

# ENHANCING HR AND MARKETING COMPETENCIES THROUGH YOGIC PRACTICES (A CASE STUDY CONDUCTED IN CORPORATE SECTOR OF DELHI AND NCR)

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**Abstract:** This paper intends to study the importance of yogic practices in Enhancing Human Resources and marketing competencies manager level employees from different companies of Delhi and NCR. The response were collected from 100 respondents out of them 50 as control group and 50 as a practice group in the shape of questionnaire. A self constructed questionnaire was used as a tool in this study and survey method was used as technique. In modern technological period man faced various complex situations like stresses, irritation, anxiety, depression, loneliness, ego problem etc. In these situations yogic practices are very useful to every person. By practicing yoga in every day social values are developed which change the human behavior and enhance their competencies in their field of work.

**Key Words:** HR, Marketing, Competencies, Yogic practices

## INTRODUCTION :

Patanjali's Ashtanga yoga encompasses cognitive learning, moral conduct, physiological practices and psychological therapy<sup>1</sup>. The first two steps—yama and niyama—seek and shape external behaviour and thought patterns and thus minimise disturbances in the mind and the body.<sup>2</sup> The handling of emotional contamination and the removal of negative emotions such as anger, jealousy, greed, attachment, ego, and an excessive desire for objects are very important in adopting the yoga way of life<sup>3</sup>. The yama and niyama stages of Ashtanga yoga enable an individual to eradicate such negative contamination through sustained and conscious efforts<sup>4</sup>. Through such a process, the individual attains a state of 'chittasuddhi' or purity of mind, which is considered to be the starting point of the yoga way of life.<sup>5</sup> On the behavioural side, abstention is sought from violence, falsehood, dishonesty, sexual excess and acquisitive tendencies.<sup>6</sup> On the cognitive moral side, the ideals prescribed are purity, contentment, austerity, self study and forbearance<sup>7</sup>. The stages of asana and pranayama are meant for disciplining the body and regulating subtle energy flows<sup>8</sup>. In the fifth stage of pratyahara, secondary input is regulated so that the mind is not distracted. The stages of dharana, dhyana and samadhi are for uplifting one's spiritual self and for heightening consciousness.<sup>9</sup>

According to Patanjali's Yoga Sutras asana and pranayama practices are supposed to make our body flexible and purify the subtle energy channels of our body<sup>10</sup>. This paves the way for control of one's mind, which consists of four aspects: random mind, intellect, subconscious mind and ego<sup>11</sup>. Yoga works on all these four subtle aspects of our mind, and thereby makes one more self-aware, empathetic, motivated and self-regulated. These are the very qualities known as emotional intelligence<sup>12</sup>.

One of the important preoccupations of top management is the improvement of managerial performance. Over the last several decades management researchers have developed constructs to identify the factors that influence managerial performance, and have sought to provide a framework to explain performance<sup>13</sup>. In this context, there is a popular perception that individuals of seemingly average intelligence often do well in their professional and personal lives, whereas people with high IQ often struggle with life's challenges. Therefore, it would be useful to question the assumption that general intelligence is a sufficiently good predictor of success in life. Earlier researchers have suggested that other attributes may be better determinants. There is a vast repository of knowledge and accumulated experience in India on the role of yoga as a way of life in enabling individuals to lead successful and satisfied lives opening up possibilities of connections with managerial performance<sup>14</sup>.

The Human resource concerned with the growth and development of people towards high level of competency, creative and fulfillment, because people are the central resource in any organization and in any society<sup>15</sup>. This approach can be very easily understood by comparing it with the traditional management approach where the manager decides to do something and then gets it done through people according to his directives and under his strict control and supervision without taking his workers into confidence just to satisfy his whims. The human resources approach on the other hand is developmental and facilitative. It help people to grow and facilitative their developing self control responsibilities and other abilities in them so as to create a climate where all can contribute to the organization to the limits of their improved abilities. It will get work-satisfaction by making fuller use of their capabilities. Human wants are unlimited and repetitive in nature. Business activities aim at acquiring of wealth,

converting it into desired forms and making the final product available for exchange for the satisfaction of human wants. These activities fall under industry, commerce and trade. These three branches has one common function the exchange function. This important and powerful function is termed as marketing.

Marketing may be explained as a business function entrusted with the creation and satisfaction of customers to achieve the aims of business. Thus process of marketing includes<sup>16</sup>.

- (i) Profit making by sale
- (ii) The presence of customer
- (iii) Satisfaction of the customer by meeting his needs
- (iv) The product should confirm to the requirements of the customer

“Marketing” makes good useful to the society by getting them where they are wanted, when they are wanted and by transferring them to those people who want them.<sup>17</sup> It is in this sense that marketing has been defined as “all the activities involved in the creation of place, time and possession utilities.”<sup>18</sup> Marketing is also concerned with “handling and transportation of goods from the point of production to the point of consumption.” To put it in more simply a group of sellers is industry and a group of buyers is market.

### **RATIONALE OF THE STUDY:**

Man today is progressing at a faster pace in various of medicine, science & technology, agriculture machineries, space research, nuclear science etc. A number of discoveries/ inventions have changed the very face of this planet. All these were intended to give happiness and comfort to mankind and alleviate the sufferings of human beings. But the biggest irony is that today in the midst of material plenty, man is starving proper yogic practices and if there is anything that is missing in his life than it is these very two things “happiness and peace” for which all the pursuit started. The reason being that along with everything else, unfortunately, a rapid pace is also seen in degradation of social values and morality.

The preoccupation with the production and accumulation of material objects and comforts as sources of meaning, happiness and social acceptance has consolidated itself in the structures of power and information to the exclusion of competing voices and paradigms. The in fettered cultivation of needs and wants haled to a system fully dependent on excessive consumption for a privileged few, while reinforcing exclusion, poverty and inequality, for the majority.

### **LIMITATIONS OF THE STUDY:**

Research is a never ending continuous process. Basically research in any field of knowledge makes the ground for more researches and this process goes on. That is how new concept came into being. Obviously all the studies have their own limitations.

