

# **Need of a Bona Fide Spiritual Mentor to Facilitate Entrepreneurial Wisdom**

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**Abstract:** *Many entrepreneurs fail (fundamentally) because they are unable to make the right decision or right choices at the right time. According to Inc.com many entrepreneurs are filled with self-doubt, fear that they aren't as good as they think, negatively comparing themselves to the competition, and even becoming immobilized by fear of making the wrong decision and not knowing if they can trust their instincts (personally and professionally). Entrepreneurial psychology plays a crucial role in taking various decisions. A bona fide spiritual mentor (BSM) carrying co-existential wisdom (CEW) can guide their mentees (entrepreneurs) to overcome self-doubt, fear and other limiting beliefs. The BSM is a type of mentor (or a system created by him), who has experienced the essential nature of the self (I) and its coexistence with the world. Who am I? is a very critical question or doubt faced by (especially) entrepreneurs. If entrepreneurs don't realize the power of their self (I) then they find their problems bigger than they exist. The BSM has the capacity to make people understand and help them experience the divine nature of "I" (self). Entrepreneurs can channel infinite intelligence and boundless wisdom ingrained in their (higher) self through the guidance of BSM and discovers creative solutions to most of the entrepreneurial concerns. Successful entrepreneurs take guidance from various (domain) mentors. BSM is a most important type of mentor because he creates a platform for others (mentors). Here the question arises, where can we find such a BSM? Considering this concern, the scholar wishes to introduce Sadguru Shri. Wamanrao Pai as a BSM. He mentored entrepreneurs through the philosophy of Jeevanvidya (JV). JV is a transformative idea based on experiential self-knowledge, co-existential understanding, and universal laws of nature. JV has successfully guided thousands of entrepreneurs with a belief in "Udyog (Entrepreneurship) hach khara (Is a real form of Yoga) Yoga". JV persuaded many young minds to take entrepreneurial careers. Many entrepreneurs do not achieve (authentic) success because they don't realize the necessity of BSM in their life and they fall short of CEW in their decisions. This research is going to highlight the significance of BSM or JV in entrepreneurs' lives.*

**Keywords:** Co-existential, Bonafide, Wisdom, Jeevanvidya

