Effect of Selected Yogasanas, Pranayama and Meditation on Creativity of Entrepreneurs

K. Yogalakshmi
Assistant Professor of Business Administration, Annamalai University
Annamalai Nagar – 608 001, Tamilnadu, India

G. Latha
Associate Professor of Business Administration, Annamalai University
Annamalai Nagar – 608 001, Tamilnadu, India.

ABSTRACT

The purpose of the study was to find out the effects of selected yogasanas, pranayama and meditation on creativity of entrepreneurs. Creativity is a mental and social process involving the generation of new ideas or concepts or new association of the creative mind between existing ideas or concepts. Brolin,(1992) summarized that the creative person can have certain characteristics such as strong motivation, endurance, intellectual curiosity, deep commitment, independence in thought and action, strong desire for self-realisation, strong sense of self, strong self-confidence, openness to impressions from within and without, attracted to complexity and obscurity, high sensitivity, high capacity for emotional involvement in their investigations. An entrepreneur is in need of all these characteristics. It implies that when creativity is enhanced then the abilities of entrepreneurs also gets developed and sharpened. Allyson Edgar(2013) brings out that yoga has a positive effect on creativity. To achieve the purpose of this study forty entrepreneurs were selected from Chidambaram town of Cuddalore district, Tamilnadu, at random and their age ranges from 30 to 65 years and all of them are health and normal. They are divided into two groups and designed as control group (entrepreneurs not practicing yoga) and treatment group (entrepreneurs practicing yoga) twenty entrepreneurs each. The treatment group underwent a twelve weeks of yogasanas, pranayama and meditation training. The control group was restricted from any form of training intervention. The primary data was collected through a well structured questionnaire before the training period and after the training completion. The collected data was analyzed using analysis of variance (ANCOVA). The results of the study showed that yoga training can be an effective training intervention to enhance creativity of entrepreneurs.

Keywords: creativity, yoga training, entrepreneurship, entrepreneurs