Yoga is an ancient philosophy was pushed to the background over the years in the mad race for materialism. These abrasions have led the society to peacelessness and disharmony. Integration of yoga is recently getting popularity as a subject matter of studies with various educational institutions as well as Universities.

The respondents selected for the study are from the corporate sector of Delhi and NCR. Only 50 respondents have been selected. The respondents selected for the responses represent the entire society from various segments in public sector, private sector, businessman, professionals etc.,. Still their responses to the questions relating to the need for integrating yoga may not represent the views of the entire society.

Considering the nature of the respondents it is correct that they are from different backgrounds and different work situations. Some of them are working in senior management positions, who have good understanding of questions and their relevance in present day stressful society but had little exposure to yogic practices. The other set of respondents posses the knowledge of yoga but were not so conversant with HR and Marketing competencies.

Another limitation of the study was in terms of getting appointment for interviews from concerned respondents because of their busy schedule. To overcome this, the questionnaire is designed in self explanatory way so that the responses of the respondents can be easily obtained. The study is based on responses from the respondents in Corporate Sector of Delhi and NCR only and their number was restricted to 50 as a sample study. The mood and way of expression at the time of filling the questionnaire also affects the outcome of the study. The study may be treated as a pilot project and further comparative study may be conducted to explore the advantages of inculcation of yogic practices for the personal as well as social development of the respondents from all walks of life. Covering different social ethic areas representing the entire society covering Metros, Urbans and Semi urban & rural areas.

The comparative study may be based on responses from a group of companies encompassing a substantial share of GDP and professionals without the knowledge of yoga, and another group of professionals having the knowledge of both the fields of yoga and HR Marketing.

Participatory observation of the scholar may also lead to the study in favor of yogic practice solutions. However, scholar has strictly concentrated and presented unbiased observations in this study. Participatory observation has many advantages as the scholar himself can realize the importance of solutions in the field of marketing having sufficient experience in both the fields of yoga and HR Marketing.

Research Scholar also spent a reasonable amount of time to scan through the work done by other seniors on the subject as to make this exercise enriching as well as a innovative. These techniques have immensely helped in refinement of the outcome from the study. The influence drawn out of the study can definitely be more meaningful to chart out a road map for the future of the Human Resources and Marketing competencies of corporate sector leading to a peaceful and blissful world.

### **OBJECTIVES OF THE STUDY :**

The purpose of this study is to know the importance of yoga in Enhancing Human Resources and marketing competencies through yogic practices. The role of yogic practice wisdom in enhancing value for business world as well as the human resources in large. Five dimensions of Human Resources and Marketing competencies are very important. The dimensions are physical, mental, emotional, social and spiritual. Human Resource is considered to be valuable asset of the company or an organization. It is sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise of executives, supervisors, rank and file employees. It is very important that human resource should be utilized to the maximum possible extent, in order to achieve individual and the organizational goals. It is thus human resource performance which ultimately decide the attainment of goals. Human resource performance is to a large extent, influenced by the organization's activities.

To know the different competencies of human resources and marketing. To adopt a new strategies for enhancing human resources and marketing competencies. To know the impact of yogic practices different levels and part of the employees. In order to face various challenges, one has to over come several obstacles on their way to success in life.

Various marketing techniques adopted by business organization to enhance their presence in view of intense competition. Importance of in depth knowledge of customer behavior and their buying pattern correlating various tools adopted by marketing organization. The importance of team working and their impact on performance of the organization. The importance of yogic practices in order to create a responsible employee and its impact on performance of business. The correlation of yoga and balance with environment and ecology for a business house.

### **METHODOLOGY :**

The main objective of this study is to Enhancing HR and Marketing Competencies through Yogic Practices. Scholar has used already available information and emphasis is more on the analysis and interpretation of the existing available information and hence has made the use of the secondary data.

### **Tools of data collection:**

The tools of Data collection required for this study is the observation by the scholar as he is associated with yoga institution 18 years experience in this field. Participatory observation reveals many functional HR and Marketing strategies observed in the success of the company. According to expert the comparative method is most commonly used like this type of studies relating to behavioral science. Observation and comparison methods becomes a scientific tools and the method of data collection for the researcher, when it serves formulated research purpose, it is systematically planned and recorded is subjected to checks and controls on validity and reliability. The main advantage of this method is that subjective bias is eliminated, if observation is done accurately.

Questionnaire may be used for the obtaining valuable inputs from respondents of the every sect of the society. The questionnaire is designed in such a way that it may be filled by the respondents easily so as to find the actual responses.

### **Primary & secondary resources of data:**

As the scholar himself is actively associated with yoga institution it helps in extracting the primary data. The secondary data will be obtained through various magazines of the institution various books. The primary data is intended to be gathered by meeting the personnel associated with other spiritual institutions also. In order to avoid any bias the scholar intends to gather data from the different locations, working at different trends in different capacities. Secondary data, it was gathered from various literatures, the organization is very rich in the literature and international acclaimed in this field.

Questionnaire method is used by scholar. A questionnaire was designed to be used for collecting the data. The respondents were interviewed personally to some extent and their responses were filled after discussing the questions with them and remaining questionnaires were filled by giving them to the respondents due to lack of time and availability of respondents.

The scholar has chosen the respondents from different socio economic profile i.e. from public sector companies, private sector, businessman, professionals of different ranks. The responses of the respondents have been recorded while interviewing them and counterchecked with their responses to each the conclusion.

All three methods of collection of data namely observation method, interview method and questionnaire method are used by scholar.

#### **ANALYSIS AND INTERPRETATION OF DATA:**

The quantitative data is represented as the tables to interpret the data and draw conclusions and response of the respondents. The response of the respondents is taken from the questionnaire and it is being entered in MS Excel sheet and the data is compiled in order to draw the inferences.

