



Yoga is Making Humans and Economy Healthier

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Abstract

This paper illustrates how Yoga can lead to individual prosperity and India can avail the ancient yogic cultural legacy- Yoga, for its economic welfare through trade opportunities emerging in the world after the announcement of 21st June as the Yoga Day by UNO. Yoga can give physical, mental, spiritual, emotional, and economic benefits to individual which lead to one's improved performance leading to individual prosperity. India can assess the need of individuals of a foreign nation and customized the yoga package for exporting under service export. Under Yoga brand, other complimentary products like wears, Ayurvedic medicines and other herbal products can be exported. To harness the trade opportunities arising out of present world's acceptance level of Yoga, tourism can be directed towards Yoga and Yoga tourists can be directed towards other tourism, thereby, improving Indian trade performance and creating the ways for demand development for other Indian cultural legacies in the world market

Keywords: *Yoga, Brand, Complimentary products, Individual prosperity, Trade opportunities, Tourism, Trade performance.*

1. Introduction

With the beginning of 21st June as Yoga day, Indian ancient discipline has paved new opportunities for Indian trade. Researches going all over the world have supported and confirmed the importance of yoga for individuals' physical, mental, spiritual, emotional and economic well-being (Derebail Gururaja, Kaori Harano, Ikenaga Toyotake, and Haruo Kobayashi; John Denninger etc...). The number of individuals practicing Yoga in USA is growing at the rate of 20 percent and the similar rising trend has been reported in most of the Western countries. As India has natural edge over other nations to improve its trade performance through building Yoga brand by promoting, exporting Yoga and other complimentary products and attracting foreigners. Therefore, it is beneficial to develop Yoga as an item of trade.

What is Yoga

What is Yoga? According to the Maharishi Patanjali, Yoga means to control the subconscious / unconscious mind or control over the five types of Vritti (Bhumi) of the "Chitta" existing within the all people.

History of Yoga

There is no consensus on the origins of Yoga and its origins are a matter of debate but we can say that Yoga developed in ancient India more than 5000 years ago. As per information available on the portal of Ministry of External Affairs, Government of India under "Public Diplomacy", "the tentatively, the period between 500 B.C. – 800 A.D. is considered as the classical period which is also considered as the most fertile and prominent period in the history of Yoga. During this period, commentaries of Vyasa on Yoga Sutras and Bhagwatgita etc. came into existence. This period can be mainly dedicated to two great religious teachers of India.

Mahavir and Buddha". As per information available on the portal of Ministry of Ayush, Government of India, Maharishi Patanjali, "The Father of Yoga" compiled and refined various aspects of Yoga systematically in his "Yoga Sutras" (aphorisms). He advocated the eight folds path of Yoga, popularly known as "Astanga Yoga".

2. Fundamentals of Yoga

According to the Patanjali Yoga Darshanam, the theory of Yoga is based on its Ashtanga or its eight parts which are as under:-

1. **Yam** : Ahimsa, Satya, Asteya, Brahmchariya and Aparigraha are the five Yam

2. **Niyam**: Shaucha, Santosha, Tapa, Swadhyaya and IshwaraPranidhana are the five Niyam

3. **Asana** According to HatyogaPradeepika (Dr. ChamanlalGautam, SanskritiSansthan, Bareilly : 1982), the Munis and Yogis of India have mentioned numerous Asanas but Adinath Shiva have mentioned eighty four lakh Asanas out of which, eighty four are important and commonly in vogue and out of these 84, only four Asanas have been found more suitable. These four most important Asanas are Sidhha Asana (Perfect Posture), Padama Asana (Lotus Posture), Simhasana (Lion Posture) and Bhadra Asana (Blessed Posture). Yogi DharendraBrahmchari in YogasanaVijnana (The Science of Yoga) described these Asana as under:-

□ Sidhha Asana (Perfect Posture)

Sidhha Asana (Perfect Posture) has been related as the foremost among the 84 lakh Asanas. It is possible to attain the ultimate heights of yoga through the practice of this Asana and thus to achieve all the perfections and Sidhis (or supernatural faculties and self-realization) of yoga. There is no need of any other asana if one has mastered in the Sidhha Asana (Perfect Posture)

□ Padama Asana (Lotus Posture)

It is the Asana which must be practiced by all – men, women, children, old and young alike. The Yogi sitting in this Asana is lifted from the ground and is suspended in mid-air. It can be practiced by the brahmchari, the householder, vanaprasthi or the sanyasi. It supposed to be perfected if the posture can be maintained for a period of 3 hours and 48 minutes in the prescribed fashion.

