



OPEN ACCESS INTERNATIONAL JOURNAL OF SCIENCE & ENGINEERING

(Multidisciplinary Journal)

AN ANALYTICAL STUDY OF FACTORS AFFECTING CHOICE OF LIFESTYLE AS YOGA IN MAHARASHTRA,INDIA.

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ABSTRACT: *This research paper shows the factors which influence people to choose yoga as part of lifestyle. yoga is way of life which help to maintain balance between body and mind, it considered as a holistic science ,provides multifarious benefits to practitioners . practice of yoga not only enhances the overall development the body but also strengthens the emotional foundation of mind .For this research 100 sample taken for data analysis and interpretation. Where I found Every person is more aware about physical health or fitness rather than mental wellness, every person has stress in different ways. where Every person knows that Yoga is our own Indian culture which is helpful for both body and mind .but in the same manner if they will follow yoga and acquire it in day to day life practically , our Indian labor power (2nd highest population) will be more efficient and more productive.*

1. INTRODUCTION

Every person do various activities to keep themselves active .when we look back few decades ago we found nomadic people keep themselves active through farming ,hunting etc. further more we found few years back , people engage themselves in day to day as well as outdoor games. But now a days people having schedule like office to home and home to office , every one is busy with job, office work , overtime and so on . where they won't able to keep separate time to stay active . however keeping ourselves active it's human nature . so todays generation go for various activities to stay active in all over day like gym, dance, or any kind of exercise . only those people participate in outdoor games who has enough time, strength , capacity and passion to do it .

But this changing lifestyle causes many more disease and various health issue. To get rid from those illnesses people divert toward active lifestyle when doctor suggest them to do . and they turn toward different exercise , outdoor games etc. it's our Indian tendency ,that we attract towards foreign trend where we feel it helpful in weight loss, may helpful to recover different illness , to reduce stress as well as it may help to stay healthy.

In other hand yoga originated in ancient India, it is part of our culture. Almost yoga is considered as a physical exercise which help practitioner to achieve flexibility , toned muscle and helpful in moderate breathing pattern . it is also assumed that it's a slow

process which may not give quick results. But yoga is way of life which help to maintain balance in body and mind .it's middel path which help to prepare your body to attain aim i.e. mind set beyond any pain and pleasure . it help to maintain harmony in our life.

Objective :-

- 1.To find out which factor influence people to acquire yoga as lifestyle.
- 2.To understand yoga works for mind also along with body.
- 3.To understand how yoga will helpful for stress management
- 4.To find out how people can admire and accept yoga in their day to day life .

Literature review :-

- 1.Effect of yoga on mental and physical health,2012. Arndt Bussing et.al.

This report summarizes the current evidence on the effects of yoga interventions on various component of mental and physical health, where they recovered various point in accordance with mental health, physical fitness, cardiopulmonary condition,metabolic or endocrine condition, musculoskeletal conditions, specific diseases .where they concluded active participation of patients will increase theself confidence, physical flexibility , mental state .it also helpful in prevention of cardiovascular disease, it gives positivity and willingness especially for patients with psychotic or personality disorders.

2.Importance of yoga in daily life, by sunil kumar Yadav, june 2015.

From the point of view of Sunill kumar, yoga is not related with specific region, yoga in daily life offers the spiritual aspirant guidance on life path through the practices of mantra yoga and kriya yoga.

3.Yoga research a scienntometric assessment of global publication output during 2007-2016, by B.M.Gupta,KK Mueen Ahmed ,SM Dhavan , Ritu Gupta,December2017.

The scientific literature related to yoga research registered a growth of 7.79%p.a.the USA is the top most productive country in the world in yoga research . India ranked 2nd with 19.29% .

4.Yoga for anxiety :a systematic review of the research evidence, G kirwood,H Tuffrey ,J Richadson, K Pilkington,UK,20June 2005.

5.The science of yoga –for the world yoga day , a virtual special issue features article about the clinical effects of yoga on mind and body By denise rankin-box , 18 june 2015.

Research Methodology :-

Selection of sample -

Most convenient sampling method used for survey ‘questionnaire’, question where formed to find out various aspects of research.

Sample size -

A total number of 100 people were selected for study of factor affecting choice of lifestyle as yoga in Maharashtra.

Data collection -

Data collected through primary data collection method . this was done by preparing online questionnaire with the objective of generating response from sample.

Even secondary data collected through past research , text about yoga, yoga books etc.

Data interpretation :-

1.Type of exercise practiced by people in day to day life other than yoga .



