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IIM students learn mgmt tips at Patanjali

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Giving management tips to the students of Indian Institute of Management (IIM) during their visit to Patanjali Yog Peeth, Managing Director of Patanjali Food and Herbal Park limited Acharya Bal Krishna, whose name recently figured in Forbes list of the richest Indian, said that success of Patanjali lies in the consumers being considered as members of family and not as markets.

A delegation of 40 students from IIM Rohtak along with three professors visited Patanjali Yog Peeth on Monday to learn the management tips from the head of the Patanjali Group. Acharya Bal Krishna said that Patanjali's management is based on Vedic management. "To succeed, one must have to think differently. To act differently, one must take calculated risk. There is no short cut to success. Hard labour, giving priority to the right work, futuristic thinking and right use of time contribute to success," he said.

Dwelling on the art of the management, he said that a good manager is one who takes all of his workforce together, skilled and less skilled. "Considering a consumer as part of our family and giving them quality products at minimum cost is the fundamental principle that Patanjali follows and this is what has put it in a class by itself. We consider our business as a service to the nation. Among the indigenous companies here, Patanjali is the only one which has touched such dizzy heights in such a small space of time.

Our products are reaching now every Indian kitchen. The people's confidence in our products is the key to Patanjali taking major strides in every venture it takes," said the Acharya.

Rama Shankar Yadav, one of the professors who accompanied the IIM Rohtak students, said that the students have been gifted with some gems of management during their two-day visit here which cannot be found in the management books. Visibly moved, many of the students expressed their desire to work for Patanjali group after they complete their studies.