#### **Data analysis:**

As the very nature of the subject “ Enhancing HR and Marketing Competencies through Yogic Practices” has a close bearing on the value systems, educational background, religious beliefs, social status etc., of people from various walks of life, it was considered necessary to capture some demographic features of the respondents. The response were collected from 100 respondents out of them 50 as control group and 50 as a practice group in the shape of questionnaire. Data so collected from various sources have been presented in the form of one or more tables. Adequate use of graphs, charts and diagrams has been made to illustrate and highlight the data presented in the tabular form. Various tools of analysis are used for the interpretation purpose as per the requirement. Scholar has taken interview of various personnel working in various capacities. From the view point of these people it has been found by the scholar that the persons who are elevated in the yoga practice, shall reflect their divine virtues in the work environment and create a harmonious relationship with the superiors, colleagues and juniors which helps in building team spirit in any organization. The essence of yoga helps the individuals to cope up with the stress prevailing in the present day society.

Scholar has observed that in present corporate world everyone is focusing on the material progress and is working in the need to fulfill the greed. Hence there is a need that higher level management to focus to have efficient control over the managers and train them on yoga practices so that harmonious relations prevail in the organization to get better results. In order to minimize the ego, the top level management in order to enhance the competencies.

The scholar has found that yoga practices adopted in daily routine increases the values in the self. Realization of the self as soul breaks many barriers of vices and empowers the self to explore the innate powers of love, happiness, knowledge etc., and helps to disconnect with body conscious which the main source of all vices.

From the results of the data so compiled from the 100 respondents through questionnaire it has been gathered that some respondents are those who follow yoga in the life but do not have any knowledge about human resources, some of them are having adequate knowledge of the human resources without the knowledge of yoga and rest of them are those who are having mixed knowledge. Questions are formulated in such a way so that inferences of the study can drawn out by the scholar. The detailed analysis and interpretation of the data and inferences made by research scholar is as follows:

#### **DATA COMPILATION:**

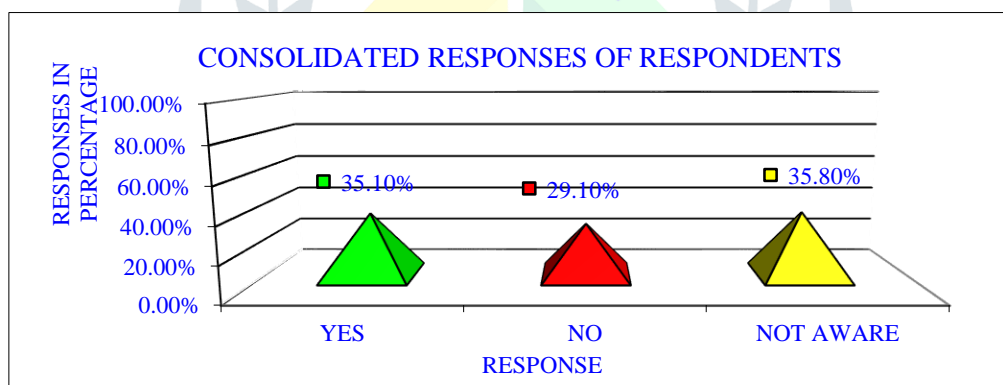
##### **Pre-data of control group:**

QUESTION	YES	NO	NOT AWARE	TOTAL
1	11	13	26	50
2	11	20	19	50
3	19	6	25	50
4	17	22	11	50
5	14	13	23	50
6	28	11	11	50
7	20	6	24	50
8	6	36	8	50
9	13	11	26	50

10	25	6	19	50
11	14	10	26	50
12	13	20	17	50
13	19	5	26	50
14	19	25	6	50
15	25	19	6	50
16	24	15	11	50
17	33	11	6	50
18	14	16	20	50
19	6	14	30	50
20	20	12	18	50
<b>TOTAL</b>	<b>351</b>	<b>291</b>	<b>358</b>	<b>1000</b>

Data reveals that 351 out of 1000 responses (35.10%) are in agreement with the statement. On contrary 291 out of 1000 responses (29.10%) are not in agreement with the statement. Rest of 358 out of 1000 responses (35.80%) offered no comments for the statement as they are not aware of the same.

The graphical representation of the control group to the above statement as follows:



Pre-data of practice group:

QUESTION	YES	NO	NOT AWARE	TOTAL
1	18	12	20	50
2	18	22	10	50
3	21	9	20	50
4	18	21	11	50
5	20	12	18	50

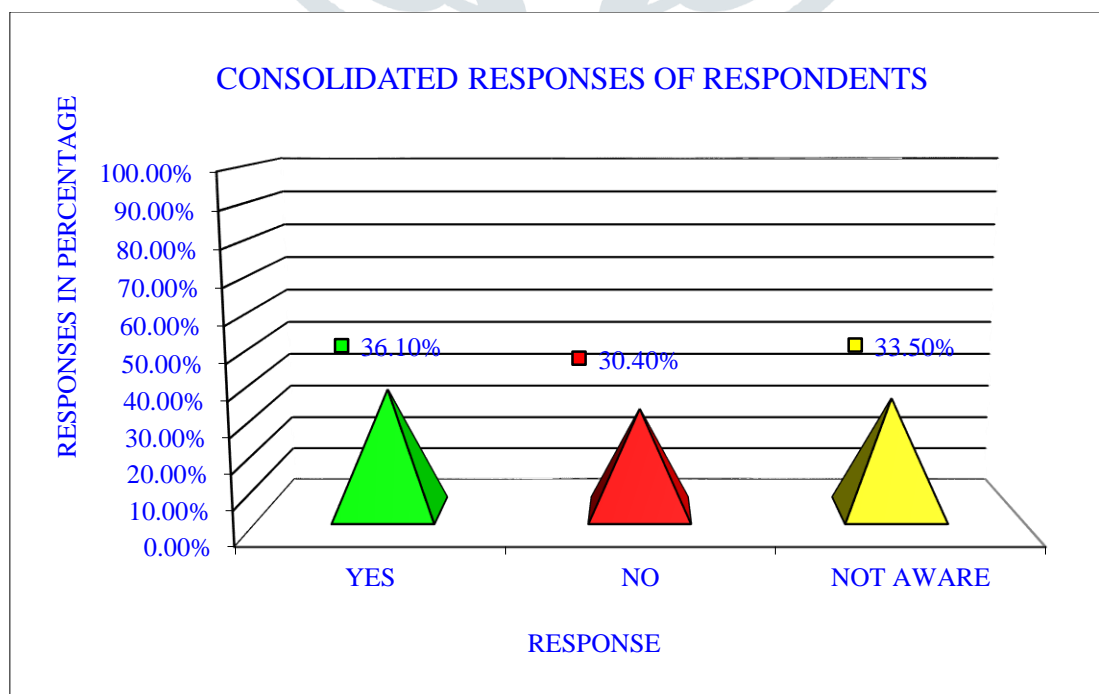
6	20	18	12	50
7	23	9	18	50
8	9	29	12	50
9	12	20	18	50
10	23	9	18	50
11	21	9	20	50
12	12	18	20	50
13	21	9	20	50
14	18	21	11	50
15	18	20	12	50
16	23	9	18	50
17	27	13	10	50
18	10	20	20	50
19	10	14	26	50
20	19	10	21	50
TOTAL	361	304	335	1000