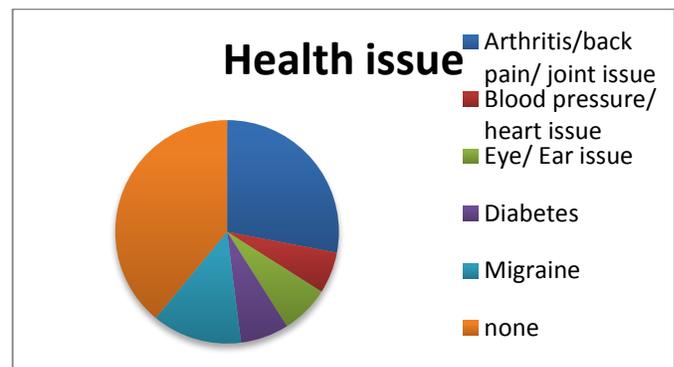
Almost 100% people are aware about physical fitness ,and every

one believe that exercise is best solution to stay healthy. When people facing various health issue they feel at least walking in morning and evening may keep them active . however we know morning walk , walk after meal (shatapavali) are the tradition that we followed since so many year . but in the middle period western culture took place in india from the fast food, 12 to 18 office hours , late night jobs , late night party and so on which affected on indian and what we already have , what is our culture , our tradition fall apart.Now we again started journey to our basics and roots.

On the other hand foreigner came here learn our basics studied various facts over here and modified it in their own way , which again serves to us in new form like healing technics ,mind controlling program etc.

54% People keep themselves active by walking , 34% people prefer to go to gym ,1.9% people go for functional training or cross fit, remaining 9.4% people do dance fitness activities like Zumba , aerobics etc.

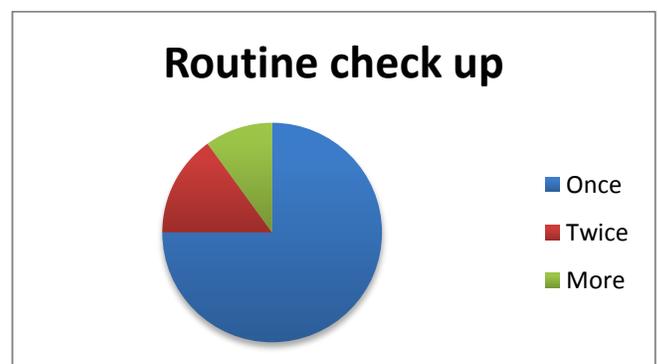
1.Health issues commonly faced in Maharashtra .



5 % of indian population suffers from diabetes , where 50% Indians under 55 years suffer from heart attacks (zee media burea, may 2017). Increased I.T sectors , emerging new business opportunities , and changing lifestyle it causes many more disease. People sit in front of computers more than 12 to 15 hours and remaining time they spent on T.V. , mobile or different technologies, doctor even have to face various physical problem.

39% people do not have as such any health issue but 61% people face various health issue like 28% has arthritis , back pain or joint issue, 6%has blood pressure or heart related problem, 7% face Eye or ear related problem, 7% face diabetes ,13% has migraine issue.

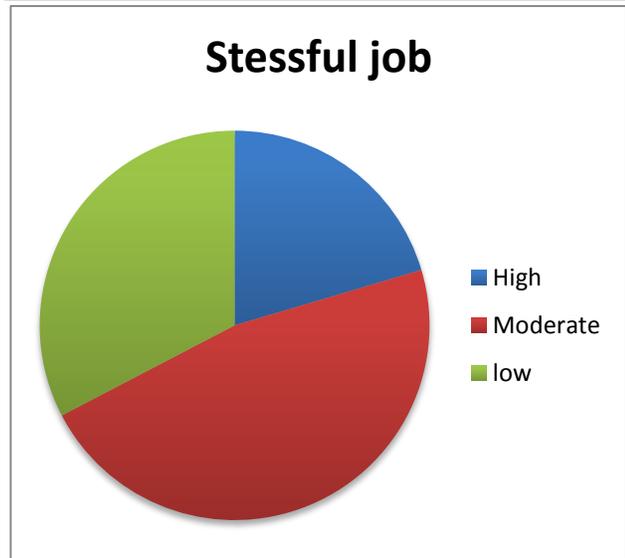
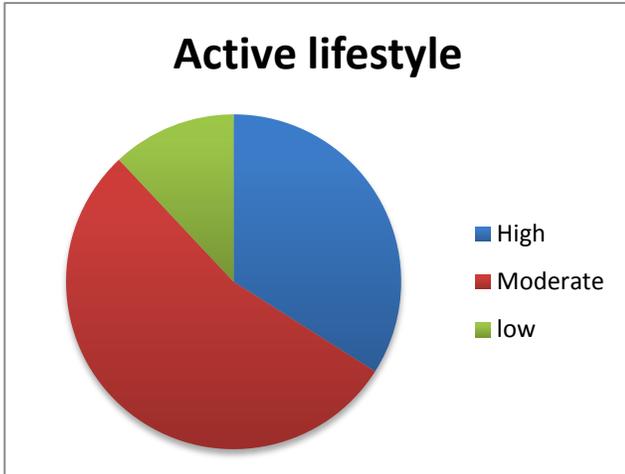
1. Awareness about Routine check up



Over all 75% people do physical routine checkup at least once in year.15% people do routine checkup twice in the year and remaining 10% people do it more than two times a year . from which they can understand any physical illness and take action accordingly and cure it .

Comparatively there is as such no test held to understand mind set , destress etc. wellness is consider as body health as well as healthy mind but its only bookish definition of wellness in the practicality we not found any seriousness about mind , people even not aware about destress may cause various physical illness, depression , frustration etc.

