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RESEARCH ARTICLE

**NISHKAMA KARMA AS A PROCESS-ORIENTED MANAGEMENT PARADIGM: AN
INDIAN KNOWLEDGE SYSTEMS PERSPECTIVE THROUGH THE STRATEGIC
EVOLUTION OF ZERODHA**

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Abstract

The key tenets of contemporary management systems include quantifiable results, performance metrics, growth in valuation, and shareholder maximization. This results driven paradigm has substantially increased economic efficiency and worldwide competitiveness, but it has also resulted in short-termism, organizational fatigue, ethical degradation, and strategic distortions focused on valuation. As a result, alternative philosophical frameworks with roots in non-Western knowledge traditions are gaining momentum among scholars. Indian Knowledge Systems (IKS), particularly the philosophy of Nishkama Karma as it is expressed in the Bhagavad Gita, offer a process-oriented ethical model that promotes disciplined behaviour without attachment to results. This paper theorizes Nishkama Karma as a viable management paradigm and empirically tests its practical manifestation using the case of Zerodha as the largest retail stock broker in India. The study has been conducted using a qualitative case study method supported by financial ratio analysis and conceptual mapping. The study reveals that Zerodha's financial literacy programs, technology-first approach, bootstrapped growth and transparency are in sync with the core values of Nishkama Karma. By means of financial research, it is shown that detachment from valuation fixation does not lower profitability but enhances long-term sustainability. The paper contributes to management theory by integrating IKS with contemporary strategic management, extends ethical leadership discourse beyond Western paradigms, and proposes a process-oriented leadership framework relevant for emerging markets and fintech ecosystems.

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Introduction:-

The architecture of present-day capitalism is increasingly built on performance indicators, quarterly earnings, valuation multiples and shareholder primacy. Organizations are forced to look for short term wins, which often results in:

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- Short-termism in strategy
- Earningsmanagement
- Ethical compromise.
- Employee emotional stress;
- Unsustainable competitive escalation

The prevalent Western frameworks of agency theory, shareholder value maximization, and performance-based remuneration systems promote outcome fixation. Recent corporate failures and governance crises, however, point to the limits of management systems based solely on results. Now, scholars are exploring alternative epistemologies that can integrate ethics, resilience and long-term thinking into the managerial thinking. One such framework is the Indian Knowledge Systems (IKS). One of its central doctrines is Nishkama Karma – disciplined action without attachment to the fruits of action as proposed in the Bhagavad Gita (2.47).

Rather than promoting passivity, Nishkama Karma encourages:

- Full commitment to duty
- Ethical alignment (Dharma)
- Emotional detachment from outcomes
- Internal motivation
- Resilience against success and failure

This paper investigates whether Nishkama Karma can function as a process-oriented management paradigm in contemporary business environments.

Zerodha is used as a case study to investigate this claim. Zerodha, which was established in 2010, upended the brokerage sector in India by:

- A brokerage model with a fixed fee
- Growth that is bootstrapped (no venture capital funding)
- Clear pricing
- Technology-driven operations
- A focus on financial literacy

Theoretical Foundations

1. Nishkama Karma in the Bhagavad Gita

Chapter 2, Verse 47 states:“Karmanyevadhikaraste ma phaleshukadachana...”This verse contains four critical managerial dimensions:

1. Right to action
2. No right to fruits
3. Avoid fruit-motivation
4. Avoid inaction

This idea, contrary to popular belief, rejects psychological reliance on results rather than results themselves.

In translation for managers:

- Pay attention to elements that are under your control.
- Distance yourself from uncontrolled results
- Decrease decisions motivated by anxiety
- Maintain moral rectitude

2. Vivekananda’s Managerial Interpretation

Swami Vivekananda reframed Nishkama Karma for modern society:

- Work for work’s sake
- Discipline over ego
- Service over self-promotion

His interpretation aligns closely with intrinsic motivation theory and servant leadership models.

