



The banner features the 'play to potential' logo on the left. To its right are contact details: a WhatsApp icon with the number '+91 85914 52129*', a Twitter icon with the handle '@PlayToPotential', and a globe icon with the website 'playtopotential.com'. Further right, under the heading 'Also available on:', are icons for Spotify, Apple Podcasts, and Google Podcasts. On the far right, a portrait of the host, Deepak Jayaraman, is shown with the text 'Podcast Host Deepak Jayaraman' below it. A small note at the bottom left reads: '*Just send us a Whatsapp with your name, number and email and we will add you to our distribution list.'

Context to the nugget

Devdutt talks about what it takes to thrive in the Gig Economy. At the surface level, quitting a steady job and taking the plunge to be a player in the Gig Economy can be attractive and seductive. Devdutt cautions people against the peril of ignoring Goddess Lakshmi in the pursuit of passion. He talks about the criticality of securing of a Gomata before diving into the wild world of marketplaces and gigs.

Transcription

Deepak Jayaraman (DJ): What are some of the principles that people should bear in mind to operate credibly in the space?

Devdutt Pattanaik (DP): You don't have to understand Gig economy and you are not embarrassed by things you should understand a sex worker and that's sounds very awful but market is you are selling yourself who have been selling themselves for centuries? What is the world's oldest profession? So I always tell people in the old day and of course when we think about sex we have this very Brahmanical puritanical notions of it but honestly these are just the service providers and they are providing particular kind of service and there is demand and there is supply just the same thing you have to just think about demand and supply if there is no demand there is no supply and how does in a crowded market of suppliers does one supplier becomes more popular than the other and in old days the women only have their voice, they didn't have anything so they would sing, so if you see some of the old Hindi movies you will see this hero walking and suddenly hear somebody sing and he goes to that house is exactly how we function, you have to reach out to people, if you don't sing nobody is going to come to your *KOTHA* now when I say this it sounds very awful but I am very clear and I use this word often and people get very upset I say *TAWAYAF* you are a service provider and you have learnt from them and if you read the scriptures the Shastras are very clear and there are the Devdasi the Gadika must never get attached to the client and the client only cares for them as long as they are beautiful and that's a clear relationship, so don't fall in love with the client because the client is going to abandon you one day and go away with the others so you have to keep working hard to be worthy of it and if you understand this you understand business so well you understand market and supply, in India you know what's the Hindi word for Marketing, generally its *BAJARU* that's what is a bad word in India you are thing of the market this is the old feudal economies in India we look down on the market we were feudal, we lac the land *jameen kiska hai?* So we didn't think in terms of demand and supply market is about demand and supply so we actually looked down upon someone who sales his wears ye *Baniya hai!* These are all bad words in India this shows our Brahmanical feudal mindset, this is kind of a, and nobody is thinking economics, if you read Arthashashtra, Arthashashtra is very clear demand and supply, controlling the market, Chanakya has no qualms, he is ruthless about, this is the Vast difference between Manusmriti and Chanakya

