

COSMIC PURPOSE

What is cosmic purpose?

From where does this cosmic purpose take birth?

Why is it called the fuel for sustainability?

For metamorphosis to start, cosmic purpose is the starting point without which the journey does not begin. By connecting a Vedantic understanding of the human existence, we'll culminate into why cosmic purpose is important. If we do not reach to a state of cosmic purpose then we will not be able to continue our life in a well-balanced way. It is the logical step of our life, from a student's life to the householder and finally Sanyas. In this evolution, we move from one step to another otherwise our mind is full of anxiety and depression. Depression in this world is not because something has gone wrong with us or our surrounding. The root cause of depression is because we haven't elevated ourselves when we are supposed to move upwards. Because of this gap, we fall into depression. As a result, we take medicine to slow the functioning of mind. But happiness is only achieved when we go to a higher state.

To understand why we need purpose, we have to know what humans do and why. From the time of we are born, we are programmed to seek happiness. The first route to seek happiness is in getting things like toys or mother's love or the favourite food. This is called PLEASURE SEEKING. It is programmed in a child till death. It generally provides pleasure to our sense organs. Sense organ pleasure is the first stage of life. This is called KAMA.

Then you move up from simple sense of pleasure seeking to some engaging activity like studying, playing chess or solving puzzles. If these activities are introduced quite early in a child's life then the habit of seeking external pleasures for sense organs will start toning down and the individual will experience higher level of happiness, not just pleasure. It grows one level up to seeking knowledge that is more engrossing than momentary pleasure.

For example, earning money is an engaging activity. If we are actually getting from the activities then it becomes more engrossing than pleasure seeking. But that does not mean we stop seeking pleasure. It remains but becomes a small part of life. The larger part of life gets busy in engrossing activities which provides us happiness and stability. Engaging activities gives higher level of meaning to life which is called ARTHA, the second stage. It is an important stage to let a child get engaged in absorbing activities in early stage of life. So this second stage is ENGAGEMENT SEEKING.

But the more we stay in this stage, it will stop giving happiness. That is why money at some point stops providing happiness. As a part of human program, we are bound to go to the third level and if we resist the process, we will be unhappy and depression will prevail. A sportsman, for instance, at a young age earns a lot of money but sometimes suffers from depression and thus downfall follows. Very few people pass from second to third stage but those who do becomes peaceful and blissful. This third stage is activities that are for making difference in humankind by making the world a better place. This is the transformation from ENGAGEMENT SEEKING to MEANING SEEKING. The third stage is called DHARMA. Fulfilment comes when we devote ourselves to the happiness of others, not just our own. A purpose has to take birth because of which we will search for better engagement. This is why many entrepreneurs look for more opportunities because their existing opportunities have stopped being engaging. So they need to seek more opportunities. So it is important to move from stage 1 to stage 2 to stage 3. As a raw fruit in stage one automatically ripens in stage 2, similarly if it does not move to stage 3, it over ripens and thus gets rotten in that stage.

KUNG FU PANDA

In the beginning of the movie, KUNG FU PANDA, Po is a clumsy panda who only seeks pleasure. Eventually Grand Master Oogway recognised him as a Dragon Warrior. With proper training, he becomes engaged in Kung Fu. So pleasure to engagement happens when he successfully learns the art. After his training is complete, Po is given the Dragon Scroll, which he discovers to be blank. However, Po realizes that the key to limitless power lies within himself, allowing him to defeat Tai Lung and restore peace to the valley. Thus by helping others and defeating the evil, he attained Dharma. In the sequel, Kung Fu Panda 2, he searches for inner peace and in the third movie, he goes to the spiritual world.



The most important thing in these 3 stages is attention. The quality of life depends on the attention and concentration on any activity. Happiness is determined on how much attention is given to a particular activity. It holds our life together. If we are concentrating on stupid things, sadness or anxiety will follow. Proper attention to appropriate activities makes life better. Mind will calm down and transform. Thinking that everyone is having fun without us means that we are in stage one because we are still seeking pleasure. If we are competitive that somebody is doing better than us, it is stage 2 because you want to get engaged in activities. In stage 3, perspectives change. We tend to think how as one community we can change the world. We think of collaboration and togetherness instead of competition.

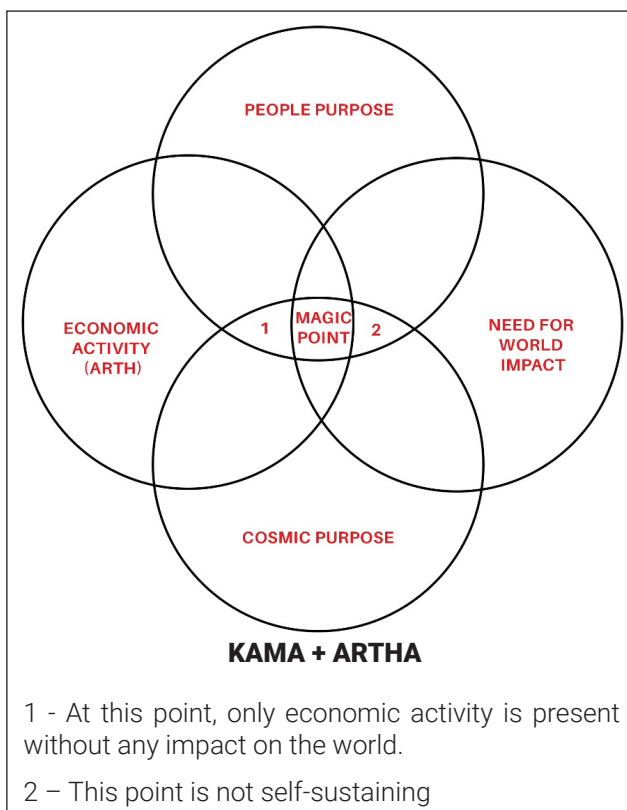
Transformation happens at the Magic Point by combining Cosmic Purpose, Economic Activity, World Impact and People Purpose. A purpose is discovered which is self-sustaining and thus sustainable organization is formed.

Cosmic Purpose must have connection with the impact of the world. For instance, an eye surgeon wants to remove blindness from the world. So he combines his skill with the need of the world and by doing this successfully, he is also ensuring his hospital is earning money. Since his purpose is serving both economic and world impact, his organization becomes sustainable.

In some cases, we do not elevate from engagement to meaning. This happens because of a feeling of missing opportunities. This feeling that we will miss an opportunity is the reason why we don't take a meaningful pause in our life to evaluate the better opportunity. We chase opportunity in panic but don't elevate it to meaningful purpose because purpose elevation means being able to identify what we'll be doing economically to make this world rise to excellence.

So here is a Filter Test to identify a purposeful opportunity. Ask the following questions:

1. Is this opportunity available to us?
2. Do we have time, money, resources, and capability to do this?
3. Is the desire to take part in this opportunity driven by realistic expectation of what the outcome will be or is it just our imagination?
4. Why are we chasing a particular opportunity? Is it because everyone is chasing it or we actually want to?



The typical problem of any entrepreneur who is high with earning money is their self-doubt of are they doing well enough. Belief comes when one takes a leap. Blind faith without doubt does not give much conviction to follow any path. When we use doubt as a tool to resolve our internal conflicts, belief takes birth. Finding the right opportunity to elevate from engagement to meaning with a group of people working together for a shared purpose and also generating economic benefit for all makes an organization achieve the Magic Point. The organizations which follow these steps become sustainable.

NIVRITI LEADS US TO MOKSHA

After KAMA (happiness of sense organs), ARTHA (happiness of engagement) and DHARMA (happiness to make this world a better place and find purpose of life). There is another stage called NIVRITI where we start to see life as an opportunity to be permanently happy. This stage is also called Moksha.

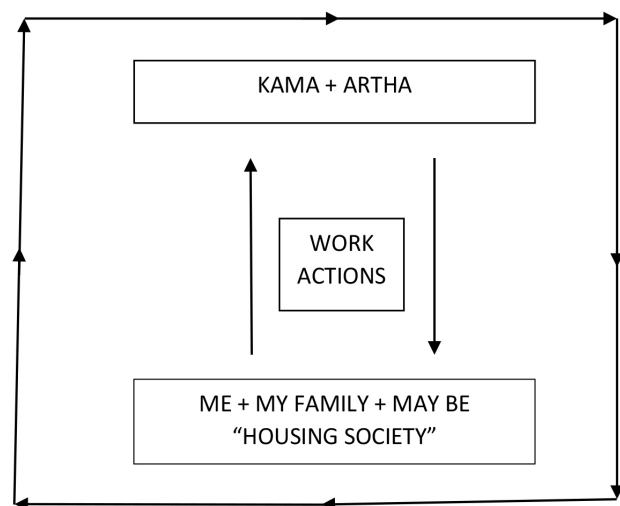
Why an entrepreneur needs the third level of happiness (Dharma) in his life?

If we stay at the second level of engaging happiness, after a certain point of time, it will not be engaging or will be able to provide happiness. In other words, if the skill that we possess exceeds the challenges that the work offers, we would get bore. When an engaging activity in a business is giving us happiness instead of making it sustainable, we tend to find new challenges and when we get bored of it, we again try to find new engaging activities, thus repeating the process again and again. So without making a purposeful business, we get stuck in a loop. In this loop, we are engaged in one or more activities, as a result we get happiness out of them but are not moving up at all. This is because we are still not able to find purpose or we have found the purpose but not working on it. There is no connection of world impact to this newly-found purpose.

We can't reach the third stage of purpose (Dharma) because we are stuck in this Engagement loop. Majority of our life is wasted by running behind purpose.

KAMA-ARTHA CHAKRAVYUH

The diagram depicts the cruel cycle of Kama-Artha Chakravayuh (or Engagement loop). Work actions are done by engaging in activities/



opportunities to take care of ourselves and our families. Momentarily these engaging activities give us happiness. After sometimes, we lose interest in these activities and we feel like we haven't spent much time with our families so we return to them. Again when the money exhausts, we are bound to search for new engaging activities. Thus the loop continues. In Kama-Artha Chakravayuh, we only get engaged when there is a desire for money or engagement. When we have them, we don't work and waste our potential.

This cycle continues till an external factor takes us out of this loop. Failure or frustrations can drive us out of this cycle, or finding purpose makes us move out of this Chakravayuh. Sometimes boredom also becomes the external factor. The moment we get a pinch from outside, we become a seeker of higher level. But there also comes problems in seeking purpose. It's the outside factor of emergency or crisis which pushes us to start looking for answers.

**LIVING BEINGS are just there to EXIST or to BE
HUMANS are also supposed to BE but they
make sure they HAVE everything**

We come in this world with nothing and go away with nothing but in between we want to have everything. This potential of humans to HAVE everything makes them different from animals. It's not about showing what we can do, it's about knowing what we can do but still we don't do it. We have the habit of showing off what we can do. This showing off or display becomes important in Kama-Artha loop. True purposeful living starts once we get out of the loop.

A man went to his Guru and complained that he was upset with the world because he felt that the whole world was after him and he couldn't get out of this because they seemed to bind him. Guru listened to him and suggested to take a walk with him. While they were walking, they talked about Vedas and other things and the man completely forgot about his problem. Then the Guru said he was hungry and asked him to bring apple from a tree. The man got excited to serve his Guru. He ran and climbed up a tree with great difficulty and got 3/4 apples. By the time he returned, the Guru was nowhere to be found. He started searching for him when he heard the Guru shouting for help. He ran there and found that Guru was clinging to a tree and shouting for help.

The man: Why are you shouting?

