

YOGA AND MEDITATION IN HOME SCIENCE STUDIES: AN EMERGING SUSTAINABLE TOOL

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ABSTRACT

Darwin's law "Survival of the Fittest" is aptly suitable to present scenario of Globalisation. In this cut – throat competitive world, if any person wants to survive in the Globalized market, one should develop some competitive skills in their personalities. But to emerge as a winner, they have to recognize and feel it from their inner personality (i.e. from heart and soul). Then only, one can conquer the world in true sense. The research emphasis on the role of Yoga and Meditation as an emerging tool to develop skills and competencies for Global competitiveness. For this purpose researcher have collected primary data through interview, mails etc. Researcher has used Non probability convenience sampling technique for the research. The study especially focuses on the age group of 30-70 years, which researcher believes that they are facing various threats, challenges and stress in Globalized world. Efforts are being made to understand how Yoga and Meditation emerge as a tool for developing skills and competencies for global market especially during pandemic. It's an evidence based study to highlight the brighter side of adopting innovative skills to face unpredictable threats and challenges of future. The study proves it with the help of three hypothesis and 380 respondents from various region of India like Rajasthan, Gujarat, Delhi, Mumbai. A systematic questionnaire has been framed for the study. Researcher find out that one should adopt these skills not only for strength to compete the world or be the winner, but it also opens the new vista for competencies and also emerge as a new and innovative practice in the domain of Human resource management.

Key Words: - Competitiveness, Globalization, Meditation, Pandemic, Yoga.

INTRODUCTION:-

Today is a Globalisation era. We are getting exposure to the world. Competition is getting more and more tougher day by day. Earlier things were limited to local, regional or national level. But now if any idea came into mind, it has to strike through various levels of international aspects. It has to deal with certain parameters of Globalized competition. It has to go through n numbers of competition at Global level. So, in short we can say that there is a cut throat competition in this Globalization era.

There is Darwin's Law "Survival of the fittest" suits this situation aptly. Only the fittest will survive. For that one has to develop various skills in their personality to survive in the Global market especially in the context of corona time.

A spiritual guru Jaggi Vasudev says, " Human is not a being , infact he is in the process of being human . It is a continous process and a probability"(1)

So, when it is in the process of being human, we can modify it, we can add some skills to

make it better . Here requires some skills to introduce and develop . And when one understand it, he / she can not only resist in the market but also can win the market, whether it is national or Globalized market.

If we talk about India , there is a vast possibilities for this. India has a great opportunity to meet the future demand of the world. India can become the worldwide sourcing hub for skilled workforce.(2) Having glance over talent trend of 2016, we find that India has 42% most talented youth compared to the world. It is much more higher than global average of 36%. In matter of young generation , India is the richest country in the world and it is continuously increasing towards success in a very rapid speed . Aakash Kothari , manager of Linkdin India and winner of News App Pulse says that India is the biggest market for job seekers and job givers. He added most of the people are not aware about how to compete or get job. This all happens only because of information and awareness.(2)

For that or to resolve this problem India has to develop skills in every youth individuals to compete the Global world/ market India's population can be the biggest strength for it to emerge as a winner in the global market , if utilize it wisely and skilfully . Only 30% of educated youth of India is emerging with some new and innovative ideas into the Global market on basis of their skills.

More than 4200 industries start-ups are there in India according to a research. In comparison with world, it is on 3rd position. America is on 1st position having more than 47000 industrial start-ups, Britain has 4500 industrial start-ups. In India ,Benguluru is producing maximum start-ups(3)

Talent is everywhere, in every person, but the need is to sharpen it with various skills. Like develop skill to recycle the waste etc. Three people from Gurgaon (Delhi) named Anurag, Rishabhand Vainketesh had started “ Recart” start-ups for collection of waste and to recycle it. Even in Ghana for waste management they are using ‘ Collaib App.’(4)

So, in nutshell, it is a need for today's world and responsibility of every individuals, institutes to develop skills to face the competition in the world.

The important thing is that skills should not only develop from superficial levels but it should be developed from heart and soul. Or else we can say that, it should be developed from heart and soul develop or practise in such a manner that it seems inherent and one has to develop it like a habit. Skills can be develop in various manner but if we talk in above mention manner, so we have to connect ourselves with roots of ancient India i.e. Yoga and Meditation. It is our treasure from our heritage. It is said that a healthy mind lives in a healthy body. For healthy mind one has to practice Yoga and Meditation. To strengthening it, one has to practise it everyday. Even many multinational companies are also adopting this practise & conducting session for their employees.

Our ancestors had revealed many secrets of life to conquer it. Yoga and meditation is one of the gift from them to us. India was known as “Vishwa Guru” position in ancient time. It was just because of its inner skill development techniques(i.e. Yoga and Meditation).

Now, its high time to realise it and work on it, when we all are living in threat to our lives during pandemic. In this dangerous situation, our inner strength can only make us survive. For it yoga and meditation will help us in it. We are blessed with a secret by our ancestors for not only to compete the global world but to emerge as a winner. But the only need is that we have to recognize and practise it. It is in the blood of Indians, gifted by our ancestress. It gives us energy to compete the Global world . If we practise it , it makes us differ from other world, which will result into gaining again the position of “ Vishw Guru”.

HOW YOGA AND MEDITATION IS HELPFUL IN OVERALL DEVELOPMENT:-

Yoga and Meditation is helpful in overall development of the person and make him/ her competent enough to conquer the world.

