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ICSI - CENTRE FOR  
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TRAINING (CCGRT)



Dear Professional Colleagues,

**Sub: ICSI-CCGRT – AMRUT DHARA –EDITION-28**

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- 28**” 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,**

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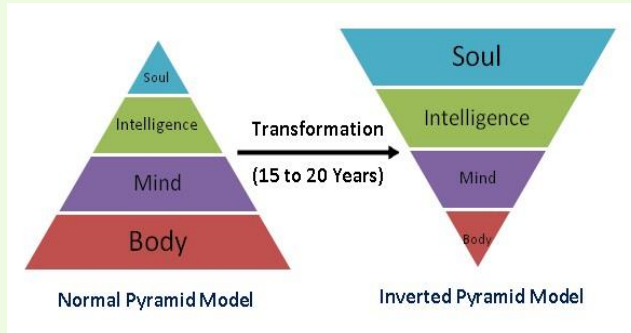


## Nectar of Governance

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### Part 28: Yearly Goal setting – the transformation driver



Desire and goal are two different things. There is a gulf of difference between them. Everybody wants to be happy, healthy, peaceful, and prosperous – are these desires of the people or their goals? Having desires is good or bad? Where do the desires originate from? Can one be free from desires? Is it worth endeavouring to be free from desires? If

desires never end, then what is the best way to deal with them? We get many such questions – to answer them it is necessary to understand Vedic explanation.

Desire is an activity of mind, whereas goal is an activity of intelligence. First, desire for an achievement develops in mind. But, to convert that desire into a goal one has to use his intelligence. The intelligence is required for determining the time frame for the activity, identifying and acquiring the resources, reviewing the progress, etc. When all these are nicely arranged, then the desire gets converted to goal. When the goal is achieved, it results into great enthusiasm in the performer, who endeavours to set further higher goals. If these things are missed out, desire remains just as a desire. This is the difference between desire and goal. Desires may prove good, if one can intelligently turn them into goals, and systematically work to achieve them. Also a desire, if not turned into the goal(s), then it will be always troublesome.

In the corporate world every year individual goal setting activity is done religiously. This activity is done very meticulously, reviewed periodically and evaluated thoroughly to decide the yearly increments. This process is done at all levels without any discrimination. What is the reason? What is the purpose of that activity? In corporate world all goals are linked to only business growth. That is why they are linked only to intelligence. There won't be any goals pertaining to mental status or body. But, these two factors influence a lot the intelligence of the employee. It means action of intelligence depends on body (health and freedom from bad habits) and mind.

The real progress in one's life or in an organization can't be achieved in one day or one year. When we achieve some goals every year we move towards our ultimate goal. This is a transformational process. The "inverted pyramid model" (ref: picture of the model shown) is introduced here to understand and adapt the transformational process for

achieving one's life goal or long term organizational objectives. Setting yearly goals and achieving them is a process that acts as a driver for transforming normal pyramid model to inverted pyramid. This transformation may take around 15 to 20 years, if one is very serious. Otherwise, as usual it takes unlimited lifetimes.

In Bhagavad-Gita (BG 3.42), Lord Sri Krishna told

*indriyāṇi parāṇy āhur indriyebhyaḥ param manaḥ  
manasas tu parā buddhir yo buddheḥ paratas tu saḥ*

“The working senses are superior to dull matter; mind is higher than the senses; intelligence is still higher than the mind; and he [the soul] is even higher than the intelligence.”

Thus we have four platforms with us in total – the body platform, the mental platform, intellectual platform and soul platform. All these contribute towards the final goal achievement. Hence we have to set yearly goals for all these platforms to enable them to play their role. Then we can surely achieve our final goal. However, if one tries to set goals only on intellectual platform, as corporate world does, it will be inadequate for any sustained happiness and peace. On the other hand the goals set only on the mental platform, will also not lead to any sustainable outcome.

In the beginning years goals setting follow a normal pyramid model. It means there will be many goals at body platform, as we are all embodied souls. Number of goals progressively reduces from mind to intelligence to soul. However, every platform shall have some goals every year. But, after a few years, say 4 or 5 years later goals for body platform almost become nil. But, the number of goals now progressively increases from mind to intelligence to soul. In this way the normal pyramid starts getting transformed to inverted pyramid model. When one actually achieves this inverted pyramid model he will be completely situated on soul platform.

Every year if one religiously takes up this process of goal setting, achieving and reviewing them with all seriousness; for individual self, teams, organizations, governance, country, or world; I am sure after few years inverted pyramid model shall get established!

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