



A study on global development, rise and awareness of yoga

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Abstract

Holistic understanding of yoga is essential to comprehend contemporary yoga as world Phenomenon. Needless to say India is the heritage of Contemporary yoga what world knows today. Study is based on secondary sources of information. Early form of yoga originated in different places in different times and obviously in different forms relating to religion. At present what we mean by yoga had spread from Indian philosophy. Earlier spirituality was the prime concern of practicing yoga but in recent time it is mainly practiced for wellbeing. Yoga has taken access in clinical setting for its enormous health benefits. It is now close to trillion dollar industry globally. USA makes highest turnover from yoga industry where as India is sharing a small pie of it. This industry is growing so fast. Special attention is needed to keep growing this industry. After the declaration International Yoga Day by the United Nation (UN) popularity of yoga amplified globally. Yoga also has been facing obstacle by the different orthodox and political groups in some countries in the pace of its rise. The Ministry of AYUSH, India has been taking various steps and initiatives to cope with the upcoming demands of yoga. Yoga is more familiar in urban people and women are more enthusiastic than the men. It is the means by which poorest of the poor can take benefit and enjoy physical and mental health.

Keywords: yoga, development, awareness, rise, yoga industry

Introduction

Now the word "Yoga" is not preserved only in Veda and practiced only by the Sages to achieve spirituality. Yoga is now global discipline. At present, in the competitive and stressful world popularity of yoga is sharply increasing. Due to quick global urbanization and excessive stressful phenomenon of the society people are suffering more despises related to lack of movement and stress. Various forms of yoga including asana, breathing exercises and meditation are more accepted to the wellness seeking population. This study will provide a precise idea about understanding of origin, development, awareness level and rise of yoga globally. Numbers of fitness conscious persons are increasing as the economy is strengthening and escalating. As a result the size of yoga industry is growing larger and need of skilled manpower also ever-increasing. Thus to grab the market share of fast growing yoga industry, understanding of its phenomenon is essential.

Method

Data was collected from secondary sources. Harvard Referencing style is used in the study.

Early development, rise and awareness

Earlier people took yoga as spiritual discipline based on an extremely subtle science that was mainly focused on harmony

between the mind and body, man and nature. They practiced to find oneness in all and the person who experiences this oneness of existence in all is said to be in Yoga and is called as *Yogi*, having attained to a state of freedom referred to as *mukti*, nirvana or *moksha*. Therefore, the aim of Yoga was remain mainly focused on Self-realization, to overcome all kinds of sufferings leading to the state of 'liberation' (*Moksha*) or 'freedom' (*Kaivalya*) (Basavaraddi, 2015)^[3]. Various evidences suggest that the history of Yoga traced back at least 5,000 years or even further, some researchers also think that the yoga came in existence 10,000 years ago. Indus-Sarasvati civilization in Northern India is the birth place of Yoga well over 5,000 years ago. The word yoga was first mentioned in the oldest sacred texts, the Rig Veda and the most renowned of the Yogic scriptures is the Bhagavad-Gita, composed around 500 B.C.E. (Kripalu *et al.*, 2007)^[22]. (Basavaraddi, 2015)^[3], *Suryanamaskara* historical evidences of the existence of Yoga were seen in the pre-Vedic period approximately in 2700 B.C. The practice of Yoga is considered to have started since pre-historical time and very early stage of civilization. The science of yoga has its origin thousands of years ago, long before the first religions or belief systems were born. The main documents and literatures from which we find the information regarding Yoga practices are available in Vedas (4), Upanishads (108), Smritis, teachings of Buddhism, Jainism, Panini, Epics (2), Puranas (18) etc.



Fig 1: A number of seals and fossil remains of Indus Saraswati valley civilization with Yotic motives and figures performing yoga indicate the presence of Yoga in India (D. I. V. Basavaraddi, 2015) [3].

In the yogic teachings, Shiva is considered as the first Yogi or Adiyogi, and the first Guru or Adi Guru (Basavaraddi, 2015) [3]. On the basis of excavations Mohenjo-daro in the 1920s and 1930s gave evidence "Proto-Siva" seals among many revelations of Mohenjo-daro to Marshall to conclude that, "nothing is more significant than the discovery that Saivism has a history of five thousand years or perhaps even earlier and therefore it is the longest living faith in the world" (Dhyansky, 1987) [12].