From Politics:-

We have a great example of this i.e. PM Shri Narendra Modi. He is practising Yoga and Meditation from last so many years and now everybody can see the result or impact of that. He is one of the popular persons in the world. Many people follow him. He is taking big decisions which shakes the whole Indian economy but he is stable enough from inner to do what he determined. And it is all impact of Yoga and Meditation. That makes him so much strong person that he is competent enough to not only face the Globalized world but the is emerging as a winner also. We can observe it from various examples also like Make in India, swachh Bharat Abhiyan, Demonitization , National skill Development Mission (launched by hon'ble Prime Minister on 15/7/2015 on the occasion of World Youth Skill Day to achieve the vision of "Skilled India" , Pradhan Mantri Kaushal Vikas Yojana etc.

Hon'ble PM has get strength from inner as he is practising Yoga and Meditation to take firm decision for the nation . With the help of Yoga and Meditation he can do stress management, time management, people management etc.

Yoga and Meditation is helpful in various points like-

- Time management
- Stress management
- People management
- Management between personal and professional life.
- Management to deal with adverse situation .
- Management to deal with target or profit margin.
- Decision making
- Leadership quality etc.

In short it deals with overall development.

We have some another examples of renowned and successful persons from various fields , who proves Yoga and Meditation developed skills and achieved success.

FROM BUSINESS:-

Baba Ramdev is one of the biggest example for this. He actually proves Yoga and meditation practises. As he is practising this for last so many years so as its results, now we can recognize him not only as " Yoga Guru" but as an " Entrepreneur" also. He established Patanjali Aurveda Ltd. In 2006.(5)

The brand is producing almost every items in a desi tag with natural ingredients. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued 30 billion and some predict revenues of 5000 crores for year 2015-2016.(6)(7)(8)

Right now it is beating almost every big brand name like Dabur, Nestle etc., who had already established their foot in Indian market. "HSBC global research cues target prices of Britannia, Dabur and Nestle between 6% and 16% says Patanjali" Economic Times 5 Feb. 2016. It is the company in India, producing largest variety of products all together with one brand name.

Having a glance over the revenue we find the following table:-

YEAR	REVENUE(Rs.)
2009-10	163
2010-11	317
2011-12	446
2012-13	850
2013-14	1200
2014-15	2006
2015-16	5000

Future group which has tied up Patanjali sells about 30 crore worth of Patanjali products every month. (9)(10)(11)

Obviously, it includes various strategies and well organized planning to be a winner. Baba Ramdev proves to the world that he is not only competent enough but he is a winner, as he had developed various skills (management skills like leadership skill, decision making skill, 4 P's strategies etc.) by practising yoga and meditation. He is not a management person nor he is learned it but he developed it strongly from inner personality skills with the help of yoga and meditation.

FROM BOLLYWOOD:-

We have another example of it from Bollywood. A lady with perfect blend of beauty and brain is Shilpa Shetty Kundra. She is practising yoga and meditation from last so many years. She is not only maintaining her personal life in well manner but she manages her professional life as well. She has launched yoga CDs and series for public. She also wrote a book on yoga and diet named "The Great Indian Diet". She is successful in all fields for decision. She is successful at national and global level. And need not to say that she achieved all this due to developed skills got by practising yoga and meditation.

In nutshell, yoga and meditation are emerging as a tool for developing skills and competencies for global competitiveness. It has been proven by the researcher with the help of questionnaire, analysis and interpretation.

RESEARCH METHODOLOGY:-

Researcher have conducted survey with the help of questionnaire (Appendix A) to the respondents.

SAMPLE FRAME:-

The study emphasis on different regions of India (Delhi, Mumbai, Ahmadabad, Udaipur).

SAMPLE TECHNIQUE:-

Researcher have taken Non-Probability convince sampling method.

SAMPLE SIZE:-

380 respondents from Delhi, Mumbai, Ahmadabad, Udaipur has been taken.

CONTACT METHOD:-

Direct interview, telephonic interview and emails are the modes of contact have been used by the researcher.

DURATION:-

10 weeks was the duration of the research.

HYPOTHESIS:-

- 1) People are having good knowledge of yoga and meditation. (Based on Question no. 1, 2, 3, 4)
- 2) Due to several reasons people are adopting yoga and meditation(Based on Question no.5,6,7,8,9,11)
- 3) It is one of the best practises to compete in the Global world.(Based on Question no. 10)

LIMITATION OF THE STUDY:-

- This study is restricted to only four regions of India.
- It is important to acknowledge that survey sampling method used in this study cannot be generalized to the whole population.
- The study is based on the age group of 30-70 years. So, it is limited to this age group only.

ANALYSIS AND INTERPRETATION :-

Table 1. Distribution of the respondents according to age group to practise yoga and meditation.

S.NO.	Age Group	No. of respondents	%
A	20-30	57	15
B	30-50	270	71
C	50-60	38	10
D	Above 60	15	4

Source: Primary Data

CONCLUSION AND SUGGESTIONS:-

Yoga and meditation are modern emerging tools, given by our ancestors of India to not only compete the globalized world (full of threats and opportunities) but also by practising it, one can emerge as a winner. For this the whole world is looking at India’s ancient heritage. (12) Various examples and interpretations are given by researcher to prove it with the help of evidences to highlight the brighter side of adopting innovative skills to face unpredictable threats and challenges of future. Researcher’s efforts are being made to understand how Yoga and Meditation emerge as a tool for developing skills and competencies for global market in the context of pandemic. The study especially focuses on the age group of 30-70 years, which researcher believes that they are facing various threats, challenges and stress in Globalized world. The study proves it with the help of three hypothesis and 380 respondents from various region of India. Researcher find out that one should adopt these skills not only for strength to compete the world or be the winner, but it also opens the new vista for competencies and also emerge as a new and innovative practice in the domain of Human resource management during tough time like pandemic.

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