

# Book Club: Science of Mind Management

Session 17

**JKYOG Center For Indian Culture & Education**

# Prayer

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गुरुर्ब्रह्मा गुरुर्विष्णु गुरुर्देवो महेश्वरः  
गुरु साक्षात् परब्रह्मा तस्मै श्रीगुरवे नमः

GururBrahma GururVishnu GururDevo Maheshwaraha  
Guru Saakshaat ParaBrahma Tasmai Sri Gurave Namaha

Meaning: Guru is the Creator (Brahma), Guru is the Preserver (Vishnu), Guru is the Destroyer (Maheshwara). Guru is the absolute (singular) Lord himself! Salutations to that Sri Guru

वसुदेव सुतं देवं कंस चाणूर मर्दनम् ।  
देवकी परमानन्दं कृष्णं वन्दे जगद्गुरुम्

vasudeva sutam devam kamsa canuramardanam |  
devaki paramanandam krishnam vande jagadgurum

Meaning: I offer my obeisance's to Lord Krishna, the beloved son of Vasudeva, who killed the great demons Kamsa and Canura, who is the source of great joy to Mother Devaki; and who is indeed a world teacher and spiritual master of the universe

# Book Club: Welcome

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**Guided  
Reading**



**Practical tools  
and techniques**



**Introspective  
activities**



**Spiritual  
Stories**



**Topic related  
Meditations**



**Fortnightly  
Quiz**



**Quote of the  
day**



**Session  
summary**



**Email Digest**

# Recap

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Mind as a  
“factory”, 3  
mental states



Mind as “Enemy”  
and “Friend” &  
Thoughts



Inner & Outer  
worlds, Thoughts->  
Destiny, Blessings



Mind Theories &  
Mental Afflictions



Disease of  
“Anger”

# Today's Agenda

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- Quick Recap
- Book Reading / Video
  - SOMM, Ch 2: **Afflictions of the Mind**
  - Topic: **Diseases of Greed (pg. 37 in Kindle edition)**
- **Visual Summary & Recap** of concepts
- **Practical** Application / Meditation
- Experience Sharing
  
- **Let us read the book!**

# What is Greed?



Unlike anger that reaches a peak and then subsides, greed never diminishes and motivated by it, we burn out as in rat race of world

# Is GREED Good?

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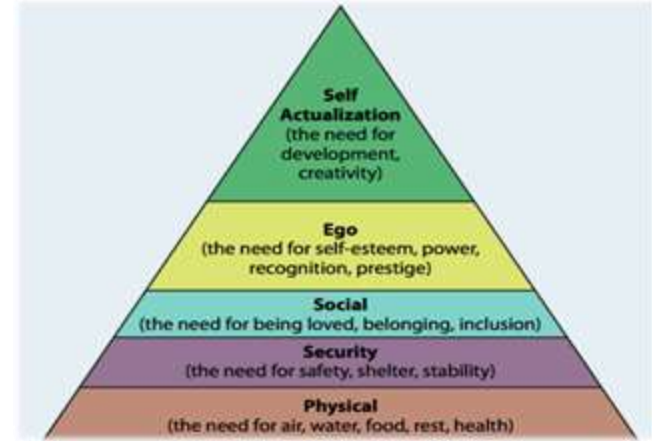
- *Let us watch a famous dialogue in 1987 Movie “Wall Street”*
- *Setting: Teldar Paper Annual Stockholders Meeting*
- *Main character: Mr. Gecko*

<https://youtu.be/6bbzwJ0Sx48>

# Greed: one of the grossest afflictions

- ***Greed** for money, prestige, delicacies, luxurious objects, or anything else.*
- ***Maslow's Hierarchy** can be applied to GREED as well!*
- *Individuals, society, country, planet – **greed** affects all*
- ***People spend** entire lives striving to satiate greed, it remains forever unfulfilled like a **bottomless vessel***
- ***Lobhiram story** – died running with a horse to capture land as promised by King*
- ***Consciousness of "lack"**, What one "needs" is no longer simply a matter of survival, but an expression of one's ego as it seeks to distinguish itself from others striving to acquire the label "successful"*

\* [https://www.huffpost.com/entry/a-spiritual-interpretatio\\_b\\_824489](https://www.huffpost.com/entry/a-spiritual-interpretatio_b_824489)





# Bhagavat Gita on Greed



**BG 16.21:** There are three gates leading to the hell of self-destruction for the soul—lust, anger, and greed. Therefore, all should abandon these three.