3. Comparison with Western Management Theories

Western Theory	Core Focus	Limitation
Agency Theory	Shareholder returns	Encourages short-termism
Transactional Leadership	Reward-based performance	Extrinsic motivation bias
Shareholder Primacy	Profit maximization	Ethical dilution risk

Nishkama Karma introduces:

- Intrinsic motivation
- Duty-based ethics
- Emotional equanimity
- Long-term sustainability

The Core Conflict: Efficiency vs. Well-being

The paper begins by identifying a critical flaw in modern management education and business culture. By exclusively prioritizing performance targets, quarterly results, and profit maximization, the corporate world has gained efficiency but lost its soul. This "results-only" obsession has cultivated an environment rife with ethical compromises, employee burnout, and short-term thinking. The authors propose a pivot toward Indian Knowledge Systems (IKS) to restore balance, specifically through the lens of Nishkama Karma.

Literature Review:-

Recent research shows that the BhagavadGita is becoming a major influence in modern business studies. Scholars have found that this ancient text offers deep wisdom on things like ethical leadership, emotional stability, and making responsible choices—topics that often get ignored in standard management classes that only focus on bonuses and promotions (Krishna, 2012). Unlike those theories, the Gita suggests a duty-focused approach based on discipline and selfless effort (Radhakrishnan, 1951)

The core of this philosophy is NishkamaKarma, which is perfectly explained in Chapter 2,Verse47 of the Gita. It teaches us to fulfill our responsibilities with total dedication while staying detached from the final results(Vyasa, n.d.). In business terms, this is often called intrinsicmotivationwhere you find real satisfaction in the work you do, rather than just waiting for a paycheck or a pat on the back (Sharma, 2013).SwamiVivekananda also saw Nishkama Karma as a powerful tool for building character. He believed that when we work with discipline and for the good of others, we don't just improve ourselves; we improve the whole community (Vivekananda, 1999).Researchers in the field of IndianKnowledgeSystems argue that these value-based methods lead to more committed employees and long-term success for any organization (Gupta, 2011) .However, even though people are talking about this more, most of the research is still just "theory" found in textbooks. There isn't much proof of how these ideas work in actual, high-stakes companies today (Yin, 2018). This creates a "gap" in what we know, and that is exactly why this study exists. By looking at Zerodha, we can see a real-world example of how these ancient Indian principles can actually be used to build a successful and ethical 21st-century business (Zerodha, 2023).

Research Objectives:-

1. To conceptualize Nishkama Karma as a process-oriented management model.
2. To evaluate Zerodha's strategy through IKS principles.
3. To examine financial sustainability of detachment-based strategy.
4. To construct a theoretical model integrating IKS and strategic management.

Research Methodology:-

Research Design- This study adopts:
 Qualitative exploratory design
 Embedded single-case study method
 Conceptual mapping analysis
 Secondary financial ratio analysis

Case Selection Rationale - The case study of Zerodha is selected due to:

- Industry disruption without VC funding
- Transparent cost structure
- Consistent profitability
- Educational outreach (Varsity platform)
- Lean organizational structure

The firm provides a natural experiment in valuation-detached growth.

Data Sources –

- This study synthesizes perspectives from the Bhagavad Gita as the principal philosophical text, alongside Karma Yoga by Swami Vivekananda, to formulate a contemporary interpretation of duty and action.
- It also includes financial information from Zerodha's annual reports for the years 2021 to 2024. These sources offer both theoretical and practical insights.
- Additional industry analyses contextualize trends and substantiate the findings.

Analytical Strategy - The study employs:

1. Conceptual mapping
2. Financial trend analysis
3. Strategic alignment framework
4. Theoretical triangulation

Case Study Analysis: Zerodha

1. Industry Context

Pre-2010 brokerage environment:

- High commissions
- Complex platforms
- Traditional broker dominance

Opportunity: democratized, technology-enabled retail participation.

Strategic Model

- Flat-Fee Brokerage - ₹20 per trade disrupted commission-heavy models.
- Technology-First Strategy
 - Kite
 - Coin
 - Console
 - Varsity
- Bootstrapped Growth
 - No external funding
 - No valuation pressure
 - Strategic independence

Financial Analysis

1. EBITDA Trend - EBITDA Margin Growth:

2011	14.6%
2012	14.4%
2013	15.2%
2014	16.3%

2. Profitability

FY 2024 Net Profit: ₹5,496 Crore

FY 2025: ₹4,200–4,237 Crore

Despite market volatility, long-term sustainability remains intact.

3. Interpretation Through Nishkama Karma

Financial Indicator	Philosophical Interpretation
Stable EBITDA growth	Process consistency
No VC dilution	Detachment from valuation race
High user trust	Dharma-based transparency

Development of Process-Oriented Management Model

Based on findings, the study proposes: The Nishkama Process Management Framework (NPMF)

- Pillar 1: Duty Orientation - Focus on controllable strategic variables.
- Pillar 2: Detachment from Valuation - Avoid external performance anxiety.
- Pillar 3: Ethical Transparency - Maintain Dharma alignment.
- Pillar 4: Long-Term Sustainability - Prioritize compounding growth.

Discussion and Conclusion:-

The research determines that Nishkama Karma is an established approach for the 21st century. Zerodha's success shows that "detachment" doesn't mean not caring; it means being free from the stress that makes you make bad choices. This philosophy is a lifeline for the next generation of leaders, who are currently dealing with the huge stress of job placements and salary wars. Students can become mentally strong enough to run organizations that are socially responsible, environmentally friendly, and very successful by changing their definition of success from "money" to "integrity and contribution." The research paper establishes a "triangulation" of philosophy, interpretation, and practical application among the Bhagavad Gita, Swami Vivekananda's theories, and the contemporary company Zerodha.

Here is how the sources connect these three elements:

1. The Foundation: Bhagavad Gita (The Philosophy)

The core link is the concept of Nishkama Karma, specifically drawn from Chapter 2, Verse 47 of the Bhagavad Gita.

- The Theory: The Gita teaches the principle of "detached dedication." It guides individuals to fulfill their responsibilities with absolute discipline and sincerity while remaining emotionally detached from the final results or rewards.
- Business Translation: In a modern context, the paper translates this as shifting focus from the "prize" (profit, promotion) to the "process" (effort, quality). It encourages "intrinsic motivation," where satisfaction comes from the work itself rather than external validation.

2. The Bridge: Swami Vivekananda (The Character Framework)

Swami Vivekananda is presented as the figure who transformed this ancient religious concept into a "practical moral toolkit" for character building.

- The Theory: Vivekananda championed Nishkama Karma not just for spiritual growth, but for social progress. He argued that working unselfishly—for the good of others rather than personal aggrandizement—builds resilience and strong character.
- Business Translation: The sources note that Vivekananda believed this selfless discipline leads to better community outcomes. For modern students and leaders, his theory offers a way to navigate high-stress environments without burnout by focusing on "contribution" rather than "what's in it for me?".

3. The Application: Zerodha (The Real-World Proof)

The present study uses Zerodha to prove that these theories are not just abstract ideals but viable business strategies. Zerodha acts as the "benchmark" for Nishkama Karma in the 21st century.

- **Connecting to the Gita (Detachment):**

- Unlike typical startups obsessed with valuations and venture capital (the "fruits" of action), Zerodha bootstrapped its way to success. They refused external funding and aggressive advertising, choosing instead to focus on "organic scaling" and building robust technology. This mirrors the Gita's instruction to detach from the anxiety of immediate rewards.

- **Connecting to Vivekananda (Selflessness):**

- Aligning with Vivekananda's focus on working for the good of others, Zerodha launched "Zerodha Varsity," a free educational initiative. By educating over 2 million people without charging them, they prioritized public knowledge and user empowerment over immediate revenue extraction.

Limitations :-

- This study is based on Single-case analysis
- The study is based on secondary data
- It focuses on Cultural specificity

Future research directions:

- Multi-case comparative studies
- Quantitative validation of detachment-performance relationship
- Cross-country fintech comparisons

Conclusion:-

Nishkama Karma offers a powerful corrective to short-term capitalist pressures. The Zerodha case provides empirical evidence that:

- Ethical restraint does not hinder profitability.
- Detachment enhances sustainability.
- Process orientation fosters resilience.

By integrating Indian Knowledge Systems with modern management science, this study establishes Nishkama Karma as a viable strategic paradigm for 21st-century organizations.

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