Data reveals that 361 out of 1000 responses (36.10%) are in agreement with the statement.

On contrary 304 out of 1000 responses (30.40%) are not in agreement with the statement.

Rest of 335 out of 1000 responses (33.50%) offered no comments for the statement as they are not aware of the same.

The graphical representation of the practice group to the above statement as follows:



**Post-data of control group:**

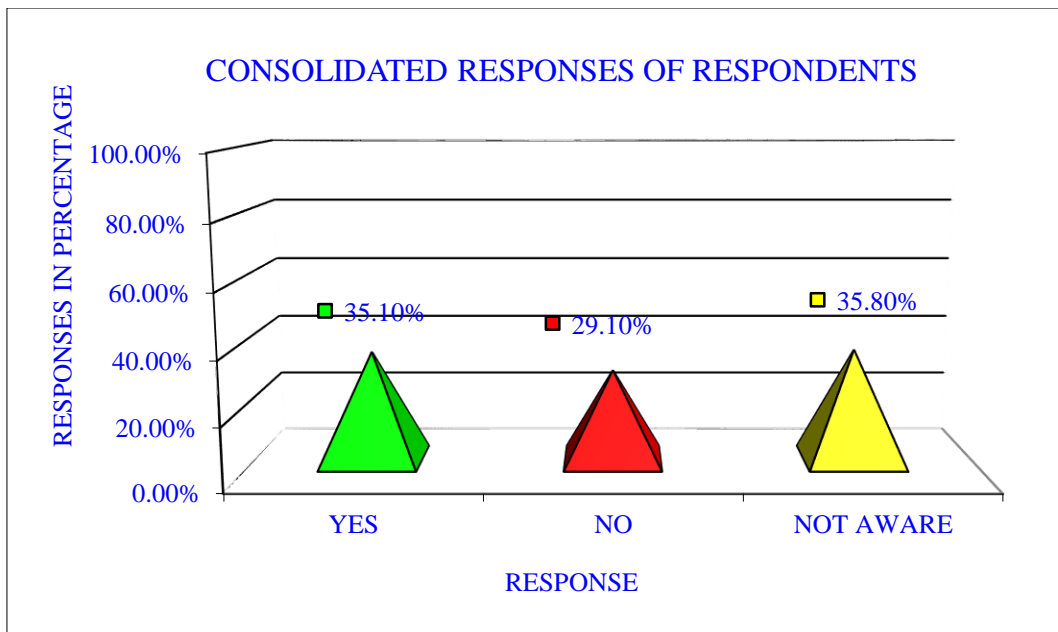
QUESTION	YES	NO	NOT AWARE	TOTAL
1	11	13	26	50
2	11	20	19	50
3	19	6	25	50
4	17	22	11	50
5	14	13	23	50
6	28	11	11	50
7	20	6	24	50
8	6	36	8	50
9	13	11	26	50
10	25	6	19	50
11	14	10	26	50
12	13	20	17	50
13	19	5	26	50
14	19	25	6	50
15	25	19	6	50
16	24	15	11	50
17	33	11	6	50
18	14	16	20	50
19	6	14	30	50
20	20	12	18	50
TOTAL	351	291	358	1000

Data reveals that 351 out of 1000 responses (35.10%) are in agreement with the statement.

On contrary 291 out of 1000 responses (29.10%) are not in agreement with the statement.

Rest of 358 out of 1000 responses (35.80%) offered no comments for the statement as they are not aware of the same.

**The graphical representation of the control group to the above statement as follows:**



**Post-data of practice group:**

QUESTION	YES	NO	NOT AWARE	TOTAL
1	50	0	0	50
2	40	10	0	50
3	50	0	0	50
4	50	0	0	50
5	50	0	0	50
6	50	0	0	50
7	46	4	0	50
8	40	10	0	50
9	50	0	0	50
10	50	0	0	50
11	50	0	0	50
12	50	0	0	50
13	50	0	0	50
14	50	0	0	50
15	45	5	0	50
16	50	0	0	50
17	50	0	0	50

18	50	0	0	50
19	50	0	0	50
20	50	0	0	50
TOTAL	971	29	0	1000

Data reveals that 971 out of 1000 responses (97.10%) are in agreement with the statement.

On contrary 29 out of 1000 responses (29.00%) are not in agreement with the statement.

