

SANSKRIT AND COGNITION: A KEY TO ENTREPRENEURIAL EXCELLENCE

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Abstract:

This research report investigates the potential correlation between the study of Sanskrit and the development of cognitive skills deemed beneficial for entrepreneurial success. Drawing upon existing literature on the cognitive benefits of language learning, particularly those associated with structured languages like Sanskrit, and the cognitive demands of entrepreneurship, this report explores the theoretical framework for a positive relationship. While acknowledging the limited direct empirical research in this specific intersection, it synthesizes arguments suggesting that Sanskrit's rigorous grammar, emphasis on memory and articulation, and potential for holistic brain activation may cultivate cognitive abilities such as enhanced analytical thinking, improved memory and concentration, heightened linguistic intelligence, and increased mental flexibility – all valuable assets in the entrepreneurial domain. This report outlines potential avenues for future research to empirically examine this intriguing connection and its implications for entrepreneurial education and development.

Keywords: *Sanskrit Language, shloka chanting, Scientific Effects, Neurological Enhancement, entrepreneur's success.*

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Introduction:

Entrepreneurship, the process of designing, launching, and running a new business, demands a complex interplay of skills and cognitive abilities. Successful entrepreneurs often exhibit strong problem-solving skills, strategic thinking, effective communication, adaptability, and resilience. Simultaneously, research in cognitive science and linguistics has explored the impact of language learning on various cognitive functions. Sanskrit, an ancient Indo-Aryan language known for its intricate grammatical structure, precise phonetics, and rich intellectual tradition, has been anecdotally and in some limited studies linked to cognitive enhancements. This report aims to explore the potential nexus between learning Sanskrit and the development of cognitive skills that could positively influence entrepreneurial aptitude and success.

Review of Literature:

K. Ramakrishna Rao¹ Patanjali's *Yoga Sutras* are an ancient scripture that provides a comprehensive, multi-level, powerful toolkit of principles and practices for living practically to develop union with pure consciousness. This chapter will describe the eight limbs of *Yoga Sutras* through three case studies of spiritual entrepreneurs from India (Mahatma Gandhi, Maharishi Mahesh Yogi and Swami Ramdev). Our contribution is illustrating how these entrepreneurs used parts of the *Yoga Sutras* to achieve collective entrepreneurship — that is, success for large numbers of people. In this chapter then, we explore how existing and new tools using *Yoga Sutras* can help unite humanity and address complex grand challenges.

Ace V. Simpson² provides a spiritual scripture, promotes spiritual efficiency and productivity in

¹ Patanjali's Yogasutra: A Psychological Study - By K. Ramakrishna Rao.

² Leadership Lessons from the Bhagwadgita by Ace V. Simpson, Published by Bloomsbury India, 18th sep 2024

driving economic success. It covers Western management ideas like vision, leadership, motivation, work excellence, and decision making. Studying the Gita is equivalent to studying man and life itself, providing essential lessons for businesses in operations and resource management. In the rapidly growing IT industry in India, it provides a framework for motivation, resource use, time management, commitment, work culture, and effectiveness.

Ramcharitmanas³ the concept of life skills employed in the epic Ramayana: A theoretical perspectives Mamta Rani, Anil Kashyap Yogi, Guru Deo. Ramcharitmanas: The ideal characteristics of Shri Ram, Sita, Laxman and Hanuman, one will find many examples of life skills which will serve as a guide not only for moral spiritual progress but also for social upliftment.

Priyank⁴ article by The Mahabharata, one of India's greatest epics, may have been written centuries ago. But it offers timeless and practical advice for modern executives and entrepreneurs. Beyond the fantasy and mythology are leadership, management, and business lessons learned from the dilemmas faced by the legendary characters like the Pandavas, Lord Krishna, and others.

By examining some of the major events and decisions made in the story, we can gain insights into running more ethical, effective, and sustainable organizations. While specific interpretations differ, the examples shine a light on universal truths regarding ambition, strategy, team building, and overcoming challenges.

Objectives of the study:

- To explore the cognitive benefits of Sanskrit.
- To understand the impact of cognitive benefits on entrepreneurial Excellence
- To draw the conclusion.

