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SOUL MATTERS

Message of Gita

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To understand, analyse, interpret and adopt spirituality – the spirit to know actuality as the science of soul, we need to know Kurukshetra as a place to be the first ever university on the planet because the universal truth and philosophy of life was given by Lord Krishna in person in the form of Bhagavad Gita. As soul is immortal, the death rate is zero which justifies

life to be lived without fear and panic of death, which is inevitable if we treat ourselves as a physical body and death rate is 100 per cent. I believe that the river Sarasvati has dried because the totality of knowledge was complete and given with nothing more to come but the spiritual river is now flowing so may be the Sarasvati river flows again in order to quench the thirst for proper knowledge which is required urgently today for the entire knowledge economy of the world.

The slogan of Kurukshetra University - *Yogestha Kuru Karmani* from Bhagavad Gita, appeals us to perform our duties with even minded attention without attachments of no thrust and hunger. Bhagavad Gita is a treatise of universal significance on management and welfare economics, which is free from the ideological orthodoxy of a particular religion, an ideal blend of modern science and ethics and most relevant for the entire society of consumers, producers, distributors and traders in the modern world. Bhagavad Gita is as good as Vedas, a song divine, the science of Brahma and the scripture of yoga, the science of relationship at Dharmakshetra-Kurukshetra.

Bhagavad Gita consists of 18 chapters with 700 *shlokas*. Lord Krishna spoke 574 *shlokas* to deliver the sermon to Arjuna who spoke only 84 *shlokas*. The commentator of the Gita, Sanjaya spoke 41 *shlokas*. There is only one *shloka* by Dhrstarastra. It is a mass communication of the highest order better than today. To reach out to the modern society with the relevance of Bhagavad Gita, we need to emphasise that for every ill in the global economy there are Vedic pills and Bhagavad Gita is the panacea. I believe that the rate of progress in spiritualism is faster than the rate of progress in materialism. Therefore, there is a need of accepting spiritually guided materialism (SGM) strategy making a case for 'needonomics' and not 'greedonomics' as a solution to various problems in the present times of global economic crisis. SGM as 'needonomics' is a joyous process for living a life that brings prosperity, peace and progress for all. Let us understand, analyse, interpret and adopt SGM strategy as a way of life.