As per Yoga belief system, Adiyogi disseminated his insightful knowledge to his well-known seven disciples known as "Saptarishis" or "Seven Sages" on the banks of the lake Kantisarovar in the Himalayas. These Sages spread this precious yogic science to different parts of the world including Asia, the Middle East, Northern Africa and South America. Scholars of the modern time revealed that there was close

similarity among ancient cultures of the globe. In the passage of time except Indian subcontinent, in rest of the world this valuable knowledge diminished. However, by the grace of St. Agastya one of the Saptarishis travelled across the Indian subcontinent and deeply rooted this yogic culture into the way of life (Basavaraddi, 2015) [3].

It is claimed that Kemetic (Black/Egyptian) Yoga was practiced in Egypt and North African for nearly 10,000 years during the Heyday of the Egyptian Empire. Several artifacts were found in the temples of ancient Egypt. Dr. Muata Ashby (2005) in his book "Egyptian Yoga" is a mythological research work not truly a historical research, claimed on the basis of hieroglyphics and artwork that history of Egyptian Yoga is older than Indian Yoga and the idea of Yoga has come to India from Egypt (Yoga, 2014).



Fig 2: Ancient Egyptian Artifacts (Egyptian Pottery, 2009)

Johnsen (2018) [19], the "Enneads" a book written by Platinus a Roman spiritual master it witness that meditation was practices in the city of Rome during 3rd century AD under the rule of Roman Empire Cesar Gallienus from 253 to 268 AD. Platinus said in his book "If you imagine you're different from the all-pervading Divine Being, you are not yet in the fully illumined state. When you and it are perfectly one, with no sense of even the possibility that you could be two, then you have attained real understanding and a true perception of your highest self, the true inner being which never departs from complete perfection." He also urged his students to "close your eyes and awaken to another way of seeing. This is a skill everyone possesses but few choose to use." His final teaching

was: "Try to unite the divinity in you with the divine in all things."

Something like Yoga was practiced in the southern Europe approximately 2,000 years ago. 'Samadhi' in Sanskrit is the deepest form of meditation was called 'Henosis' in this region and used to be practices; *Heno* is the Greek word means "one"; *henosis* literally meant "one-pointed awareness" or "unitary consciousness;" the spiritual center of the ancient Greek world "The Oracle at Delphi" was well-known for its simple view that is "Know thyself" and Empedocles of 5th century BC said about the "Journey within" (Johnsen, 2018) [19].

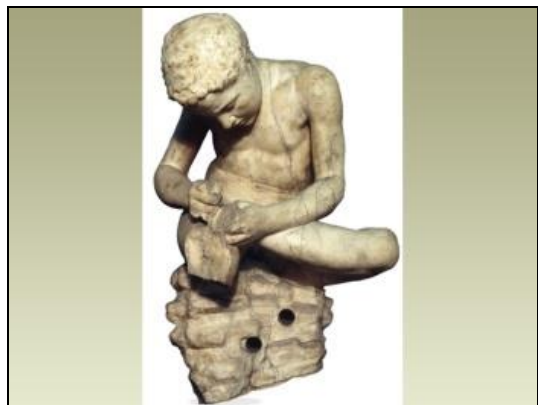


Fig 3: Roman, 1st century AD (Copy of a Hellenistic Greek original of the 3rd century BC) This figure type, known as the spinario or thorn-puller (*BBC - Primary History - Ancient Greeks - Growing up in Greece*, 2014).

Galen (130-210 AD) described the breathing technique in his Book III (esp. ch. 2, pp. 103-106 of Green’s translation, 1951) and he termed it ‘apotherapy’; he recommended smooth and rhythmic abdominal breathing, obtained by controlling various muscle groups - the role of the diaphragm is emphasized here, as everything below (especially internal organs) can be efficiently pressured and cleaned by adequate respiratory action; he also suggested for ‘breath retention’ for pushing the diaphragm downwards, in order to compress the abdominal cavity (Agostino, 2014) [27].

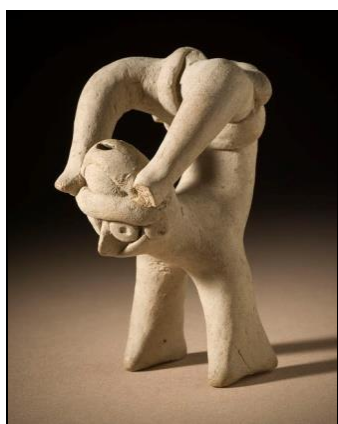


Fig 5: Evidence of Yoga in ancient Central America (Mathisen, 2017) [27]



Fig 4: An Olmec stone statue seated in a cross-legged yogic position called Sukhasana (Pinterest, 2018).