Significance:

While Sanskrit is not a direct business skill, Sanskrit acts as a powerful mental and philosophical toolkit, equipping entrepreneurs with enhanced cognitive abilities, a strong ethical compass, improved communication skills, and a more creative and resilient mindset – all of which are invaluable for success in the long run. It's about cultivating a deeper understanding of oneself and the world, leading to more thoughtful and effective entrepreneurial endeavours.

Research methodology:

For the research purpose, data has been collected by primary and secondary sources. In primary data the tool was used is questionnaire. Whereas secondary has been taken from different websites and research articles. Sampling size is 57 respondents. A total of 57 participants (25 males, 32 females) aged between 16 and 70 were recruited for this study. Percentage method has been used for data analysis. Pie charts are used for the systematic presentation and analysis of the data.

Hypothesis:

- H0: Cognitive benefits has negative impact on entrepreneurial Excellence.
- H1: Cognitive benefits has positive impact on entrepreneurial Excellence.

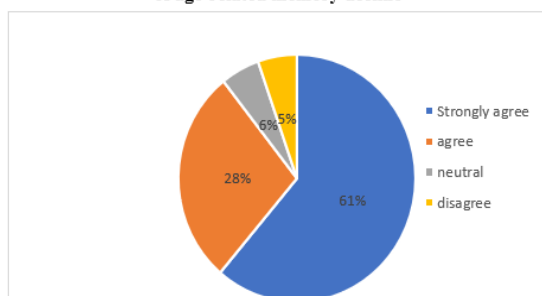
³ Ramcharitmanas: An article by Mamta Rani and Anil Kashyap International journal of Multidisciplinary Research and growth, 17-9-22.

⁴ Mahabharata: article by Priyanka, Rajdharma in Mahabharata, D.K.Publications, Year 2019.

Link Between Sanskrit and Entrepreneurial Cognitive Skills:

Graph 1

Sanskrit chanting has been linked to better cognitive resilience and reduced risk of age-related memory decline



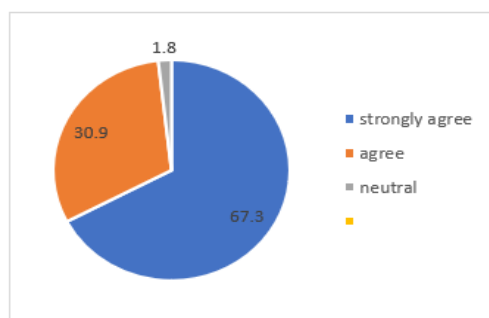
(Source: Primary data)

This pie chart illustrates the distribution of responses to a survey question where respondents were asked to indicate their level of agreement with a particular statement. About 61% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. Around 28% of the responses are agree with statement. 6% of the responses are neutral. 5% of the responses are disagree with the statement.

In summary, the chart reveals a strong overall agreement with the statement presented in the survey. Overwhelmingly, respondents either strongly agreed or agreed, with very few expressing neutrality or disagreement.

Graph 2

Chanting Sanskrit shlokas can have a positive impact on cognitive functions such as concentration and problem solving.

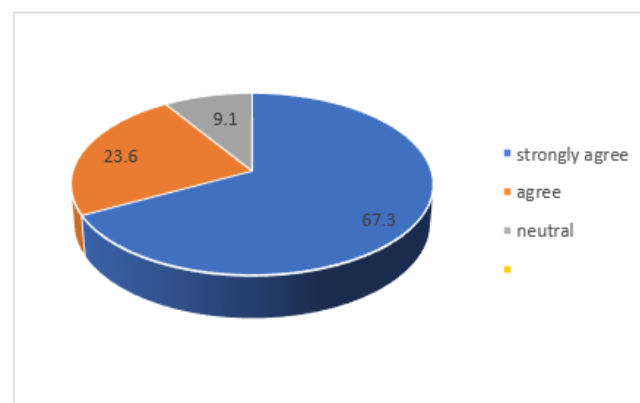


(Source: Primary data)

This pie chart illustrates the distribution of responses to a survey question where respondents were asked to indicate their level of agreement with a particular statement. About 67.3% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. Around 30.9% of the responses are agree with statement. 1.8% of the responses are neutral.