Arthshashtra and we don't understand that our systems in India based on economics but we were somewhere embarrassed by economy, somewhere along the line something happens in India and we look down on money although we secretly want money which is because you are not recognizing the value of Lakshmi and whenever you do that, Lakshmi will play her games and she will mess with you and I think ultimately there is the phrase in the scriptures the Rishi will always want a cow *GODAAN* he will always go the king and say give me a cow, cow means our livelihood, if anybody thinks cow means real cow then he is an idiot, because when I have a cow I have milk so I have food I have dunk so I have fuel and also dunk was used to make your house so effectively a man with a cow is autonomous he doesn't depend on anyone for his survival which means now you can focus on the stars and the if you want to study stars and write on Jyotish Shashtra and you want to study Vastushashtra anything you wants to study he can do whatever he wants because he doesn't have to think about his hunger because everybody if you ask he will be hungry he will need food at night he need to sleep he will need shelter, The king gives him a cow this is something that people don't understand, India *GODAAN* karo create livelihood is that what it means, it's a metaphor so I think people who want to become independent I always tell that how is you are going to pay your bill? Because there are only two or three ways that you can pay your bill, you inherit fortune, somebody pays for you so you are reach family and I always wonder why reach family work I think they are fools, of course they give this foolish reasons oh I am ambitious and all most of them are doing rubbish 90% of the reach people I know are doing work which can be outsource to someone else they are not necessary so I say go and enjoy your life, they can't because there's something else the issue which they don't want to deal with, second if you are not reach then you work for someone, somebody will give you the money so then you become a supplier of service, supplier of service basically means Shudra that is the meaning of the word so Chanakya arthshashtra say if you want to create a large villages get Shudras in it so he doesn't see Shudras a way the puritanical view hour it is service providing, you provide service and you get or you can create a product and third is you generally are an entrepreneur, you have a business of your own so entrepreneur how ya service provider ho ya inheritor ho these are the three option that you have and you have to be one of the three, you decide where you want to be the toughest is to be the entrepreneur because there's nobody to fall back on but it is also liberating that you are free and you get a lot of other benefits so the Rishis were entrepreneurs but they dependent on cow so they had to do work which didn't really create immediate value so they depended, so I always tell people *Gau Mata hai kya tumhare paas?* Do you have a source of income? And you can reduce your needs but if you don't have a source of income don't think of the Gig economy because you will starve and it's the romantic to talk about starves but you have to pay your bills so I am very clear about that, I said if you don't have a steady cash flow to take care of the basic needs, Lakshmi is something that people that people forget that even in the Shraman Parampara it is the monastic orders of India whether it is Buddhism or Jainism the first goddess that worshiped is Lakshmi first goddess whose images are carved is Lakshmi not Sarasvati so these people were recognizing the value, somewhere along the line we decided to make Baazaar, Baniyaa these negative words and we have to rediscover it through colonialism because we never understood the importance of money, because even these Rajas and Mughals also they just became land owners and they were enjoying money and they spending time inheritors, they were inheritors of wealth and power and their service providers taking care of them, so they forgot to create enterprise, so here you have the Portuguese coming, the Arabs coming doing trade and you are like not thinking and they were members of the royal family if you read about the Mughal, I just read recently a history which says that Jodhabai, we show her just as a romantic thing in Bollywood films but she was actually a very she was investor in huge business in the meditarinacy and she had ships, she owned ships so which means they were thinking business but it was never giving the respects, we never realize the value of trade, we looked down on trading, we didn't allow people to travel across the sea, we kept this close set and the power became about the land and power became about cast, not about money.

Reflections from Deepak Jayaraman

DJ: I can't emphasize enough the point Devdutt makes about securing your annuity before you pursue your passion. Several people take the plunge without building the adequate level of capability and market reputation and that really hurts them. One of my earlier guests Papa CJ (P.CJ) – spoke about transitioning from the world of Management Consulting to Stand up Comedy.

P.CJ: "so I took up a job with a recruitment firm, I used to work in the day and perform at night but I think the important thing to keep in mind is that, often they say do it as hobby and I will get a job, in my head I may have been spending 8 hours at work and 10 minutes on stage but in my head I was doing stand-up comedy and the job was on the side to support until I could get to a point where I didn't need to do it anymore."

DJ: There is a certain romantic notion, we often have around pursuing our passion whether it is music, or photography, making movies or writing books. It is critical to think through the commercial context and to use Devdutt's words, secure your Gomata before you take such a plunge.

If you are new to the podcast and want to get a sense of the nature of content that is covered, you might want to go to YouTube and type "PlaytoPotential Highlights from 2017". I have tried to capture the key takeaways from my various conversations last year with leaders across disciplines. From people such as Zia Mody, Nandan Nilekani, Viswanathan Anand, Vijay Amritraj, Amish Tripathi, Vinita Bali and the like. For more, please visit playtopotential.com where the content is organized by nuggets and they are tagged by themes so that you could get perspectives from multiple individuals on a topic that you care about. If you want to listen offline say during a car ride home or during airplane travel, you could also access the Podcast on iTunes, Stitcher, Saavn and several other podcast apps but that may not give you the flexibility to navigate across speakers by theme. If you find the content purposeful, please go to iTunes, rate the show and share a review. It will help others discover it. Thank you for listening.