The Guru: The tree is holding me and disturbing me.

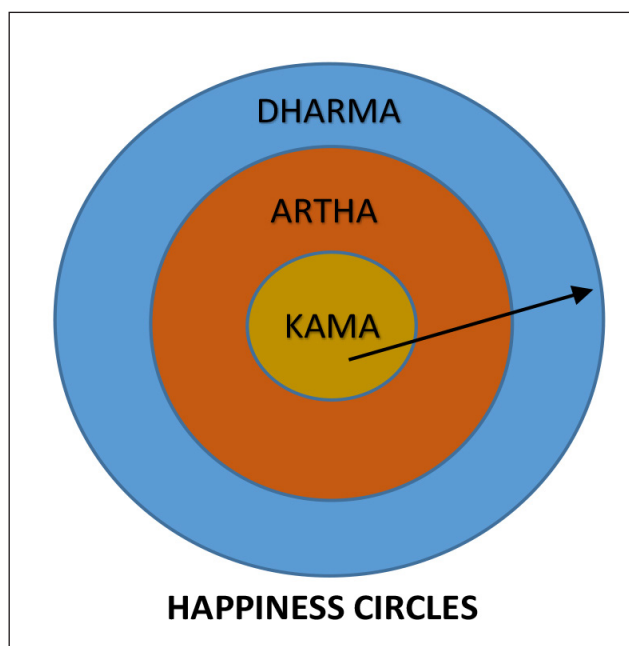
The man: You are holding it, not the tree. Leave it.

The Guru smiled and explained that similar to this instance, the society was not holding him back. Engagement and desire do not hold anyone back instead we keep holding them.

out of this. Once we are successful in doing so our mind will find peace and DHARMA will be formed. This is a journey of self-discovery of finding the answers ourselves to come out of this loop and finding inner peace. We have to realise that mind is chaotic not because of the world but mind is chaotic which is the reason the world exists. So to keep the mind calm, discovery of purpose plays a vital role. When inner peace enters, energy is transformed and LOVE, SERVE and GIVE penetrates the spirit and journey of purpose starts.

LOOK FOR THE PURPOSE

In Dharma, we tend to make the world a better place and make sure that the world is growing mutually with us. So the activity that we are doing can be same but the level from which we are acting changes.



As time passes in our lives, there is a need to operate from Dharma. If we don't, then we'll remain unsatisfied. As we go outward from Kama to Dharma, the happiness quotient goes up. That's why many adults who operate from Kama and Artha get bored very fast.

Actually there is no inner peace in Kama and Artha, so in order to find answers, we tend to move from Kama to Dharma. We get stuck in this vicious circle of Desires or we are blinded by Pride or Self-Love.

Desires lead to Kama

Pride leads to Smaya

Self-Love leads to Narcissism

Because of Kama and Artha, we get successful and now since we can't leave them, they are becoming the reason of our failure.

How do we leave them? Until and unless we find inner peace, we cannot move to Dharma. So the only barrier to our journey from Artha to Dharma is lack of inner peace. World outside is just a manifestation of our mind. If our mind is peaceful, our world will be peaceful. Till the time our mind doesn't give us the state of inner peace, the world around us will not be in peace.

Pride can never let inner peace to exist. $SWA + ARTHA = SWARTH$. We cannot go to Dharma with Swarth, thinking only about ourselves. The only thing that creates inner peace is ACT OF FORGIVING - unconditional forgiveness. There should be no ego in any relationships.

In Kung Fu Panda 2, Panda realises that wounds heal and scars fade away. We have to let go of the stuff from the past because past does not matter. The only thing that matters is what we choose to be now. As the cannon balls of life hit us on our outer body, it should not matter to us because if there is love/peace/calmness inside, it will reflect outside as well. This level has to be crossed in order to find purpose of life.



Our Karma does not change. Aadhaar (or foundation) of Karma shifts from Kama, Artha to Dharma. When the aadhaar changes, our life and outlook change.

Life of an individual and life of an organisation have the same stages. A business, similar to a person's life, goes through ups and downs, searches for happiness, receives pleasures and sometimes gets stuck in engagement loop. Without a proper purpose, any organisation is lost. So to make a sustainable business, purpose to make the world a better place must be identified along with economic and human resource activities.

Leena Nayar, the Human Resources Director of Unilever defines how purpose is the key ingredient of Hindustan Unilever's massive success.

“ Purpose is at the core value of what Unilever has always done. If you look at our history, Lord Lever has never said that ‘I’m making soap because I want to make more money’. It was always about ‘How do I make the communities around us happy, prosperous, healthy?’ It was saying, ‘How do we make the environment around us a great place? How do we make the world around us a great place?’ So to me, purpose is the very essence of Unilever and being a purposeful business is very important part of being at Unilever. When I read that 67% of the CEOs feel that machines and technology is more important than humans, it amazes me, frustrates me. How can you even think like that? Technology has to be about amplifying and augmenting human potential. It is human beings whose ideas, creativity, talent, energy that make a difference to any institution, to any organisation. To me, business is about people. People are the only sustainable competitive edge that a business has because everything else can be matched. Being human is absolutely necessary to succeed in the next few decades in this increasingly unpredictable volatile world. When you know your purpose and you know why you get out of bed, why you do what you do, it gives you the energy, discretionary effort to have an even bigger impact.

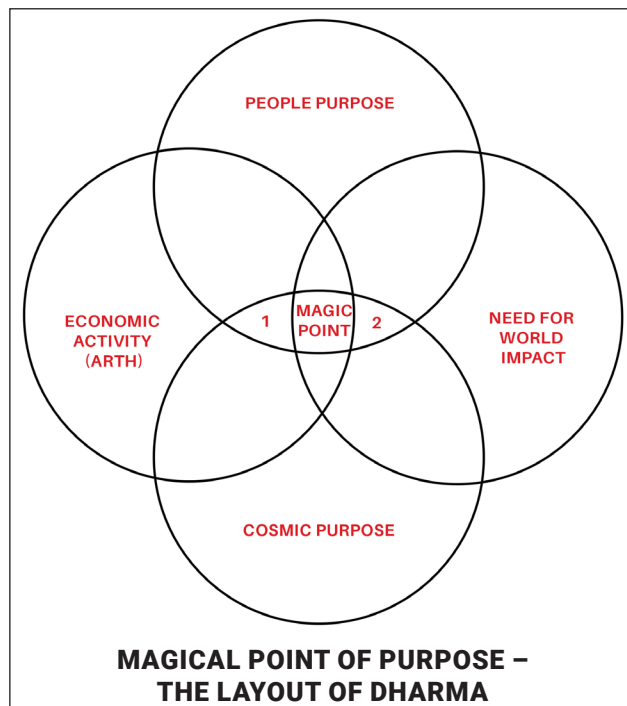


Companies [Organisations] with purpose last. Brands with purpose grow. People with purpose thrive.

To me, purpose gives you the anchor to be strong, to know what you need to do. Even if the world around you is uncertain, [it] gives you a reason for why you're doing what you're doing and when you do that, you thrive in this uncertain world. You can feel like you can embrace the changes that are coming at you. The fourth Industrial Revolution has been scary for people because it's all about a lot of technologies coming in and it's all going to take away jobs and there is nothing left for us to do. I think what we should remember, we should remember is that there is unprecedented change. We have to understand that there are people and the way they behave and the way they think is what's going to help us be ahead of the curve and handle and embrace these unprecedented changes to leverage these changes for the business and for ourselves. It means that we have to recognise the importance of people and everything they bring to the workplace even more centrally that we've ever done before. And this is the time when everyone needs to lead. We have to lead as entrepreneurs, we have to think as this is our business. We have to make choices that any entrepreneur would do. We have to think with limited resources but big ideas and create a business that's ready for the 21st century.”

What happens when our business starts operating from Dharma?

The answer is simple – the narrative of the business changes. Our outside narrative with the world cannot transform if our inner narrative with our own self has not changed. Similarly, Hindustan Unilever – this organisation has changed both their inner and outer narratives over a period of time which is reflected in their communication with the world.



If we take away any one circle, the magic is still there but it will become individual magic. When people join in our purpose, then the second part of metamorphosis starts and that's where the first sangam takes place. When the narrative inside changes, we can feel it. When the outside narrative changes, consumers, partners, distributors connect with us. The world connects with us and that's where the magic starts happening because now it's not about just us but about us and them together trying to make this world a better place.

How does the narrative of an organisation changes?

Sales Department

- In a non-purposeful organisation, a profit narrative is – Salesman is here to close a deal. He has quota to fulfill.
- In an organisation with purpose, the purpose narrative is – Salesman is here

to add value. Customer impact is the endgame.

We shift from quota to customer impact.

Marketing Department

- Profit narrative is – We need to get attention of our potential customers
- Purpose narrative is – We want to show how customers' lives will be different in a better way after being engaged with us.

Product is incidental. Purpose is decisive.

With purpose, product/solution/benefit is just one of the elements but the difference in our lives is a bigger element. E.g., if someone buys a Tesla car, the functional benefit is it's a



great car, emotional benefit will be the status symbol that it carries but the actual benefit will be the value that it adds to the whole ecosystem/environment.

Customer Service

- Profit narrative is – We help customers solve their problems
- Purpose narrative is – We ensure Believers are successful

In service, we are only solving problems, in success, we are participating in the problems as well as in the problem solving procedures which lead to success.

Product

- Profit narrative is – We build products that have market potential
- Purpose narrative is – We build "solutions" that help customers to ease their engagement in the category of product that we make

Operations

- Profit narrative is – We operate to help our business function smoothly

The aim is to make the operations of our organisation efficient. In other words, if any issue/problem occurs, we make our employees efficient enough to resolve them.

- ii. Purpose narrative is – We operate to improve the lives of customers by making the customers themselves efficient. This will create a “Frictionless Experience”.

We are including the customers within the organisation. If any issue/problem occurs, customers are made efficient to solve the problem themselves. E.g., when a customer is not happy with a product purchased from Amazon, he/she



goes to the website and raise a return/refund request and gets the desirable result.

When we go from Kama to Artha to Dharma, we may do the same work but the narrative of the work changes. If there is lack of purpose, the team keeps floundering and they simply follow the market trends or try to create trends. But when there is clarity of purpose, product developers focus on customer impact. They follow the mindset of the customers and help to ease up their lives. Greatest inventions happen when inventors think of improving someone's life and not just about making money.

SAVLON – Healthy Hands – Swasth India Initiative

Savlon has introduced soaps infused in chalk sticks. They work as normal chalks but when they come in contact with water, they melt and become soaps. The aim here is to make sure that all the children properly wash their hands not only with water but with soaps as well before having their meal.



In order to have a sustainable business,

1. **the organisation must clearly craft its PURPOSE statement**, so that it has something positive for each and everyone including the customers. E.g., the purpose statement of Unilever is to make sustainable living a common place. It connects the customers' desire to achieve the same goal of sustainable living.
2. **it must practice what it preaches**. E.g., Body Shop preaches to “Enrich, not Exploit”. The organisation is taking multiple steps to reduce the environmental footprints to enrich the world and not to exploit it.



3. **it must attract and retain the TOP Talent** which comprises of the passionate employees and customers.

When Profit + People + Planet come together, sustainable organisation is established. E.g., Surf Excel believes that dirt and experiences are gateway to unleash human potential. Mothers push their children to learn life skills from experience while Surf Excel takes care of the tough stains that they get from their experiences. Our innovations should motivate others to carry our purpose move forward. The greatest aspect of a brand is to bring the feeling of oneness. The message itself adds value to our lives.