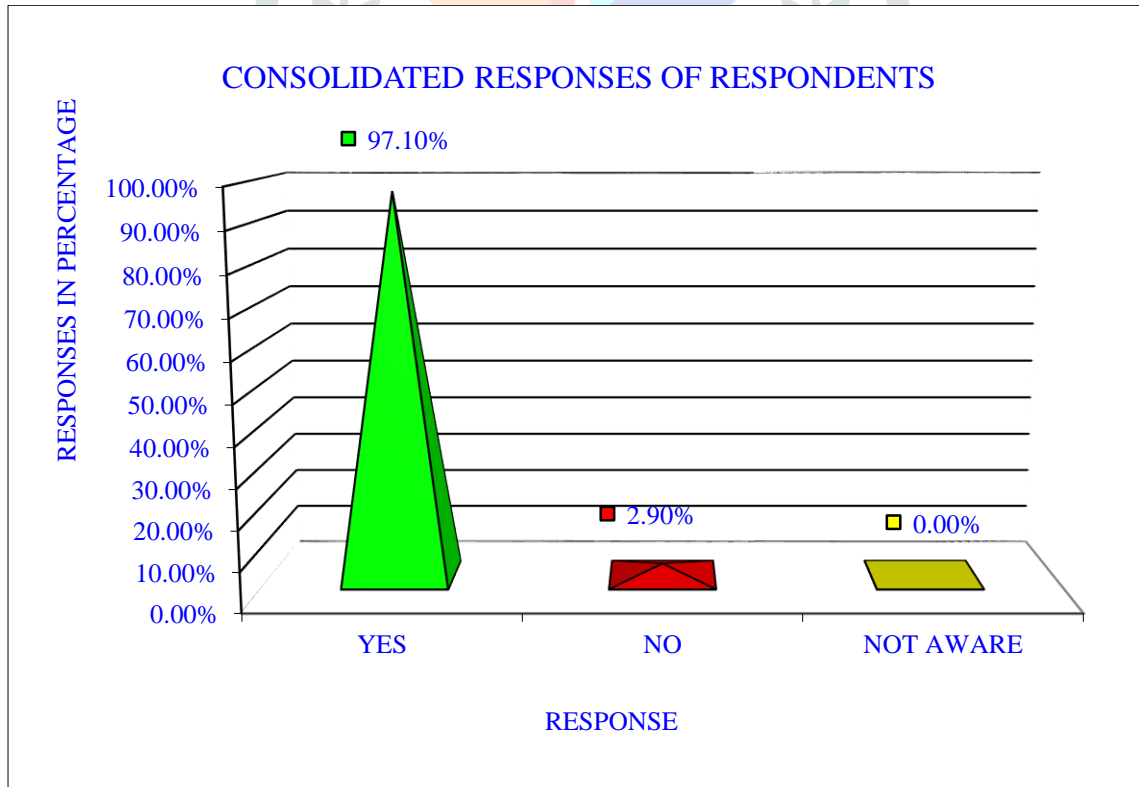
From the above table it is evident that most of the respondents feel the importance in yogic practices, which will enhance the over all efficiency of leaders/managers/higher authorities of the system deals with the HR and Marketing which in turns helps in achieving the goals of organization. Though some respondents are not agreed. But most of the respondents expressed their views freely that the yogic practices do not help in solving the organizational problems and it is personal thing which can be practiced only at the personal level.

It is also evident that the responses of the respondents who expressed that yogic practice do not help in management also do not even practice yoga or knows the importance of the same in their personal life or in the field of management.

One who realizes the importance of yogic practice at personal level replied promptly in favor of the statements which implies that people who practice yoga in their life can understand the role of yoga in solving the organizational problems as well.

The respondents cover from all socio-economic nature, so the responses are in mixed state helped the study to make inclusive and conclusive.

The graphical representation of the practice group to the above statement as follows:



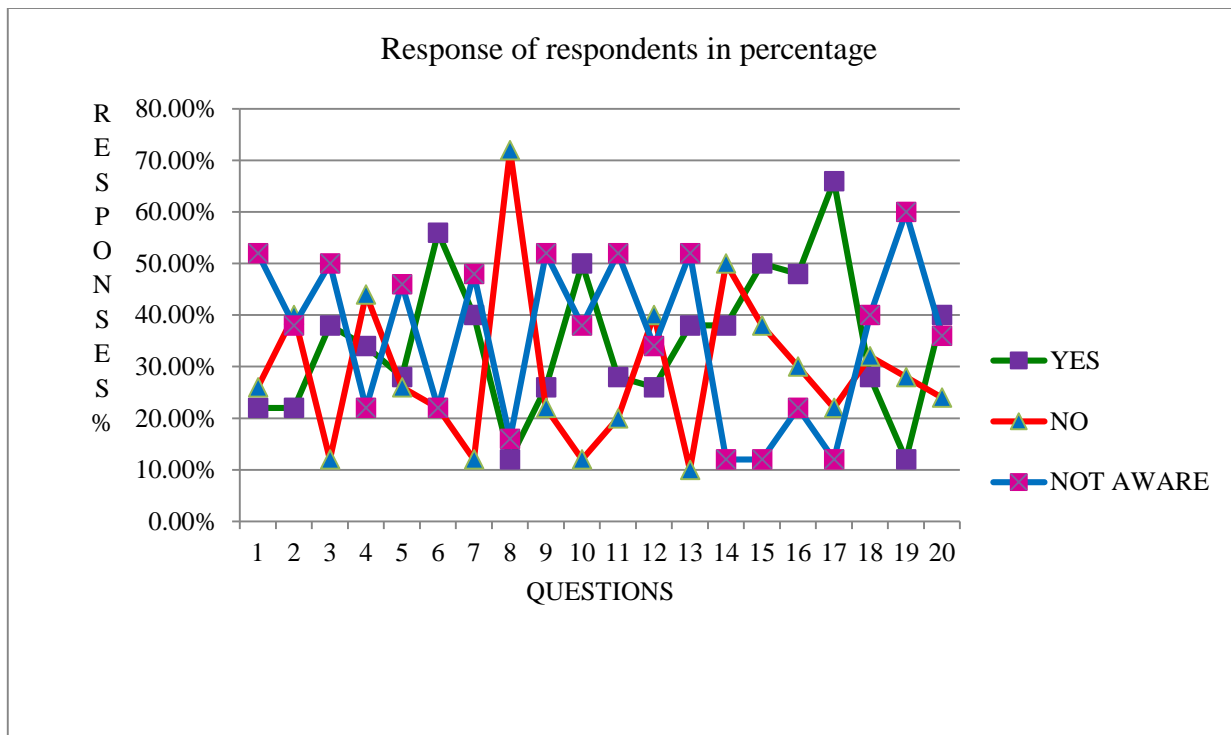
**Response of respondents in percentage:**

For effective interpretation, the data is interpreted in terms of percentage. The response of the respondents is presented in percentage for interpreting the data.