Misra (2017) [27] claimed that specific Yoga asanas were depicted in numerous figurines from Central America attributed to the Olmec civilization (1500 BC to 400 BC, with cultural connections stretching back as early as 2500 BC according to some scholars) and to the Western Mexico shaft tomb culture from the region of modern-day Jalisco, Nayarit and Colima (generally dated to the period 400 BC to AD 300, but with evidence of activity which also stretches back to 1500 BC). He identified the above artifacts from Colima, as demonstrating the Vrschikasana or Scorpion asana.

Contemporary development, rise and awareness

Millions of people around the world have rolled out their yoga mats to celebrate a tradition that was once the preserve of Hindu holy men but is now a worldwide phenomenon (*BBC News*, 2017). Contemporary modern society makes one stressed from different aspect of life and Yoga came out as one of the most efficient tool to handle stress. Yoga is also beneficial for the health in number of other ways as well e.g.- Reduces stress, Burns calories, Keeps the muscles and joints strong and flexible, Promotes mental and emotional well being, Has anti-aging benefits (42Yogis, 2014).

Park *et al.* (2016) suggested that those who practice yoga they do it primarily for exercise and stress relief, but found many other reasons to join yoga including flexibility, getting into shape, and depression, anxiety relief etc. over longer practice of yoga a large percent of the yogic change their primary reasons and spirituality occupies the position and keeps them in practice it.

Role of Yoga in the complementary healthcare Clinical setting is continuously growing in USA and in other parts of the world due to the popularity of it in the societies and majorities of the studies reported positive outcome in the yoga intervention groups in the healthcare clinical setting (Bayley-Veloso and Salmon, 2016) [4]. Popularity of yoga was highly related with a city’s economic development (Krishnan, 2017).

United States America

In the late 1800s and early 1900s, yoga masters began to travel to the West, attracting attention and followers. This began at the 1893 Parliament of Religions in Chicago, when Swami Vivekananda wowed the attendees with his lectures on yoga and the universality of the world’s religions (Kripalu *et al.*, 2007) [22].

In the first appearance of Yoga in the early twentieth century into western perception, it quickly gained widespread appeal vibrating the minds of the health conscious freedom seeking western public and it worked as “an antidote to the stresses of modern, urban, industrial life” and “a way to reconnect with the spiritual world” without having to compromise the “productive capitalist base upon which Americans stake their futures (Bayley-Veloso and Salmon, 2016) [4].

Richar Hittleman one of the disciples of sage Ramana Maharshi and was a Spiritual yogi returned to New York from India after completion of his education on Yoga in the year 1950, who sold millions of copies of his books on yoga and also was pioneer to bring yoga on television screen in 1961, being a spiritual yogi he presented a nonreligious yoga for the American mainstream with an emphasis on its physical benefits with the hope that letter stages of practice students

will be motivated towards yoga philosophy and meditation, he was the person who introduced more Americans to yoga than any other in those day (Hammond, 2007)^[16].

In the year 2016 yoga practitioners was 36.7 million where as in 2012 this number was 20.4 million and 15.8 million in 2008; 28% of all Americans have practiced yoga at some point in their lives; yoga playing great role in USA economy, yogis spent \$16 billion on yoga clothing, equipment, classes and accessories in 2015 where as this spending was \$10 billion in 2012; yoga participants spent \$5.8 billion on yoga classes and \$4.6 billion on yoga clothes and \$3.6 billion on yoga mats and other items; global yoga market was of \$80 billion in 2016; 34% of Americans wished to participate yoga in next 12 months that is approximately 80 million and major reasons of their interest included flexibility, stress relief and fitness; 9 out of ten Americans were aware of Yoga; 1 out of 3 Americans at least tried yoga in formal class or personally at any point of time in their life time (Yoga Journal, 2016). The widely popular yoga industry in 2014 was the 4th fastest growing industry in the United States (Wellness Tourism Market, 2014)

United Kingdom

In mid-twentieth century Yoga got accepted and became mainstream activity converting from obscure form to something that could be taught in to middle-class women in adult education classes; mostly British society accepted it for its public benefit in promoting physical health and wellbeing and some also widely embraced as a spiritual exploration (Newcombe, 2014)^[28].

