sitting on the lap of his father. Dhruva also attempted to reach his father's lap, but was objected by his step mother. She scolded and chastised the boy for being impudent and trying to sit on his father's lap because he was not qualified for such enjoyment. Actually, Uttanāpada, the king of the entire earth, had two wives namely Sunithi and Suruchi. The king was more attracted towards Suruchi and neglected Sunithi. Dhruva was the son of Sunithi, and thus suffered negligence both from father and step mother. The boy was not aware of these house politics and became so morose. However, his mother advised him to get the mercy of Lord Krishna, who is the actual well-wisher and protector of devotees, to overcome all miseries and be permanently situated in happiness. She gave an idea of permanent happiness rather than temporary happiness.

Bhakta Dhruva immediately left for forest, where he met with a wonderful mentor for achieving permanent happiness. That mentor was Narada Muni, who initially tested the

determination of the boy and then chalked out a perfect program for his disciple. Under his perfect guidance, the boy practiced severe austerities without caring for any kind of comfort. His six months austerity was so powerful and efficient that the Lord Himself appeared before him to offer the entire benediction. Initially Dhruva worked a strategy for obtaining permanent happiness by achieving a place much superior than that of his father or even grandfather, who is none other than Lord Brahma. But, when the Lord himself appeared out of causeless mercy, he refused to ask for any benediction. He was so purified by the auspicious audience of Lord Krishna that everything in the world appeared like a blade of grass. Finally, by the mercy of the Supreme Lord, Bhakta Dhruva achieved a place that was much above anything in the creation. The Lord awarded him a special place called Pole Star, which is indestructible even during the annihilation of the creation. When faced with reverses, Dhruva immediately surrendered to elders who advised him with wonderful strategy for permanent happiness. This is the first lesson we need to learn from this great story. People ignore the importance of experienced, knowledgeable and well-wishing elders, which costs them a lot in life. Instead of seeking help from them, people in general take a path of trial and error, thus landing in more miseries. Let's analyse the approach taken by Dhruva from scriptural point of view.

Bhagavad-Gita, the book of knowledge for all times, in the following three verses gives the perfect strategy for permanent happiness and the reasons for one's miseries.

***yat tad agre viṣam iva pariṇāme 'mṛtopamam  
tat sukhaṁ sāttvikam proktam ātma-buddhi-prasāda-jaṁ***

“That which in the beginning may be just like poison, but at the end is just like nectar and which awakens one to self-realization is said to be happiness in the mode of goodness.” [BG 18.37]

***viṣayendriya-samyogād yat tad agre 'mṛtopamam  
pariṇāme viṣam iva tat sukhaṁ rājasam smṛtam***

“That happiness which is derived from contact of the senses with their objects and which appears like nectar at first, but poison at the end is said to be of the nature of passion.” [BG 18.38]

***yad agre cānubandhe ca sukhaṁ mohanam ātmanaḥ  
nidrālasya-pramādottham tat tāmasam udāhṛtam***

“And that happiness which is blind to self-realization from beginning to end which arises from sleep, laziness and illusion is said to be of nature of ignorance.” [BG 18.39]

Any person who becomes aware of the above information becomes wise forever and works out a strategy only for permanent happiness. Dhruva took the first path, where everything appeared like poison in the beginning, but finally ended with permanent happiness. There are no shortcuts to success or happiness in the world. One has to work hard, think hard, take guidance from elders constantly, tolerate all discomforts and be enthusiastic to reach the desired goal of permanent happiness. Dhruva Maharaja did austerity so sincerely that he even survived only on breathing without food and water

while meditating the Lord. These austerities are like poison, which troubles the body severely, but finally he achieved a permanent place called Pole Star in the space.

People in general adopt the second approach that lands them in misery. The path that they take may be like nectar in the beginning, but results in only miseries finally. Such strategy should not be taken by intelligent people. Butterfly flies colourfully throughout its life after coming out of the shell with hard endeavours. But, if someone helps to reduce the pain of butterfly to come out of the hard shell easily it will never be able to fly with all colours. No person should adopt the process that is filled with miseries from beginning till end. If one is addicted to intoxication, sleeping, procrastination and illusion is actually adopting an approach that is infested with miseries from beginning to end. Hence, for success of any governance process, the leader shall ensure severe austerities for all the subjects. Though the followers may not like the approach of their leader, and consider it as poison, the final nectar like results makes everyone permanently happy. For permanent happiness, everyone should put the body to hard work, refrain from negative thoughts by all means, endeavour to enrich knowledge for sharper intelligence and nourish Spiritual Quotient (SQ), which includes cognizance, concern and care. A person with excellent SQ emerges as future leader to take care of governance process. It is the responsibility of a leader to identify and train his successor to bring permanency to the established system. Any leader who knows the strategy for permanent happiness proves him as a competent leader and will be remembered by one and all permanently. If a leader adapts to shortcuts and tries to make subordinates happy without austerities, will certainly ruin the system sooner or later.

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