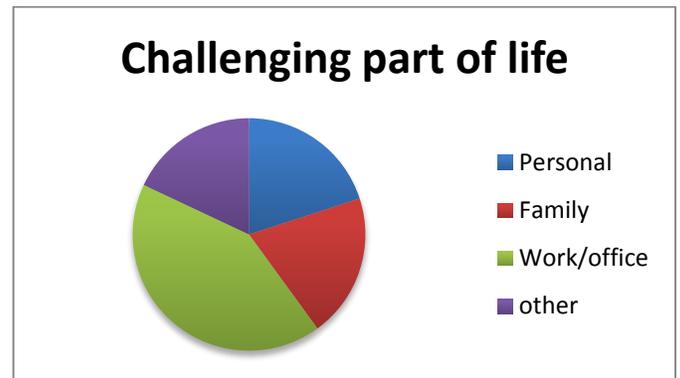
1.Active life style and stressful job:



People are having active lifestyle, where 20% are highly active, 46% are moderately active and 32 % are low active zone .In day to day competition , they work for more and more promotion , to increase standard of living and so on .they keep themselves active in working area.

Where 34% people have high stressful job , 54% people have moderate stress in their job and 12% people feel low stress in their job. There is as such no job without stress , people must have to understand or learn how to manage their stress .

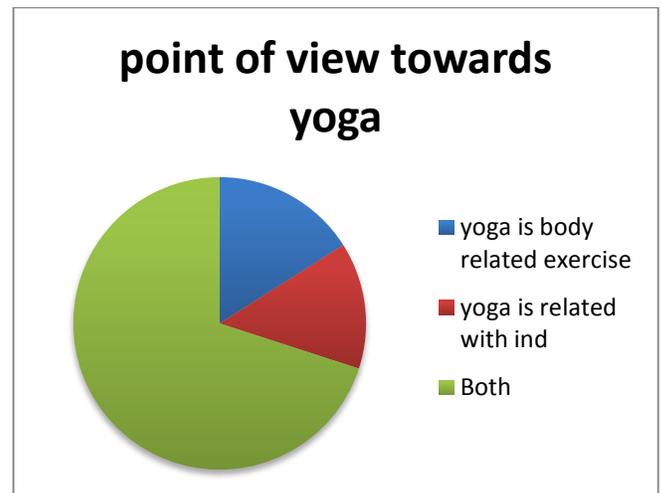
2. Challenging area of life



42% people think that they face work place more stressful , 20% people think personal issues are more challenging, 20% people found family problems are more challenging and remaining 18 % people found other sector which are more stressful.

Basically working area is already more challenging because that stress is totally unexpected only people who has cool mind , and exact vision can survive safely through it .If they will follow yoga and acquire it in day to day life practically , our Indian labor power (2nd highest population in the world) will be more efficient and more productive.

1. From their point of view yoga and how many people actually attained any yoga camp



71% people believe in that yoga is related with body as well as mind . This is because people read about it in news papers,magazines, journals or hear through news channel .

But in practical nature only 42% people attained yoga through various course and camps remaining 57% people yet not attained any yoga class.

Findings:-

- ✚ Every respondents of this study is aware about physical health or fitness , they keep themselves active through various forms of exercise like walking, Gym, zumba, aerobics, pilates ,functional training, cross fit etc.
- ✚ 69% respondents face various health issue
- ✚ 75% respondents do routine physical checkup at least once in year.
- ✚ 54% respondents feel that they have moderate stress at their job as well as 34% respondents having highly stressful job and 12% respondents face low stress job.
- ✚ 42% respondents feel that their work is more challenging or stressful. It come through unexpected & uncontrollable thing.
- ✚ 71% respondents believe that yoga works for both body and mind ,but practically only 42% respondents attained yoga class or seminars related to yoga.

Suggestion :-

- ✚ In the educational pattern of 10+2+3 yoga will be mandatory subject for theory as well as for practical .
- ✚ Various competition should held for children's awareness regarding with yoga . e.g. quiz competition or yoga posture competition etc.
- ✚ Yoga camps for corporate sector should arranged by management
- ✚ Yoga should teach in the style of recent generation eg. Yoga's benefit for slim and fit body, yoga for glowing skin etc. that this generation attract toward yoga again .
- ✚ Free meditational camps or camps related with gaining concentration which can increase peoples efficiency .
- ✚ Health and wellness program , stress management program through the yoga .
- ✚ Through making various marketing plan try to reach yoga in overall 100% people .
- ✚ Recent generation are more addicted to mobile , internet so marketing of yoga can be done through digital marketing plan .

Conclusion :-

Every person knows that Yoga is our own Indian culture which is helpful for both body and mind . but it's not bring to the ground

in day to day practice. If people accept that yoga will give strength to them, if they come to know how to handle problem or stress skillfully through yoga .then our largest population will be more efficient and more productive in coming years .Work stress, Mental health ,awareness

Changing Lifestyle are important factors which influences the choice of Yoga as a Lifestyle

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