**Pre-data of control group:**

QUESTION	YES	NO	NOT AWARE	TOTAL
1	22.00%	26.00%	52.00%	100.00%
2	22.00%	40.00%	38.00%	100.00%
3	38.00%	12.00%	50.00%	100.00%
4	34.00%	44.00%	22.00%	100.00%
5	28.00%	26.00%	46.00%	100.00%
6	56.00%	22.00%	22.00%	100.00%
7	40.00%	12.00%	48.00%	100.00%
8	12.00%	72.00%	16.00%	100.00%
9	26.00%	22.00%	52.00%	100.00%
10	50.00%	12.00%	38.00%	100.00%
11	28.00%	20.00%	52.00%	100.00%
12	26.00%	40.00%	34.00%	100.00%
13	38.00%	10.00%	52.00%	100.00%
14	38.00%	50.00%	12.00%	100.00%
15	50.00%	38.00%	12.00%	100.00%
16	48.00%	30.00%	22.00%	100.00%
17	66.00%	22.00%	12.00%	100.00%
18	28.00%	32.00%	40.00%	100.00%
19	12.00%	28.00%	60.00%	100.00%
20	40.00%	24.00%	36.00%	100.00%
TOTAL	35.10%	29.10%	35.80%	100.00%

The graphical representation of the control group to the above statement as follows:

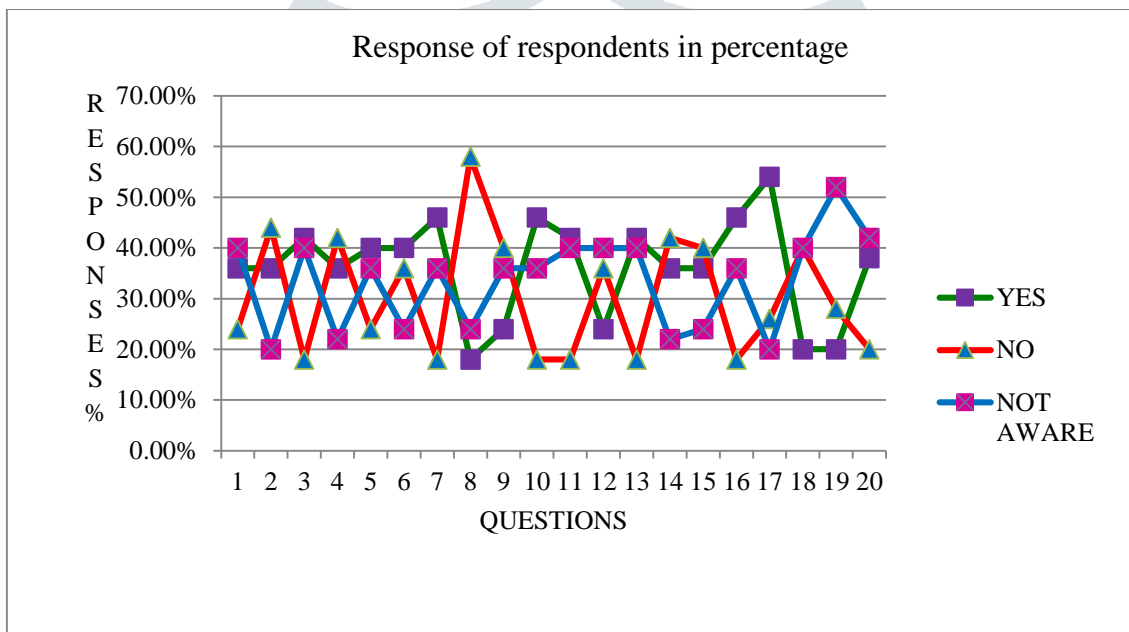


**Pre-data of practice group:**

QUESTION	YES	NO	NOT AWARE	TOTAL
1	36.00%	24.00%	40.00%	100.00%
2	36.00%	44.00%	20.00%	100.00%
3	42.00%	18.00%	40.00%	100.00%
4	36.00%	42.00%	22.00%	100.00%
5	40.00%	24.00%	36.00%	100.00%
6	40.00%	36.00%	24.00%	100.00%
7	46.00%	18.00%	36.00%	100.00%
8	18.00%	58.00%	24.00%	100.00%
9	24.00%	40.00%	36.00%	100.00%
10	46.00%	18.00%	36.00%	100.00%
11	42.00%	18.00%	40.00%	100.00%
12	24.00%	36.00%	40.00%	100.00%
13	42.00%	18.00%	40.00%	100.00%
14	36.00%	42.00%	22.00%	100.00%

15	36.00%	40.00%	24.00%	100.00%
16	46.00%	18.00%	36.00%	100.00%
17	54.00%	26.00%	20.00%	100.00%
18	20.00%	40.00%	40.00%	100.00%
19	20.00%	28.00%	52.00%	100.00%
20	38.00%	20.00%	42.00%	100.00%
TOTAL	36.10%	30.40%	33.50%	100.00%

The graphical representation of the practice group to the above statement as follows:

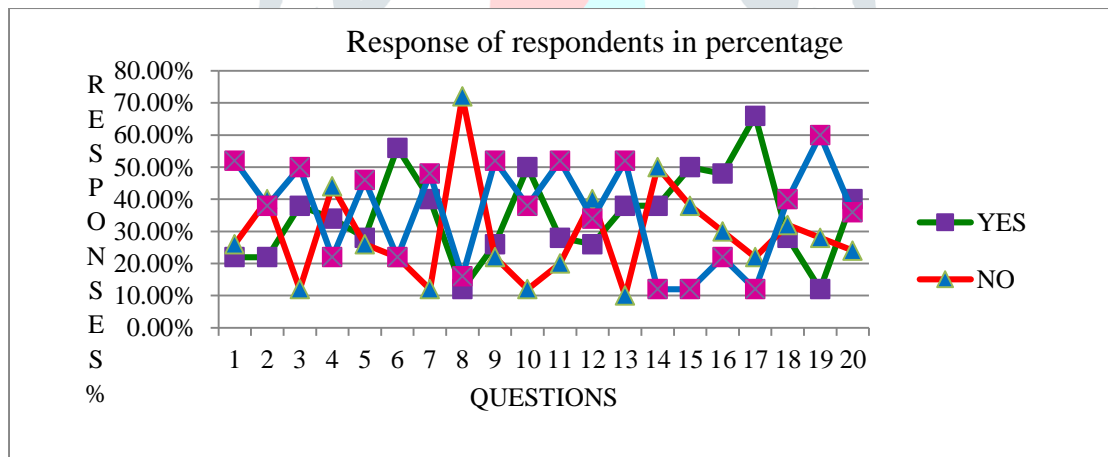


Post-data of control group:

QUESTION	YES	NO	NOT AWARE	TOTAL
1	22.00%	26.00%	52.00%	100.00%
2	22.00%	40.00%	38.00%	100.00%
3	38.00%	12.00%	50.00%	100.00%
4	34.00%	44.00%	22.00%	100.00%
5	28.00%	26.00%	46.00%	100.00%
6	56.00%	22.00%	22.00%	100.00%
7	40.00%	12.00%	48.00%	100.00%
8	12.00%	72.00%	16.00%	100.00%

9	26.00%	22.00%	52.00%	100.00%
10	50.00%	12.00%	38.00%	100.00%
11	28.00%	20.00%	52.00%	100.00%
12	26.00%	40.00%	34.00%	100.00%
13	38.00%	10.00%	52.00%	100.00%
14	38.00%	50.00%	12.00%	100.00%
15	50.00%	38.00%	12.00%	100.00%
16	48.00%	30.00%	22.00%	100.00%
17	66.00%	22.00%	12.00%	100.00%
18	28.00%	32.00%	40.00%	100.00%
19	12.00%	28.00%	60.00%	100.00%
20	40.00%	24.00%	36.00%	100.00%
TOTAL	35.10%	29.10%	35.80%	100.00%

The graphical representation of the control group to the above statement as follows:



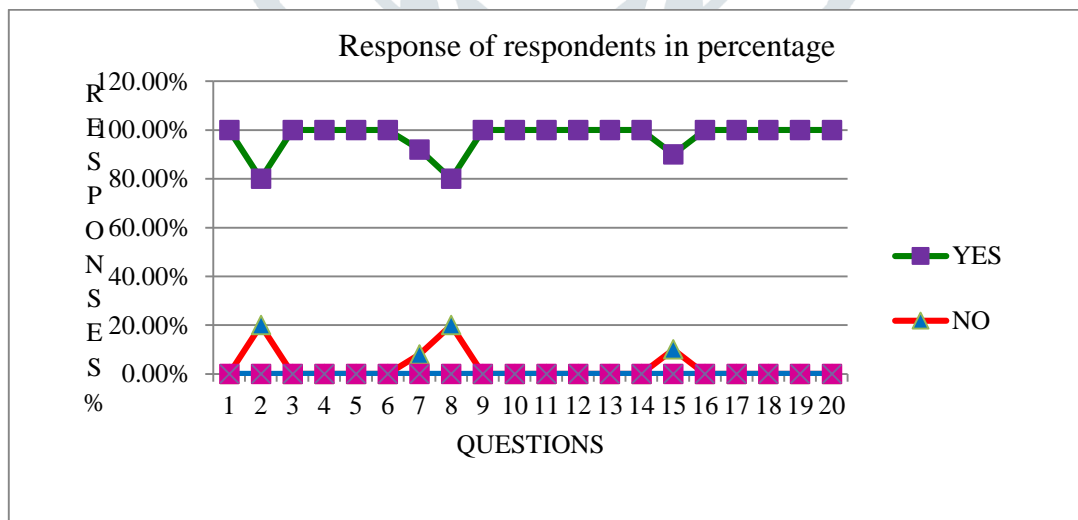
Post-data of Practice Group:

QUESTION	YES	NO	NOT AWARE	TOTAL
1	100.00%	0.00%	0.00%	100.00%
2	80.00%	20.00%	0.00%	100.00%
3	100.00%	0.00%	0.00%	100.00%
4	100.00%	0.00%	0.00%	100.00%
5	100.00%	0.00%	0.00%	100.00%
6	100.00%	0.00%	0.00%	100.00%

7	92.00%	8.00%	0.00%	100.00%
8	80.00%	20.00%	0.00%	100.00%
9	100.00%	0.00%	0.00%	100.00%
10	100.00%	0.00%	0.00%	100.00%
11	100.00%	0.00%	0.00%	100.00%
12	100.00%	0.00%	0.00%	100.00%
13	100.00%	0.00%	0.00%	100.00%
14	100.00%	0.00%	0.00%	100.00%
15	90.00%	10.00%	0.00%	100.00%
16	100.00%	0.00%	0.00%	100.00%
17	100.00%	0.00%	0.00%	100.00%
18	100.00%	0.00%	0.00%	100.00%
19	100.00%	0.00%	0.00%	100.00%
20	100.00%	0.00%	0.00%	100.00%
TOTAL	97.10%	2.90%	0.00%	100.00%

Data reveals that, 97.10% of overall respondents are in agreement with the statements on enhancing HR and Marketing Competencies through Yogic Practices. A very fewer respondents about 2.90% do not agree with the above mentioned statement and they feel that the yoga do not give any benefit to the managerial decisions and implementation in solving the problems related to Human Resources and Marketing Competencies.