In the year 2016 “Yoga” was one of the most searched for the words in Google and its business reached £812 million a year and growing every year (Delaney, 2017a)^[9]. One survey highlight that 75% of British women opt meditation, flexibility and massage and advertisers are targeting wellbeing seekers to increase their spiritual spending (Yoga Me UK, 2012). Yoga is practiced by 2.5 million Practitioners in Britain alone in 2004 (Hunt, 2010).

Australia

Aussies embraced yoga comparatively later then the Americans and Europeans, in 1920s they started researching on it but 1967 they really started yoga practice and Michael the person who opened the Sydney Yoga Centre in 1950, and about five years later, Melbourne followed (Humphries, 2018) it.

Yoga is the fastest growing fitness activity in Australia, in 2016 popularity of it doubled since 2008; approximately 2 million Australians practiced yoga in 2016; 1 in 10 Australian age over 14 years found to practice yoga which was 1 in 20 Australian in 2008; popularity of yoga beat all other sports played by the Australians; proportion of women participation became almost double 15% in 2016 from 8% since 2008; yoga remained far less popular among Aussie men with only 5% participating in 2016 (Levine, 2016). Delaney (2017b)^[10], in the no-religious countries like Australia a lot of young people receives their moral and spiritual teaching from yoga.

Europe

European travelers make up the biggest (39%) part of the global wellness tourism market out of globally total 202.7

million wellness tourism trips taken annually, Asia was the favorite destination for most of the European wellness travelers, meanwhile the ‘in-house’ market in Europe has taken a big leap in recent years too; German nationals alone accounted for over 42 billion dollars on wellness tourism expenditures (Wellness Tourism Market, 2014). There are yoga centers in all the European countries (Yoga Centers Directory, 2016).

Russia

Yoga is not a new idea in Russia and it is rooted for over hundred years ago; history witnesses that the Russian artistic and intellectual elites used to practice it since late 19th century; it was compulsory for artists to master some asanas (Poses) before they could perform in the studio of the Legendary theatre director Konstantin Stanislavsky; in 1971, Viktor Boyko, a construction engineer translated a book in to Russian language; during the Soviet government under Joseph Stalin viewed yoga with suspicion (Kamalakaran, 2015). McCoy (2015) stated that Yoga had been forbidden during most of the Soviet era because of its association with Hindu religious practices and even after the fall of the Soviet Union.

Kamalakaran, (2015), until 1980s Yoga could not reach in its track of growth, at this time Moscow government started exploring non-traditional healing method and found Yoga as one of the most effective means; Prime Minister Dmitry Medvedev, under whose presidency during 2004-8, yoga gained massive popularity in the country. In the year 2014 there was 1.3 million practitioners spent close to \$1 billion for yoga; according to one survey there was nearly 270 yoga center across the country. Besides these cities in Russia, have an Art of Living Centre that conducts yoga programs under the guidance of Sri Sri Ravi Shankar and Jawaharlal Nehru Cultural Centre where yoga classes are also given. In the year 2015 the Russian language version of Yoga Journal celebrated of its tenth anniversary was a milestone progress of yoga. Now a day many of the Russian Universities are started to offer yoga courses and People’s Friendship University of Moscow is well known for offering yoga programs. Popularity of yoga reached now at that point that Russia decided to co-sponsor the India-initiated United Nations Resolution to mark June 21 as the International Day of Yoga.

China

Yoga first came into ancient China during the vast development of Buddhism but in 20th century it started to gain popularity in the Hong Kong Island and then spread into mainland china, further it grew up in providences particularly in the urban areas. Maximum numbers of urban women are coming for yoga practice because of concern about their health and body including physical appearance (daxueconsulting, 2016). In China online and offline yoga market together made business 98.68 billion yuan in 2009 and surprisingly grew to 400 billion yuan by one year in 2014. Not only the market size but also participation person numbers also increased from 4 million in 2009 to 10 million in 2014. In consequence number of yoga coaches also increased from 108,000 professional coaches in 2009 to 225,000 in 2014. As of May 2017, there were 10,800 yoga schools (Deodhar, 2017).

Japan

The first use of the word 'yoga' in Japan was first recorded in 806 AD. However, it was not till 1919 that yoga began to be practiced and taught in Japan in its present form. In 1950, a formal yoga association was set up in Japan (Nirmala, 2016). Kimura (2017), Japan has been under the influence of one spiritual practice-Buddhism-for more than a thousand years, thus awareness among the Japanese of yoga is embedded basically in spiritual form; In Japan, interest in yoga has been growing for several years, present days yoga practitioners primary aim is to increase health, beauty, therapy, rehabilitation, and healthy for active pregnancy and childbirth; a few also do yoga yet for spirituality; approximately 1% of Japanese equal to 1 million of which almost 90% are women; a member needed to spend \$10 to \$100 per month according to the clubs. Nirmala (2016) confirmed that the size of the yoga goods market was about 200 billion yen in 2005.

