

Concept of Prakriti and Personality in Ayurveda and Management Science

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Abstract

Prakriti denotes natural psychosomatic constitution of a person and it does not harm a person in the same way as the poison of poisonous snake. In general terms it is a normal state of health. In single and dual types of dosha types of Prakriti dominance of particular dosha, predisposes the person to the certain disorders belonging to that class of Dosha. For instance, the person of Vata Prakriti is likely to suffer more from vata disorders and that of Pitta Prakriti from Pitta disorders and so on. No Prakriti is good or bad, as each prakriti has its own merits and demerits. Only Sama Prakriti is acceptable. We can handle people of above personality by knowing characteristics of these personalities and Prakruti. In Ayurveda Prakriti plays an important role in treatment of any patient at the time of selection of yoga (kalpa).

Keywords: Prakruti; Personality.

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Introduction

Prakriti is formed by the predominance (Utkata) of any doshas, or in combination of two, three at the time of fusion Shukra and Shonita in Garbhashaya.

Types of Prakriti : These can be divided as follows

- A) One Dosha Combination-Vata, Pitta and Kapha.
- B) Two Dosha Combination-Vata-Pitta, Pitta-Kapha and Vata-Kapha.
- C) Three Dosha Combination-Vata, Pitta and Kapha (Sama Doshaja)

Prakriti denotes natural psychosomatic constitution of a person and it does not harm a person in the same way as the poison of poisonous snake. In simple terms it is a normal stage of health.

In single and dual Dosha types of Prakriti, Predisposes the person of Vata Prakriti is likely to suffer from Vata disorders and that of Pitta Prakriti from Pitta disorders and so on.

Each and every Prakriti has its own merits and demerit. No Prakriti is good or bad. Only Sama Prakriti is more acceptable.

Conclusion from treatment point of view:

Prakriti is important because by knowing Prakriti, one knows the type of disorders from which he is likely to suffer. Hence by avoiding etiological factors, aggregating to that Dosha physician may be able to prevent those disorders associated with that Dosha.

Personality: Personality refers to a set of unique characteristics that make an individual different from other. An individual's personality is relatively stable, if it changes at all, then only the result of traumatic events. Each individual is unique in behavior. We differ from each other behaviorally in many ways: in the expression of emotions, in motivations, interests, attitude, in tendencies towards behavior disorders, in the ways we protect ourselves against stress, guilt, fear and anxiety.

Personality theories such as David.W. Merrill and Roger H. Reid in their book *Personal Styles and Effective Performances*, and Peter Urs. Bender in his book *Leadership* from which we can conclude the four most common personality types are- Analytical, Amiable, Driver and Expressive.

Personality typology has existed since cavemen. There are tales of heroes, villains and victims. Astrology differentiates them based on sun signs.

The study of personality had been done by people such as Dr. Carl Jung (Transactional Analyzes), Katherine Briggs and her daughter Isabel Myers (the Myers-Briggs type indicator), and David Keirsey. Each of these studies concentrates on different personality preferences.

Persons or customers are divided into four types depending upon their personality types:

The OWL Personality: Personality traits associated with the OWL consumer/customer/patients are as follows:

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Serial No.	Traits
1	No-emotional
2	Introverted
3	Logical
4	Non risk-taker
5	Judgmental
6	Methodological
7	Detailed oriented
8	Submissive hostile
9	Non assertive

Conclusion: These individuals appreciate facts or hard data. They do not appreciate the personal touch. They are thinking, and disciplined and exclude feeling from decisions.

The LAMB Personality: Personality traits associated with the lamb personality are as follows-

Serial No.	Traits
1	Emotional
2	Introverted
3	Loyal
4	Non risk-taker
5	Non Judgmental
6	Diplomatic
7	Patient
8	Submissive
9	Warm
10	Non Assertive

Conclusion: These individuals look at the social aspects more than the business aspects. They appreciate personal touch. They are patient and diplomatic and need some time to decide. They go by their feelings.

The BULL Personality: Personality traits associated with the bull personality are as follows:

Serial No.	Traits
1	Non-Emotional
2	Extroverted
3	Efficient
4	Risk-taker
5	Authoritative
6	Decisive
7	Practical
8	Dominant
9	Hostile

Conclusion: These individuals are business like and power oriented. Many individuals of these personality types are cops and military types. They talk to the point and are usually quick to reach a decision

The TIGER Personality : Personality traits associated with the tiger personality are as follows-

Serial No.	Traits
1	Emotional
2	Extroverted
3	Enthusiastic
4	Risk-taker
5	Hospitable
6	Fun loving
7	Optimistic
8	Dominant
9	Warm

Conclusion: These individuals are creative and entertaining. However, they are usually slow to reach a decision. They are good communicators and often talkative. They sometimes come across as too strong. They value appreciation and love social situations and parties

Handling Customers/Patients According to Their Personality:

Handling the owl customer: These individuals appreciate facts and detailed information of the product or service .They do not appreciate a personal touch. They are thinking thorough and disciplined and exclude feeling from decisions.