The graphical representation of the practice group to the above statement as follows:



**FINDINGS OF THE STUDY:**

Man today is progressing at a faster pace in various of medicine, science & technology, agriculture machineries, space research, nuclear science etc. A number of discoveries/ inventions have changed the very face of this planet. All these were intended to give happiness and comfort to mankind and alleviate the sufferings of human beings. But the biggest irony is that today in the midst of material plenty, man is starving proper yogic practices and if there is anything that is missing in his life than it is these very two

things “happiness and peace” for which all the pursuit started. The reason being that along with everything else, unfortunately, a rapid pace is also seen in degradation of social values and morality.

The preoccupation with the production and accumulation of material objects and comforts as sources of meaning, happiness and social acceptance has consolidated itself in the structures of power and information to the exclusion of competing voices and paradigms. The infettered cultivation of needs and wants haled to a system fully dependent on excessive consumption for a privileged few, while reinforcing exclusion, poverty and inequality, for the majority.

The failure to place economics into the broader context of humanity’s social and spiritual existence has led to a corrosive materialism in the world’s more economically advantaged regions, and persistent conditions of deprivation among the masses of the world’s people.

Yogic practices has influenced the existence of human beings ever since the ancient civilizations. Yogic practice has significant effect on day to day life of people. modernization has brought in latest technology and techniques into human life, but it is important to know that in the midst of all these developments and transformation, yoga has its own role to play. external luxuries, comforts provide momentary or short term external satisfaction to people. human wants are fulfilled one after the other, but the need for peace, contentment, tranquility and balanced existence is increasing. Periodically efforts are made to fulfill this, but when it is peace and contentment and other aspects, it is the influence from within that result in all these transformation and change. Systematic approach is essential in yoga to meet these ends. Workplace is becoming stressful due to the fast phase of the growth and dynamism in international level. Local institutions started competing with the international giants, the frame work in which they were functioning earlier changed to suit the multinational requirement. Due to this the speed and growth created the imbalance at the workplace. The human touch among the employees started diminishing instead the mechanical relationship or robotic approach began. Yoga at work is a movement began in the 1990’s.

Practical experience of many institutions has proved that work place yogic practice is beneficial for institutions and employees. Institutions try to maximize their capacity to do better in their approach towards the clients, students or share holders. Employees strive for the better output from their accord by putting their heart at work and create interest in their work to derive quality in their approach. In doing so both at institution level and employee level their will be cordial relationship and good employee-employer relationship will produce that result which has to be fulfilled with the impact of workplace yogic practice.

The scope of the study was specifically focused to study the responses and behavior of the respondents on the intrinsic values like integrity, honesty, compassion, ethics morality etc. and the importance of the same in the corporate culture as a whole. While analyzing their responses it clearly emerged that the inculcation of moral values, spiritual values and yogic principles in corporate culture is extremely important. Infact it is of paramount importance when one is dealing with the Human Resources and Marketing. The entire focus of the companies has shifted only on how to increase profits and build up revenues.

## CONCLUSION:

Due to lack of yoga insights and awareness of the self and lack of values each and every person is under tremendous stress and lack of self motivation resulting in low thinking efficiency. Thinking efficiency and self motivation can be achieved with yoga. Yoga can help in achieving peace and harmony within self and with others.

It is the divine qualities that make a man gentle or a noble man and enable a person to maintain peace, harmony and simplicity with self and others in an organization.

For finding the enhancement of HR and Marketing Competencies and having their solutions through yogic practices at all levels in an organization one must understand and value the fact that as the level of complexity increases in a system such as a nation or any organization, the value of effective change management process increases.

The need to manage change in the face of increasing complexity will continue to be a challenge for organizations. The use of formal change management processes grounded in the best ethical practices in the best response to the challenges of environment factors on Human Resource and Marketing. Yogic practices are to be followed not to be preached but to be practiced thereby leading to benefit at personal level and enhances the innate powers which focuses on the aspects related to professionalism fully and benefit at business level, leading to the community living in peace and harmony.

Delivering an education that is appropriate to the strengths and needs of individuals receiving special education program and services is the goal of all partners in special education. The interest of these individuals is usually best served when solutions for enhancing HR and Marketing competencies are found promptly, without bad feelings and with minimum stress for all parties.

Learning to apply these solutions approaches and strategies outlined in this document can held individuals and management build bridges between managers and subordinates. The goal as always is to create a caring, productive and collaborative environment that enhances the experiences of individuals to realize their true potential.

It is important to remember that everyone brings different perspectives, values and professional abilities as well as different strengths. Management has adequate means to seek collaboration from professionals who have a wealth of knowledge and

valuable information that can assist to their team members/workforce. Managers have experience and are guided by legal obligations and professional standards of yogic practice and ethics. Through collaboration individuals and management can achieve the best outcome for individuals and in the process set a good example of finding yoga solutions to the influences of HR and Marketing competencies successfully.

Integration of values in governance is important issue which needs to be addressed promptly. We are witnessing large scale corruption, lawlessness, unrest, abuse of powers, malpractices, crisis of credibility and total discharged of human and moral values in judiciary, politics, administration, bureaucracy, business and trade and in police and armed forces. It appears that the legislature and the executives have abdicated their constitutionally assigned roles. The politicians, the scientists, the executives, the judges and lawyers, the businessman and industrialists and the youth must have knowledge/practice of yoga and should live by the moral and ethical values of the society.

To conclude the researcher wishes to emphasize that the growth & development based on values is the way to user in a new era or to build a new society is to bring about moral regeneration and yoga empowerment of all sections of society and to make individuals ready to take the responsibility for their own personal moral development. Let us understand that the would change when each individual will make sincere efforts for self transformation.

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