Africa

South Africa is one step ahead in Africa for Yoga. Humble beginning of Yoga was observed by the grace of Swami Sivananda in the 1940's with to the dozens of yoga centers in Cape Town, at present South Africa has truly embraced yoga as a part of its regular lifestyle; historically, South Africa saw a rise in yoga teachers during the 1960s and in consequence now Yoga has already been deeply rooted into the modern South African tradition (News24, 2014).

In 2006, Africa Yoga Project (AYP) Founder and Executive Director, Paige Elenson started journey of the project and by now over 6,000 people participate in more than 300 community yoga classes weekly in 80 locations across 13 different African countries; more than 200 young people, trained as teachers and they are earning a living wage by teaching yoga to people who left behind the society, otherwise would not have the opportunity (YAP, 2018).

Islamic Countries

In some Islamic countries' controversy have been arisen by some orthodox groups on Yoga to practice e.g.- Malaysia and Iran where yoga is quite popular and controversial too; in 2008 supreme Islamic authority of Malaysia told to the Muslims to avoid the practice of yoga (Economist, 2015). On the other hand, most conservable Islamic country Saudi Arabia allowed practice of yoga with government certification by the Ministry of Trade and Industry as "Sports Activities" (News18, 2017).

Among 177 countries of the United Nations General Assembly (UNGA) 47 Islamic nations officially co-sponsored with India, a resolution to establish June 21 as "International Day of Yoga," Bangladesh is one among the Islamic countries to co-sponsored the UN resolution (Mallapur, 2015).

India

Indian wellness market had a turnover of \$13 million in 2015 where as global yoga market was estimated about \$80 million, India had just grabbed a small pie of it; among the top 20 wellness tourism countries India positioned at 12 in the year 2014 (Chronicle and Kumar, 2017). Yoga is positioned as India's gift to the world, present Prime Minister of India Mr. Modi highlighted that yoga brought believers and atheists,

richest and poorest together to keep all healthy in almost cost free manner (Deodhar, 2017). Growing awareness among people of their health in India is resulting in increase of yoga centers in number and spreading out of metro cities and making money (Shukla, 2017).

PM Narendra Modi told the US Congress that India had not claimed intellectual property on yoga yet, and Indian government had estimated the size of the wellness sector is about Rs 490 billion and AYUSH ministry trained 734 yoga professionals (Dutt, 2017). Ministry of AYUSH also heading with a plan to groom 50,000 professionals over the next few years; Nata Menabde, ED, WHO office to the UN said "Yoga has a prominent place in the holistic approach through prevention and control of health disorders" (Franchiseindia, 2017). It indicates that in future India may ask intellectual property right. AYUSH ministry is preparing for the growing future demand of yoga instructors.

International yoga day

In the year 2015, the United Nations declared June 21 as International Yoga Day; this resolution won the support of 177 member states. International Day of Yoga, or commonly and unofficially referred to as Yoga Day, is celebrated annually on 21 June every year since its inception in 2015. The idea of International Day of Yoga was first proposed by the current Prime Minister of India, Mr. Narendra Modi during his speech at the UNGA, on 27 September 2014 (Deodhar, 2017). This gave thrust yoga to a new dimension. Yoga now has become global phenomenon.

Summary of the study

Historical evidences suggest that origin of Yoga took place different parts of the globe in different time with different shape with strong association with religious practices. But credit of contemporary yoga what we mean today is originated in India and spread all corner of the world. History suggests yoga's origin is over 5,000 years old. Present day people practice yoga more for better physical and mental health, but a small number practice it for spirituality. Yoga is close to trillion dollar industry. This industry is rapidly increasing. World is not yet prepared to fulfill upcoming demand of it. In the developed countries women are taking more interest towards yoga than the man. It is more popular in the urban areas and popularity of yoga is highly associated with a city's economic development. Anti yoga forces are also realizing the health benefit of it and receiving it benefit changing their view. It is creating lot of job opportunities. Yoga only can give health benefits free of cost to the poorest of the poor. Yoga reached in an unimaginable height of popularity globally after the declaration of International Yoga day on 21 June in the year 2015. Now Yoga has become a world phenomenon.

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