Graph 3

Learning Sanskrit improves memory retention and recall ability.

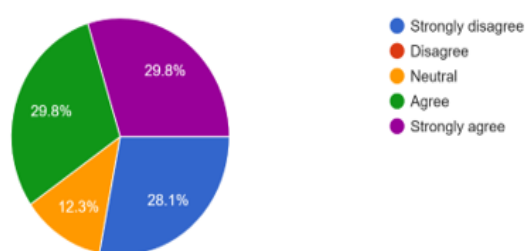


(Source: Primary data)

This pie chart illustrates the distribution of responses to a survey question where respondents were asked to indicate their level of agreement with a particular statement. Around 67.3% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. About 23.6% of the responses are agree with statement. 9.1% of the responses are neutral.

In summary, the chart reveals a strong overall agreement with the statement presented in the survey. Overwhelmingly, respondents either strongly agreed or agreed, with very few expressing neutrality or disagreement.

Graph 4
Studying Sanskrit improves focus and attention span in learners.

 Studying Sanskrit improves focus and attention span in learners.
57 responses


(Source: Primary data)

This pie chart illustrates the distribution of responses to a survey question where respondents were asked to indicate their level of agreement with a particular statement. Around 28.1% of the responses strongly disagree with the statement. 29.8% of the responses are agreed with the statement. 29.8% of the responses are agree with statement. This indicates a significant

In this table as we can see on the first statement about 61% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. Around 28% of the responses are agree with statement. 6% of the responses are neutral. 5% of the responses are disagree with the statement.

On the 2nd statement about 67.3% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. Around 30.9% of the responses are agree with statement. 1.8% of the responses are neutral. On the 3rd statement Around 67.3% of the responses strongly agree with the statement. This indicates a significant majority of the respondents strongly agreed with the statement. About 23.6% of the responses are agree with statement. 9.1% of the responses are neutral.

majority of the respondents strongly agreed with the statement. 12.3% of the responses are neutral.

In summary, the chart reveals a strong overall agreement with the statement presented in the survey. Overwhelmingly, respondents either strongly agreed or agreed, with very few expressing neutrality or disagreement.

Hypothesis testing:

H0: Cognitive benefits has negative impact on entrepreneurial Excellence.

H1: Cognitive benefits has positive impact on entrepreneurial Excellence.

Table 1**Hypothesis testing**

Particulars	Strongly agree	Agree	Neutral	Disagree
Better cognitive resilience	61%	28%	5%	5%
Concentration and problem solving.	67.3%	30.9%	1.8%	---
Memory retention and recall ability	67.3%	23.6%	9.1%	---
Improves focus and attention span	29.8%	29.8%	12.3%	28.1%

(Source: Primary data)

On the 4th statement around 28.1% of the responses strongly disagree with the statement. 29.8% of the responses are agreed with the statement. 29.8% of the responses are agree with statement. This indicates a significant majority of the respondents strongly agreed with the statement. 12.3% of the responses are neutral. To conclude with, we can say that Cognitive benefits has a positive impact on entrepreneurial excellence and Sanskrit language can help people to improve their cognitive skills.

Findings:

- Around 61% respondents strongly believes that for Better cognitive resilience Sanskrit can help.
- About 67.3% people strongly agreed that Sanskrit enhances Concentration and problem-solving skills.
- Around 67.3% of the respondents strongly agree with the statement. This indicates a significant

majority of the respondents strongly agreed with the statement that Memory retention and recall ability.

- Around 28.1% of the respondents strongly disagree with the statement. 29.8% of the responses are agreed with the statement that Sanskrit language can improves focus and attention span in people.

Conclusion:

In conclusion, while not a direct business skill, the study of Sanskrit can be a powerful tool for cultivating crucial cognitive skills that are highly valuable for an entrepreneur. The enhanced analytical abilities, mental discipline, cognitive flexibility, and potentially even creative thinking can contribute to a more strategic, resilient, and innovative entrepreneurial mindset.

Suggestions:

Schools and Colleges should start teaching Shrimad BhagvatGeeta, Ramayana and Mahabharata to their students by integrating with the regular curriculum.

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