“MANAGEMENT OF HUMANITARIAN SUPPLY CHAIN” –
THE EXCELLENT APPLICATION IN ANCIENT INDIA BY
‘ASOKA THE GREAT’

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ABSTRACT:
The 21st century management principles and practices have gone through a sea change in comparison to the 19th and 20th century. This new millennium looks for concerns of human beings and greater interests. All those management practices of European model and American model have started clearing up of the black spots of industrialization from the corporate governance and system practices. Japanese management practices have started delivering the value base management principles for the greater world with high level of quantification for quality improvisation by borrowing the concepts from the oriental principles and practices with revival and new coining methods. As a matter of fact the oriental practices of management principles with human touch and greater social concern are the driving forces of change in the modern management. Indian management practices, principles, doctrines and arguments are in the store house of the history. It’s the right time for revival of the management practices for application in the modern methods and philosophy of management. India in its oriental texts has the treasury of knowledge wealth for rephrasing and moderation as per the disciplinary streams needs for application. This in fact is one of the most advanced pragmatic philosophies for revival and reapplication for the benefits of the governance mechanisms of corporations and non commercial corporations of the 21st century. Maurya phase of the Indian history was the most pragmatic phase of 136 years of governance. Chanakya, the man, created the applied philosophy and the first empire. Asoka the Great championed the application beyond the texts that defined the future trends and both Chanakya and Asoka made the history that the world remembers as the excellent governance i.e.,the “Management of Humanitarian Supply Chain”. Management is being re-searched in this article from the Asokan governance mechanisms and applications of principles, that’s the great management system for the greater world.

KEY WORDS: Corporate Governance, Supply Chain Management, Revolutionary Change Management, Life Excellence Management, Corporate Benevolent Governance