



**SCHOOL OF MANAGEMENT**



# ***CHANAKYA NEETI***

**- B.K.CHATURVEDI**



Om

# Chanakya Neeti

with  
Chanakya Sutra

The mean aspire only for wealth,  
the mediocre yearn for wealth and honour both, while  
the noble care only for honour.  
The real treasure of great men is only honour.

\*\*\*

Despite having a well-endowed physique,  
beauty, charm, and belonging to a high and  
big family, if a man is uneducated or ignorant,  
he looks as useless and unimpressive  
as the kinshuk (palaash) flowers,  
having only colour but no fragrance.

\*\*\*

An educated man—a scholar gets accolades from all  
and earns reputation in the society.  
Since education helps one get everything one desires,  
it is respected everywhere.

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Self-Help



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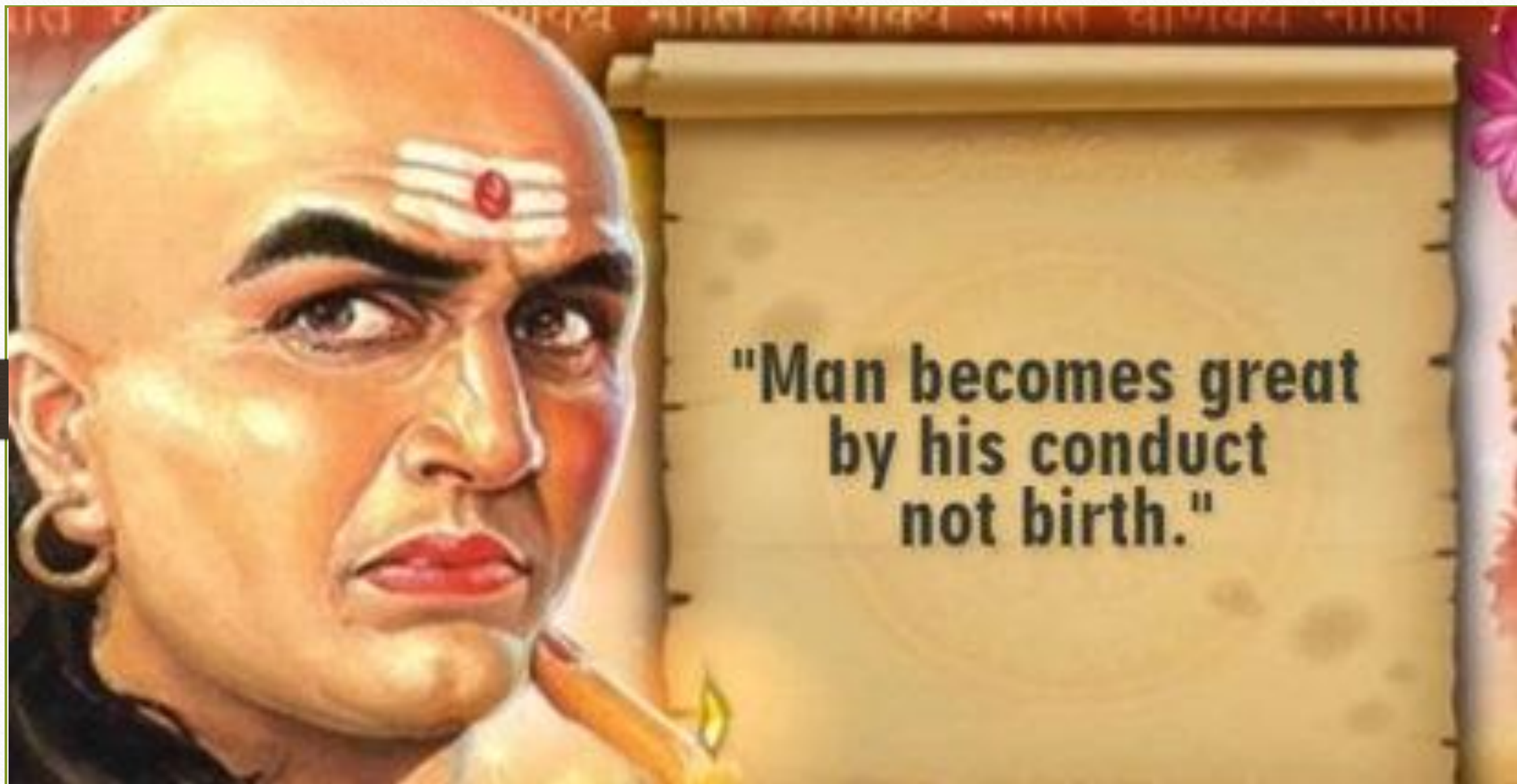
- Chaturvedi Badrinath was an Indian Administrative Service officer and author.
- Born: manipuri, uttarpradesh in 1933
- Died: 17<sup>th</sup> February 2010
- Books: Gods And Goddess Of India(1990)  
Finding Jesus In Dharma(2000)  
Chanakya Neeti(2002)  
The Mahabharat (2006) etc.





