

Yoga: A Tonic for Economy's Health

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India has been recognized as 'Vishvguru' due to some of its instinct features such as Peace, Culture, Spirituality and its unique Traditions. It follows the principle of VASUDHAIV KUTUMBKM according to which the whole earth is like a family. Since ages our India has given remarkable contribution in the development of the world. Ayurveda which is considered as one of the world's oldest medical systems has been the India's traditional health care system. Along with Ayurveda, another medical therapy which is getting recognition all over the world is YOGA which is going to be recognized as the biggest contribution of India to the world.

Yoga is an Indian medical therapy used basically for peace of mind. Besides it enhances mental, physical and spiritual wellness. About 5000 years ago, Indian researchers known as Rishi/Muni invented and innovated this technique that is now considered as a synonym as well as an alternate of exercise. With passage of medical industry gave much importance to Allopathy and Yoga lost its shine. But about 10 years ago, Indian government made efforts to provide Yoga recognition at international level. As a result on 11th December 2014 it was accepted by 177 member countries of U.N.O. to celebrate International Yoga Day on 21 June every year. Since then Yoga regained its lost grace and glory. Confronting the Pandemic Covid – 19, millions of people all around the world have adopted it as a part of their routine life and felt amazing change in their physical and mental health. Along with the view point of health of people, Yoga has proved a boon for the health of World Economy. A vast market for yoga products has established in the world. A range of yoga products such as Yoga Mats, Blocks, Towels, Belts, Bolsters, Bags, Balls etc. is available in the market as a result a strong Yoga industry has been established in almost every country of the world. Data collected from various sources reveal that the overall wellness market only in India is estimated at INR 490 billion and 5546 billion USD all over the world. The present research paper throws light on the growth of Yoga and wellness industry in India as well as the whole world by using secondary data.

Key Words: Yoga, Wellness, Yoga Industry, Yoga Tourism.

I. Introduction:

Yoga or Yog (Sum total) is a word which is originated from the Sanskrit word 'Yuj', which means 'to join' or 'to unite'. on this basis Yoga is a spiritual practice which focuses on the union of individual consciousness with that of the Universal Consciousness by bringing harmony between mind, body and nature with the sole objective of physical and mental health. One, who experiences the unique state of oneness of existence by performing yoga, is honoured as a yogi, who is considered to attain Mukti, Nirvana or Moksha - a state of freedom from the bonds of life and death to become one with the Supreme Power. 'Yoga' is an inner-science based on spirituality comprising of a variety of methods through which we can attain self realization and spiritual upliftment and thus achieve mastery over our destiny.

India : the Lodestar for the Whole World:

There is no denying fact that the science of Yoga was originated in Ancient India. As per Hindu mythology, lord Shiva is the first yogi or Adiyogi. Adiyogi Shivabestowed his knowledge about Yoga Science to the 'seven sages' who propagated this powerful art to different parts of the world. However, in India this art bloomed like a blossom. Indian mythological epics, scriptures, emblems and fossil remains of Indus valley civilization showing the figures performing Yoga Sadhana clearly confirms the presence of Yoga in ancient India. With passage of time as invaders attacked the Golden Bird and spoiled its rich culture, traditions, social system, medical know hows, this powerful art of Yoga lost its shine and a layer of other medical therapies covered it as the layer of clouds cover the sunshine. But about ten years ago, our Indian government (the Ministry of AYUSH) realized the power of Yoga Science and made extraordinary efforts to provide Yoga recognition at international level. As a result, on 11th December 2014 it was accepted by 177 member countries of U.N.O. to celebrate International Yoga Day on 21 June every year. Since then Yoga is on the path to regain its lost grace and glory.

Commercialization of Yoga:

It's just about ten years ago, that a yoga class was meant spreading a sheet of cloth on some peaceful place to perform some breathing exercises and making some particular type of postures called Aasans/Yog Mudra under the observation of some instructor. But after the world wide spread of the pandemic Covid-19, the entire scenario has been changed. During the pandemic there was an ambiance of fear, stress, anxiety and health challenges. The maintenance of social distancing was another challenge that hindered the outdoor activities like jogging, exercise, walking, outdoor gaming etc. In such a critical situation Yoga has been proved as a powerful weapon to release mental stress and anxiety and to enhance inner immunity and mental health. It has become an effective alternative to the tiresome physical exercise especially for female and the aged people. At primary stages Yoga was confined to the lower middle class people but as this technique gave tremendous results for physical and mental fitness, the richer class also attracted towards it. This gave rise to the commercialization of yoga and establishment of Yoga Industry. Now Yoga is no longer confined to a process to spread a mat or a clean piece of sheet on the floor and do some Aasans rather it has taken a new avatar which is connected to majesty and luxury. Availability of dozens of marketable yoga products such as yoga mats, yoga pants, yoga bricks, yoga blocks, Yoga bolsters, yoga straps, yoga blankets etc. Yoga camps with huge registration fees, yoga studios, online yoga classes, yoga tourism clearly shows that yoga is not confined to the matter of health only rather it has become an area of economic interest and a strengthened Yoga Market all over the world has been established. According to a report from Allied market research the global Yoga market size is valued at 37.5 billion USD in 2019 which is expected to reach at 66.2 billion USD up to 2027 at a CAGR of 9.6% . The report of Expert market research shows that the yoga market all over the world is expected to grow up to 177.6 billion USD in 2028 at a CAGR of 9%. Similarly the study (by Grandreviewresearch.com) estimates that the global yoga market is expected to show a revenue of 256.9 billion USD up to 2030 at a CAGR of 5.8%. According to an estimate, the Indian yoga and wellness market is over INR 550 billion. Out of which yoga studios or fitness studios contribute to 40% of this market. Up to 2025, the Indian yoga and wellness industry would grow at a CAGR of 20% to reach INR 900 billion. S Abbas Manthry , director of Raziiaa Merchandizing (a leading yoga accessories manufacturing company) revealed that India is one of the largest exporters of Yoga accessories and about 90% of yoga products, with a worth of 500 to 700 Crore Rs., made by them are exported to US, Canada and Europe. The allied sectors of Yoga Industry are yoga teacher training centers, residential yoga schools, yoga studios and fitness centers. About two dozen of Indian cities such as Rishikesh, Mysuru, Goa, Kerala, Pune, Dharamshala, Chennai are the hotspots of Yoga in India. According to an article published by India news in December 2022 Village Mantalai in Udhampur (J&K), situated at the banks of river Tawi, is the largest International Yoga Centre in India. In 2022 the Tourism Ministry in the Government of India sanctioned ₹ 9,782 crore for encouraging tourism by providing this International Yoga Centre a modern outlook with swimming pools, business convention centres, helipads, spas, cafeteria and dining halls, cottages designed eco-lodge huts with solarium, gymnasium auditoriums, battery operated cars, meditation enclaves and a lot more. Notably, 90 per cent of the Centre's construction has already been completed so far.

According to a report by Abby McCain published in June 2023 on ZIPPIA Canada is the country that leads in popularity of Yoga followed by Singapore, Australia, Ireland, and U.S. North America has the largest share in Yoga Industry however Asia - Pacific region is expected to show the fastest growth rate (10.8%) in Yoga industry. About 300 million people all over the world perform yoga activities. It is much interesting that there is dominance of women in Yoga sector. In 2021 women share in yoga was 79.6% which reduced to 72% in 2023. No doubt offline yoga courses accounts for major yoga markets but after COVID-19 the online yoga market flourished enormously and the online yoga courses exhibits the CAGR of 12.3% during 2021 to 2027. About 60% of people do yoga at home while 38 % prefers yoga studios. U.S is the leader in growth of yoga studios. Presently there are about 48,500 yoga studios in U.S as compared to 22,300 studios in 2012 and the U.S yoga Industry earns about 9.09 billion USD annually. The above data gives full indications about golden future of Yoga industry.

II. Conclusion:

For last few decades the insatiable lust for more and more growth has brought drastic changes in life of the people all over the world. Artificial modern lifestyle, unhealthy diets, adoption of new technologies has threatened the physical and mental health of individuals all over the world. The cases of diabetes, high blood pressure, cardiac diseases, obesity and stroke are increasing rapidly. In such adverse conditions Yoga has proved like a boon. 43% of yoga practitioners are of the age 30 - 50 years , 38% are of above 50 years and 19% of the youth have accepted yoga and included yoga practice in their routine life. The efforts of governments all over the world to promote yoga industry is appreciable and beneficial for the health of their natives and their economies. There is much scope of career building as well as health and wellness in the field of yoga.

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