Tips to handle the owl customer: Handling the owl customer can be very taxing. The following tactics should be used when we are handling these customers or patients:

1. Because this customer or patient will ask you every detail of the product or service, you should be patient and answer the entire question asked by the customer.
2. This person goes by pure data and, therefore, will require a complete presentation or counseling on the product or service. This

customer would like to know how the product works and wants exact answers.

3. Always be equipped with complete details of the product-brochures and demonstrations.
4. Do not bluff this customer
5. Do not try to add a personal touch.
6. Give time to the customer to decide.

The volume of your voice needs to be loud enough for the customer to hear clearly and understand but not too loud to dominate or intimidate the customer.

Handling the Lamb Customer: These individuals appreciate a personal touch. They are patient and diplomatic. They generally want to know that why should buy a product. They go by feeling.

Tips to handle the lamb customer: Handling this customer is relatively easier than other customer, provided you are able to recognize them. Being emotion, this customer requires a personal touch. The following tactics should be used when we are handling these customers or patients –

1. Empathize with this customer. Give a personal touch.
2. Since these customers like things that are non threatening and friendly, treat them accordingly. If you are overbearing or loud, they will look for an excuse to leave.
3. They do not like hard fact or data and want to know why they should buy a particular product. Give them features of the product or service.
4. Make this customer your friend. Give suggestions to this customer as a friend.
5. Give time to the customer to decide.
6. These customers require a lot of reassurance. Be assertive but not pushy.

Handling the Bull Customer: These individuals do not appreciate a complete presentation. They want to know the end result. They want to know exactly what your solution can do.

Tips to handle the bull customer: The following tactics should be used when we are handling these customers or patients:

1. Do not engage them in small talk.
2. Adopt a businesslike approach.
3. Be courteous.
4. Praise them.
5. Do not make a complete presentation.
6. Use closed questions.

7. Be assertive to the extent of avoiding confrontation.

8. Be friendly, but specific and direct.

9. Do not argue.

Handling The Tiger Customer: These individuals do not require details of the product. They are also not interested in fact and data. Being relationship oriented, they generally want to know who else has bought the product or solution. They are ready to take risk.

Tips to handle the tiger customer: The following tactics should be used when we are handling these customers or patients –

1. Have a friendly approach.
2. Share the testimonials value of the product.
3. Highlight the prestige value of the product.
4. Praise the customer.
5. Keep your responses to the unrelated topics to the minimum.
6. Get them to like you and the product.
7. Do not make a complete presentation

The Big Five Personality Traits:

Extroversion: It reflects a person's comfort level with relationships. Extroverts are sociable, talkative, assertive and open to establishing new relationships. Introverts are less sociable less talkative, less assertive, and more reluctant to begin relationships.

Agreeableness: It refers to a person's ability to get along with others. Highly agreeable people value harmony more than they value their say or their way. They are cooperative and trusting, good natured, softhearted.

Conscientiousness: It refers to the number of goals that a person focuses on. A highly conscientious person focuses on relatively few goals at a time. He or she is likely to be organized, systematic, and careful, through, responsible, self-disciplined and achievement oriented. A person with a low conscientious nature tends to focus on a higher number of goals at a time.

Emotional Stability: It focuses on an individual's ability to cope with stress. The individual with positive emotional stability tends to be calm, enthusiastic, and secure, relaxed, unworried. A person with low emotional stability tends to be nervous, depressed and insecure.

Openness to Experience: It addresses One's range of interests. Extremely open people are fascinated by novelty and innovation. They are willing to listen

to new ideas and to change their own ideas, beliefs, and attitudes in response to new information. They are sensitive, intellectual, imaginative, curious, and broad-minded. People with low levels of openness tend to be less receptive to new ideas and less willing to change their minds. They also tend to have fewer and narrow interests and be less curious and creative.

The Big five framework is very useful for researchers and managers. This is primarily based on research conducted in US. We can handle people of above personality by knowing characteristics of these personalities and Prakruti. In Ayurveda Prakriti plays an important role in treatment of any patient at the time of selection of yoga (kalpa).

With the help of Prakriti knowledge, one knows the type of disorders from which he is likely to suffer. Hence by avoiding etiological factors, aggregating to that Dosha, physician may be able to prevent those disorders associated with that Dosha. For example, a person of Vata is easily irritated and then easily forgets the cause of irritation, so we

should not take immediate action and acting only when he cools down, he can avoid many difficult situations.

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