□ **Simhasana (Lion Posture)**

It is the Asana which helps in relieving the ailments of the oral cavity, teeth, tongue, jaws and throat. By its practice all three locks, i.e. MulaBandh (Basal lock), UddiyanaBandh (Adminal Lock), and the Jalandhar Bandh (Chin lock) are applied automatically

□ **Bhadra Asana (Blessed Posture)**

This Asana has been found useful for developing the ability to concentrate because the mere practice of fixing the gaze leads to the stabilizing of the mind and although it is easy to perform, it is nevertheless capable of bestowing subtle benefits

4. Pranayama

The Pranayama defined as the “cessation of the process of inhalation and exhalation”. The practice of Pranayama is regulated by the location, season and rhythm making it either deep (dirgha) or subtle (sukshama). The Pranayama described as a Bridge between the external (Bhotik) and internal (Sukshama) world.

5. Pratyahara

Pratyahara has been defined as the withdrawing of mind from the sensory engagements. It indicates dissociation of one’s consciousness (withdrawal) from the sense organs which helps one to remain connected with the external objects

Dharana

The Dharana has been defined as the process of binding consciousness to a point, place, regions or object (deshabandhahchittasyadharana). In Shivyog, there are twelve Dharnas, Muladhara, Swastithana, Nabhichakra, Hridayachakra, Kanthchakra, Rajdanta (Jhiwamula), Bhruchakra, Nirvanachakra, Brahamrandra, Samastikara (Ahankara), Karana (Mehtatva or Akchhara) and Niskala (Grahitapurusha). It indicates broad based field of attention (inside the body and mind) which is usually understood as concentration

6. Dhiyana

The Dhiyana has been defined as the state when there is a steady and continuous flow of attention and concentration on a point, place, region or object (tatraPratyayaekatnatadhyanam). Dhiyana is contemplation (focused attention inside the body and mind).

7. Samadhi

The Samadhi has been expressed as an omnipresent state when the mind loses itself and the object alone shines without differentiation.

3. Importance of Yoga

The ancient art and great science of Yoga opens a door of new invisible world for those who are seeking something more out of this materialistic world. The different paths in Yoga are for good health and peaceful mind. Yoga has a key of inner world, Yoga is a science of prevailing the mystery of inner world. Yoga helps us to understand the nature of our existence and to grow as a better human being.

4. Role of Guru and Diksha in Yoga

One must have a Guru. In Sanskrit, the word, “Gu” means “darkness” and the word “Ru” means “dispel”, therefore, Guru Means the one who dispels the darkness and bring light and more understanding. A Guru (gu+ru = dispeller of darkness). The Guru helps us divert from the path of Avidya (ignorance) to Vidya (knowledge). In the Yoga, without Guru Diksha there is no salvation, no moksha, no life. One must have a Dikshaby Guru for body, mind and soul. There are so many kinds of Diksha in the Yoga like Guru Diksha, KriyaDiksha, SanskaraDiksha, SankalpaDiksha and Samadhi Diksha. Guru Diksha has a scientific approach. It is a science of energy and science of sound energy. It is a master and disciple connection. After Guru Diksha one can walk on the path of Self Realization and one can go into Samadhi. According to the Pilot Babaji, the words of the Guru, the sacred mantra given by Guru creates Kavacha (shield). It armours you with divine power around your body and mind.

Yoga and Individual prosperity

Yoga can improve individual's prosperity which can be understood as shown in Fig.1. Researches on the effect of different forms of Yoga have shown that Yoga can help in relieving stress, cardio-vascular diseases, cancer, body flexibility, improved concentration etc... Thus, Yoga provides physical, mental, spiritual, emotional and economic benefits (i.e., money saved from medical expenses). These benefits increase individual performance leading to higher income generation. Higher income provides savings and investment opportunities ultimately leading to individual prosperity. In this way Yoga can improve the individual performance, organizational performance and national performance.