End of nugget transcription

Nugget from Papa CJ that is referenced: [Plunging into Stand-Up](#).

RELATED PLAYLISTS YOU MIGHT LIKE

Gig Economy: Going solo and configuring a portfolio of initiatives is a lot more feasible today than it was a decade or two back. Leaders talk about their experience in getting the timing right in moving from a Corporate Environment to doing Gigs. They also talk about what it takes to identify your unique playground and flourish in the gig economy including how you build trust – something that doesn't get spoken about in the discussions around the flattening world and reduced transaction costs. You can access the playlist [here](#).

Leadership development: "How do I grow" is a question that all of us grapple with. The recipe for success is also changing as we move from an Industrial paradigm to a Digital paradigm. This is all the more pronounced in a start-up context where the job outgrows you very quickly. Successful leaders talk about the role of mentors, coaching, listening and more in scaling up one's capability. You can access the playlist [here](#).

SIGN UP TO OUR COMMUNICATION

Podcast Newsletter: Join 1000s of leaders who benefit from the Podcast newsletter. Not more than 1-2 emails a month including keeping you posted on the new content that comes up at the podcast. High on signal, low on noise. Sign up for the podcast newsletter [here](#).

Nuggets on Whatsapp: We also have a **Podcast Whatsapp distribution group (+91 85914 52129)** where we share 2-3 nuggets a week from the Podcast archives to provoke reflection. If that is of interest, please click [here](#) and send a message stating "INTERESTED". Do also add this number to your Phone Contacts so that we can broadcast our messages to you when we share a nugget.

Devdutt Pattanaik - Nuggets

- 25.00 Devdutt Pattanaik - The Full Conversation
- 25.01 Devdutt Pattanaik - Early formative years
- 25.02 Devdutt Pattanaik - Transitioning from Healthcare to Mythology
- 25.03 Devdutt Pattanaik - Being effective in the Gig Economy
- 25.04 Devdutt Pattanaik - Dealing with various life transitions
- 25.05 Devdutt Pattanaik - Effective coaching process
- 25.06 Devdutt Pattanaik - Focus vs. Perspective
- 25.07 Devdutt Pattanaik - Building Habits vs. Enhancing Awareness
- 25.08 Devdutt Pattanaik - Understanding fear to decipher beliefs
- 25.09 Devdutt Pattanaik - Building perspective and judgment
- 25.10 Devdutt Pattanaik - Building story telling capability
- 25.11 Devdutt Pattanaik - In summary - Playing to Potential

About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

Disclaimer and clarification of intent behind the transcripts

This written transcript of the conversation is being made available to make it easier for some people to digest the content in the podcast. Several listeners felt that the written format would be helpful. This may not make sense as an independent document. Very often spoken word does not necessarily read well. Several of the guests have published books and the language in their books might be quite different from the way they speak. We request the readers to appreciate that this transcript is being offered as a service to derive greater value from the podcast content. We request you not to apply journalistic standards to this document.

This document is a transcription obtained through third party/voice recognition software. There is no claim to accuracy on the content provided in this document, and occasional divergence from the

Podcast Transcript [25.03 Devdutt Pattanaik - Being effective in the Gig Economy](#)

Also available on Apple Podcasts | Google Podcasts | Spotify

www.playtopotential.com

audio file is to be expected. As a transcription, this is not a legal document in itself, and should not be considered binding to advice intelligence, but merely a convenience for reference.

The tags that are used to organize the nuggets in the podcast are evolving and work in progress. You might find that there could be a discrepancy between the nuggets as referenced here and in the actual podcast given this is a static document.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission.