

# **Vedic Industry**

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## **Utilizing the Infinite Creative Potential of Natural Law for Maximum Creativity and Productivity without Hard Work**

Maharishi's programme for industry achieves the spiritual and material goals of life through one grand invincible approach of the infinite organizing power of Natural Law—which develops higher states of consciousness leading to enlightenment, and at the same time brings success and fortune to all fields of daily life.

Maharishi's Vedic Approach to Industry provides favourable, evolutionary conditions in all fields of industry—which means a problem-free, pollution-free, life-supporting quality of industry that provides all comforts and amenities for daily life without any hazardous, or life-damaging element.

Companies throughout the world have adopted the Maharishi Corporate Development Programme and improved the health, creativity, and well-being of their employees, and the fortune of their companies.

*'The principles and programmes of Vedic Industry will be nourishing to every employer and employee, and therefore every employer and employee, in his own favour, should uphold the life-supporting theme of Vedic Industry for Vedic Life.'*

**—Maharishi**

*Ideal India—Lighthouse of Peace on Earth* (536-page publication)

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## Maharishi's Vedic Approach to Industry

‘The contribution of Maharishi’s Vedic Approach to Industry is unlimited, because it enlivens the infinite creativity and organizing power of Natural Law, which forms the basis of all prosperity and progress.

‘For industry to be successful and fulfilling it has to be scientific—it has to be systematic in every way, so that it is always evolutionary; and if it has to be scientific, it has to be Vedic—based on total knowledge of Natural Law.

‘Realization of the Vedic quality in any industry will be through Vedic Consciousness gained through Vedic Education, Vedic Health Care, and Vedic Administration. This is applicable to all those involved in industry—the owner, the management, the labour, the raw material, the sales process, the market fluctuations, the banking systems, the profits, and the fulfilment—the goal of industry enjoyed by all concerned, on every level of industry.

‘Maharishi’s programme for industry maintains the connectedness of individual life with Cosmic Life—*Aṇoraṇīyān* with *Mahato-Mahīyān*—and through this, upholding the “specific” identity of everything in one unified WHOLENESS—the UNIVERSE—which is diversified on the surface and unified at the common basis of everything—the self-referral field of intelligence.

‘This connectedness of individual life with the Cosmic Reality is a very special feature of Vedic Industry, where everyone enjoys Vedic Consciousness, which naturally maintains the connectedness between individual life and Cosmic Life, fulfilling the purpose of evolution and enabling everyone to live the total creative intelligence of Natural Law.

‘In this way, Vedic Industry will not only offer to society the material produce of industry, but at the same time will fulfil the spiritual purpose of evolution through any action—including activity in the fields of industry, commerce, trade, etc.—by spontaneously maintaining the daily life of everyone on the level of enlightenment. Such a balanced and purposeful character in every industry is vital.

### The Vedic Principle of Action

‘Vedic Industry means all activity based on the Vedic Principle of Action, which is

योगस्थः कुरु कर्माणि

*Yogasthaḥ kuru karmāṇi*

*(Bhagavad-Gītā, 2.48)*

‘*Established in the Self, perform action*’—perform action with a peaceful mind (not an agitated, stressed mind)—perform action with a settled state of mind, because an

unsettled state of mind will promote unsettled, stressful thoughts, and thinking will not be creative and will not be useful for the fulfilment of thought.

‘When all those engaged in management and labour practise Transcendental Meditation, all their activity will be supported by Natural Law; it will be Vedic.

‘Another very important value of Vedic Industry is that when the individuality of both employer and employee is Vedic (pertaining to knowledge, pure knowledge, which has infinite organizing power), then the Cosmic quality will uphold the awareness of both.

‘Activity of ROUTINE WORK for anyone is generally cramping to creativity, and disallows the full blossoming of the creativity of the individual. Through Vedic Industry, the Cosmic quality will be lively in the individual’s awareness, and routine work will never be stressful—routinely it will be expressive of Cosmic Creativity.

‘Through Vedic Industry, working hours will be reduced from eight hours to seven hours. The creativity of the people will be maximized through one hour of meditation (thirty minutes twice daily). This will increase productivity and profit for the company, and will naturally bring more dividends to the employees.

‘All the dissatisfaction that prevails in industry can never be resolved through economic considerations only. The principles and programmes of Maharishi’s Vedic Approach to Industry are nourishing to every employer and employee. They provide favourable, evolutionary conditions in all fields of industry—which means a problem-free, pollution-free, life-supporting quality of industry that provides all comforts and amenities for daily life without any hazardous or life-damaging element.

‘The supreme achievement of Maharishi Vedic Industry in the field of industry is the transformation of the field of the means of bondage (action) into the means of liberation—freedom in higher states of consciousness.

‘The connectedness of individual life with Cosmic Life is an immeasurable boon for the field of industry, the significance of which cannot be fully expressed in words. This is the gift of Maharishi’s Vedic Approach to Industry that is offered to every industry.’

—**Maharishi**

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