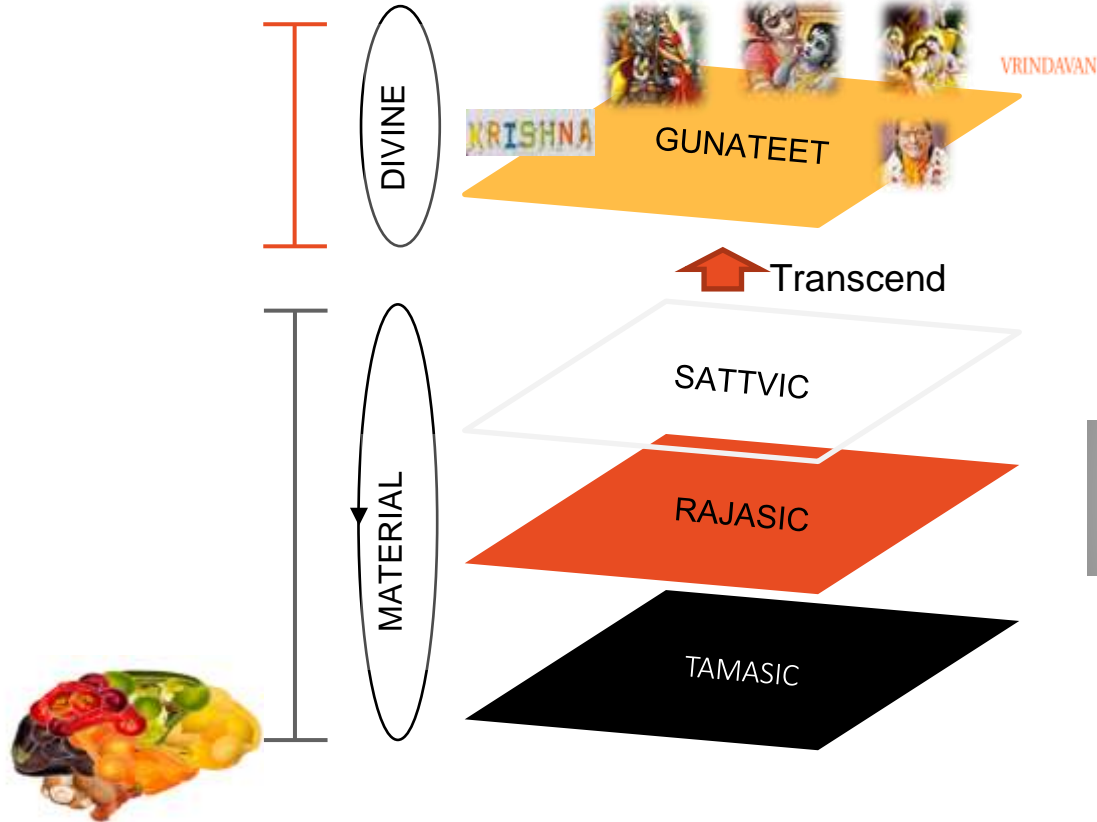
Shree Krishna now describes the origin of the demoniac disposition, and **pinpoints lust, anger, and greed as the three causes for it**. Previously, in verse 3.36, Arjun had asked him why people are impelled to commit sin, even unwillingly, as if by force. Shree Krishna had answered that it is lust, which later transforms into anger, and is the all-devouring enemy of the world. **Greed is also a transformation of lust, as explained in detail in the commentary of verse 2.62.**

Together, lust, anger, and greed are the **foundations from which the demoniac vices develop**. They fester in the mind and make it a suitable ground for all other vices to take root. Consequently, **Shree Krishna labels them as gateways to hell, and strongly advises to shun them to avoid self-destruction**. Those desirous of welfare should learn to dread these three and carefully avoid their presence in their own personality.



त्रिविधं नरकस्येदं द्वारं नाशनमात्मनः ।  
कामः क्रोधस्तथा लोभस्तस्मादेतत्त्रयं त्यजेत् ॥ 21॥

# Greed and the Gunas



*Sattva guṇa* leads to the development of virtues and the illumination of knowledge

*Rajo guṇa* leads to **greed**, inordinate activity for worldly attainments, and restlessness of the mind (BG 14.17)

*Tamo guṇa* results in delusion of the intellect, laziness, and inclination toward intoxication and violence.

# Saints and scriptures tell us!

- ‘A king wishes to be the emperor of the world; the emperor aspires to be a celestial god; a celestial god seeks to be Indra, the king of heaven; and Indra desires to be Brahma, the secondary creator. **Yet, the thirst for material enjoyment does not get satiated.**
- *In the Mahabharata, Yaksha asks Yudhishtira: “By renouncing what does one become happy. Yudhishtira answers: By renouncing greed.”*
- We do **not need much** to live a happy life. But **greed creates innumerable wants** for more wealth, higher posts, greater prestige, and bigger houses. The more we get, the more we want; nothing seems to quell our discontentment.
- *Imagine, just how blissful life would be with the wealth of inner contentment that would come if we could free ourselves from greed.*



# Science on Greed -1

- *Research studies were done on following*
- *Compare wealthy and poor on compassion and empathy!*
- *As a person gathers more wealth, feelings of compassion and empathy go down, ideology of self interest increases.*
- *Compare a rich vs. poor on giving – if both given \$50 to give from or keep – poor population gave 44% more than rich counterparts!*

**Research:** % of people who don't stop for pedestrian based on car they own!



# Science of Greed -2

## *Dr Lynda Shaw TedX Talk: on Greed*

- Stimulate **Dopamine** when greedy; but it leads to **negative effects**: *Problem is it is NEVER ending. Stress and anxiety results. Chronic stress (little is ok)*
- *When we are in negative states like greed – our emotional systems are working overtime and wasting our energy*
- Greed takes over and becomes addictive
- Distorts our thinking!
- *Greed is contagious. Greedy Boss: wants you to work more,*

## *On other hand: when we are GENEROUS:*

- **Why do we feel better when generous:** *Dopamine stimulates; Seratonine kicks in (happy chappy) – stimulates mood, appetite, better focus and sleep, neuropeptides – emotions link act like hormones including endorphins, oxytocins – lot of benefits! mesolimbic reward pathway - part of brain !*



# Book Club Interactive Activity



I am feeling greedy for spiritual knowledge, and spiritual goals. I resolve to check my greed!



Greed is good,  
Greed is bad !



1. Share your thoughts on today's lesson on greed!
2. What practical approaches have you used to handle / reduce greed?
3. In the scenario above, what would you tell the disciple – “who resolved to never get greedy!”

## Next, the MOTHER of Anger & Greed!

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- The question now before us is this: How can we overcome anger and greed? Is there any permanent solution to overcome them?
- **In order to answer this question, we need to go deeper! Join the next session to continue the journey**

THANK YOU FOR YOUR  
PARTICIPATION!



# Book Club: Reminder

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