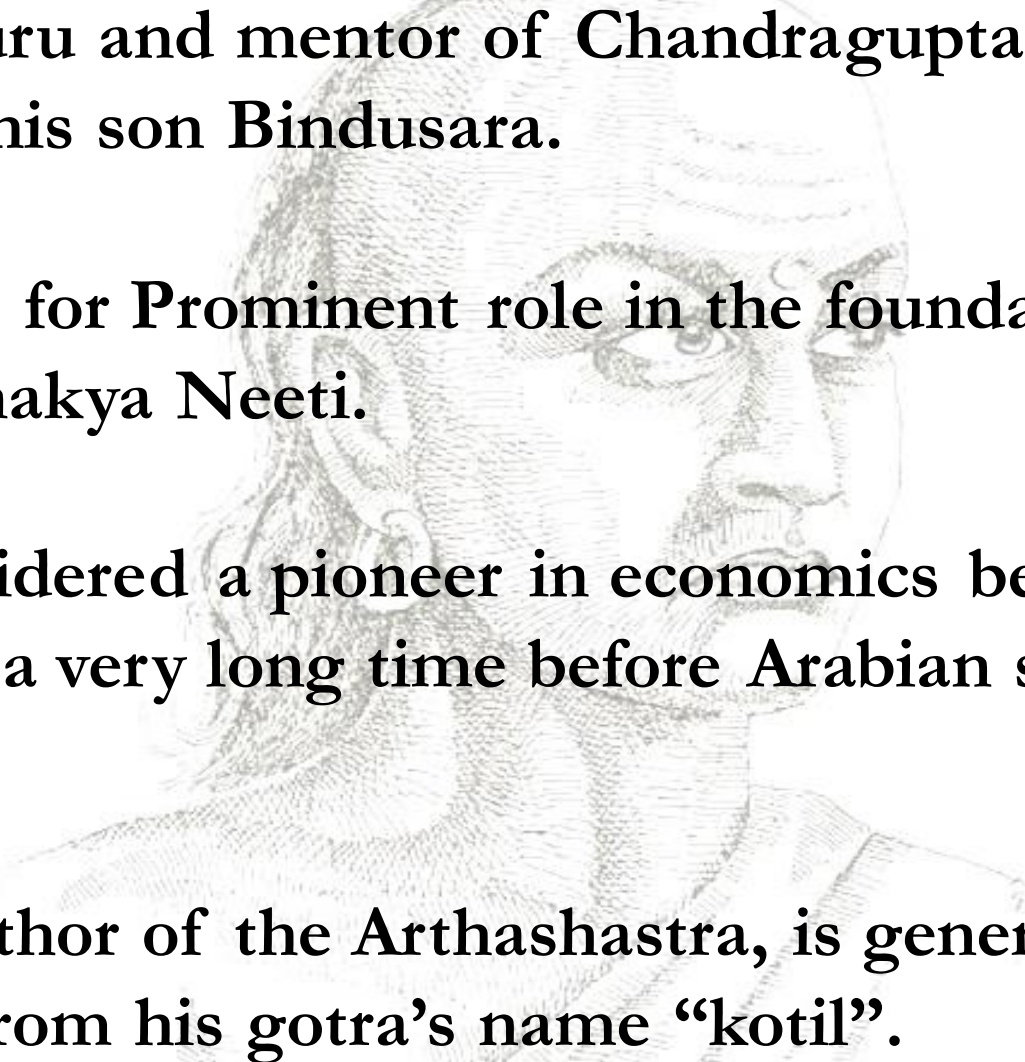
## **ABOUT CHANAKYA:**

- Chanakya also known as Kautilya or Vishnu Gupta.
- Chanakya was born in 375 BCE at Chanaka village in Golla region and died in 283 BCE at Pataliputra, Maurya Empire.
- Chanakya's father name was Rishi Canak.
- Chanakya Served as Teacher, philosopher, Economist, Jurist, Advisor of Chandragupta maurya.



**"Man becomes great  
by his conduct  
not birth."**



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- Chanakya was guru and mentor of Chandragupta Maurya and administrator of his son Bindusara.
  - Chanakya Known for Prominent role in the foundation of the maurya Empire and Chanakya Neeti.
  - Chanakya is considered a pioneer in economics because he wrote about economics a very long time before Arabian scientist Ibn khaldun.
  - Chanakya was author of the Arthashastra, is generally referred to as kautilya derived from his gotra's name "kotil".



# ABOUT THE BOOK :

- Chanakya Neeti Book contains 17 Chapters and each chapter have more than 15 quotes about life, friendship, duty, nature, wife, children, money, bussiness and all other things which are an important part of human life.
- Original language of the book is Sanskrit but it published in many languages like Hindi, English, Telugu etc.
- All 17 chapter and their quotes are shown in the form of slogan in original book. So, translation of some inspirational slogans described Below:



आपदर्थे धनं रक्षेद्दारान् रक्षेद्धनैरपि ।  
आत्मानं सततं रक्षेद्दारैरपि धनैरपि ॥ ०१-०६

- One should save his money against hard times, save his wife at the sacrifice of his riches, but invariably one should save his soul even at the sacrifice of his wife and riches.





यो ध्रुवाणि परित्यज्य अध्रुवं परिषेवते ।  
ध्रुवाणि तस्य नश्यन्ति चाध्रुवं नष्टमेव हि॥ ०१-१३

- He who gives up what is imperishable for that which is perishable, loses that which is imperishable; and doubtlessly loses that which is perishable also



परोक्षे कार्यहन्तारं प्रत्यक्षे प्रियवादिनम् ।  
वर्जयेत्तादृशं मित्रं विषकुम्भं पयोमुखम् ॥ ०२-०५

- **Avoid him who talks sweetly before you but tries to ruin you behind your back, for he is like a pitcher of poison with milk on top.**





श्लोकेन वा तदर्धेन तदर्धार्धाक्षरेण वा।  
अबन्ध्यं दिवसं कुर्याद्दानाध्ययनकर्मभिः॥०२-१३

- Let not a single day pass without your learning a verse, half a verse, or a fourth of it, or even one letter of it; nor without attending to charity, study and other pious activity



प्रलये भिन्नमर्यादा भवन्ति किल सागराः ।  
सागरा भेदमिच्छन्ति प्रलयेऽपि न साधवः ॥ ०३-०६

- At the time of the pralaya (universal destruction) the oceans are to exceed their limits and seek to change, but a saintly man never changes.





कोकिलानां स्वरो रूपं स्त्रीणां रूपं पतिव्रतम् ।  
विद्या रूपं कुरूपाणां क्षमा रूपं तपस्विनाम् ॥

०३-०९

- The beauty of a cuckoo is in its notes, that of a woman in her unalloyed devotion to her husband, that of an ugly person in his scholarship, and that of an ascetic in his forgiveness



अनभ्यासे विषं शास्त्रमजीर्णं भोजनं विषम् ।  
दरिद्रस्य विषं गोष्ठी वृद्धस्य तरुणी विषम् ॥ ०४-१५

- Scriptural lessons not put into practice are poison; a meal is poison to him who suffers from indigestion; a social gathering is poison to a poverty stricken person; and a young wife is poison to an aged man.





अध्वा जरा देहवतां पर्वतानां जलं जरा ।  
अमैथुनं जरा स्त्रीणां वस्त्राणामातप जरा ॥०४-१७

- Constant travel brings old age upon a man; a horse becomes old by being constantly tied up; lack of sexual contact with her husband brings old age upon a woman; and garments become old through being left in the sun.



तावद्भयेषु भेतव्यं यावद्भयमनागतम् ।  
आगतं तु भयं वीक्ष्य प्रहर्तव्यमशङ्कया ॥ ०५-०३

- A thing may be dreaded as long as it has not overtaken you, but once it has come upon you, try to get rid of it without hesitation.





विद्या मित्रं प्रवासे च भार्या मित्रं गृहेषु च।  
व्याधितस्यौषधं मित्रं धर्मो मित्रं मृतस्य च ॥ ०५-१५

- Learning is a friend on the journey; a wife in the house; medicine in sickness; and religious merit is the only friend after death.

## QUOTES BY CHANAKYA:

- A man is great by deeds, not by birth.
- A person should not be too honest. Straight trees are cut first and honest people are screwed first.
- As soon as the fear approaches near, attack and destroy it.
- The world's biggest power is the youth and beauty of a woman.
- God is not present in idols. Your feelings are your god.



**Thank you for your attention**