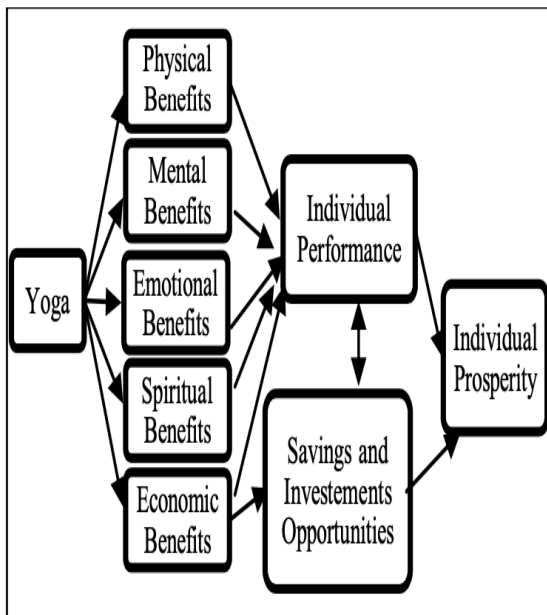


Figure 1: Yoga Benefits and Individual Prosperity

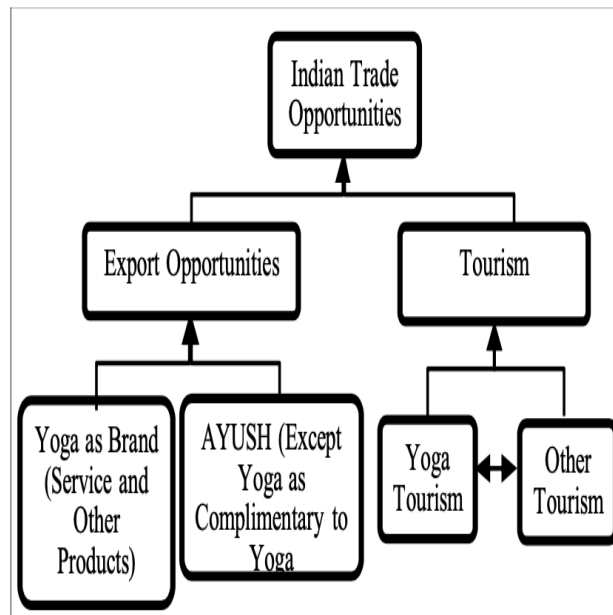


Figure 2: Yoga and Indian Trade Opportunities

Yoga and Indian Trade Opportunities

How Yoga can create trade opportunities can be understood by Fig.2. Yoga can be used as service and/or brand for other products like yoga clothes, Yoga mats, Yoga equipment's, Yoga

foods etc...With Yoga, Indian herbals, Ayurveda, Naturopathy, Unani, Siddha and Homoeopathy can be incorporated as wellness products as Indian government has already taken steps in this area (makeinindia.com/sector/wellness). Some foreigners visit India for learning Yoga who can visit other tourist places generating revenue for India. Similarly some foreigners visit India for some other purposes can learn Yoga. Thus, Yoga can create trade opportunities for India.

Linking Individual Prosperity to Trade

How focusing on individual prosperity resulting from Yoga can lead to trade growth can be understood by Fig.3. For Yoga export there is need of need assessment of individuals of a foreign nation as backed by two new schemes introduced in the FTP 2015-20: the Merchandise Exports from India Scheme (for export of specified goods to specified markets) and Services Exports from India Scheme. For example in the poor countries there are widespread diseases. People are poor. So, Yoga can be customized according. Similarly for developed countries need assessment will show different requirements of Yoga package.

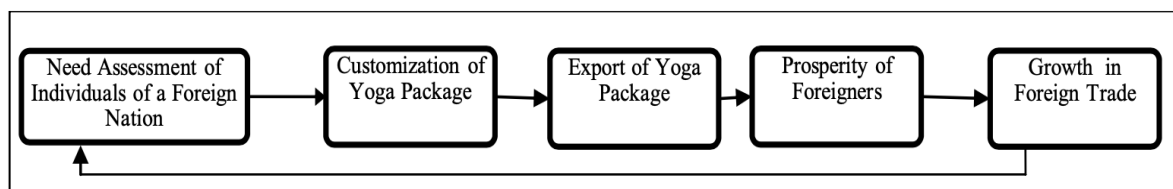


Figure 3: Individual Prosperity and Trade

5. Government Policy for Development of Yoga

The Ministry of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Sidha and Homeopathy) was formed by the Government of India on 9th November 2014 to ensure the development and propagation of AYUSH system of health care. The Hon’ble Prime Minister of India while addressing the 69th session of United Nations General Assembly (UNGA) on 27th September 2014 urged the world community to adopt an International Day of Yoga. The member UNGA approved the proposal on 11th December 2014 by consensus with record 177 co-sponsoring countries resolution to establish 21st June as “International Day of Yoga”. The Ministry of AYUSH, Government of India successfully organized 1st International Day of Yoga

on 21st June 2015 at Rajpath, New Delhi. Millions of people have participated in the first International Day of Yoga. On this occasion, two Guinness World Records were made viz. the largest Yoga Lesson involving 35,985 participants and maximum number of Nationalities (84) participated in a single Yoga lesson.

The Government of India has taken several steps to promote Yoga approving and Notifying the National AYUSH Mission (NAM) which makes provision for Co-location of AYUSH facilities at Primary Health Centers, Setting, Up-gradation of AYUSH Hospitals and Institutions. Some Institutions has started under graduate, diploma and short term coursed on Yoga.

6. Conclusion

Yoga Swami Svatmaram in Hatha Yoga Pradipika said that Yoga cannot be experienced “by wearing Yoga garments, or by conversation about Yoga, but only through tireless practice”. According to the Hath Yoga Swami Svatamaram, “Success depends on a cheerful disposition, perseverance, courage, self-knowledge, unshakable faith in the word of the Guru and the avoidance of all superfluous company”, (1.61 & 1.16). According to Pilot Babaji, “drop everything that has come from outside, throw it out, suddenly you will find your mind is giving way into no-mind”.

Therefore, in this materialistic world, start inner journey through Yoga and try to live with Peace, Love and Harmony. India has great opportunity to improve trade performance by focusing on Yoga with a win- win situation both for India and a foreign nation.

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