

## **An Analytical Study On Creativity Of Entrepreneurs Through Yogasanas, Pranayama And Meditation**

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### **ABSTRACT**

*Yoga, pranayama, and meditation were all studied to see whether they have an affect on entrepreneur's creativity. When a person is creative, he or she is able to generate new ideas, concepts, or connections between existing ideas and concepts. For Brolin (1992), the creative person has certain characteristics such as a strong desire for self-realization, a strong sense of self, strong self-confidence, openness to inner and outer impressions, a preference for complexity and obscurity, high levels of emotional sensitivity, and a high capacity for emotional involvement in their investigations. Brolin (1992) summarised these characteristics. An entrepreneur must possess all of these traits. It means that while entrepreneurs' creative talents are expanded and refined, so are their business acumens. According to Allyson Edgar (2013), yoga has been shown to improve creative thinking. At random, 40 entrepreneurs from Chidambaram town in cuddalore district, Tamilnadu, were selected and their ages ranged from 30 to 65 years. All of them were in good health and were able to participate in the study. These 20 entrepreneurs have been separated into two groups: a control group that does not practise yoga, and a treatment group that does. During the course of the twelve-week therapy period, participants in the treatment group practised asanas, pranayama, and meditation. The control group was not allowed to participate in any sort of training. Prior to and during the training session, a well-structured questionnaire collected primary data. Analysis of variance (ANOVA) was used to examine the acquired data (ANCOVA). Researchers found that yoga training might be a useful tool for entrepreneurs who want to improve their creative abilities.*

**Keywords: creativity, yoga training, entrepreneurship, entrepreneurs**

### **1. INTRODUCTION**

India has a long and rich history of yoga. Yoga is a way of life. It's a science of life, and it's a form of exercise that may help you improve both physically and mentally. It has a positive effect on human well-being. The English term yoke has a close relation to the Sanskrit word yoga. Your uniqueness and the spiritual intellect that governs the cosmos are brought together via yoga. One's physical and spiritual components are harmoniously intertwined in yoga. An individual's emotional, psychological, and spiritual well-being will improve as a result of being in this condition. Irrational thoughts, feelings, and ideas spring forth from the depths of one's soul. Mind control is the science that determines a person's actions. Distractions can no longer stifle one's productivity or creativity after one has mastered mental and sensory self-control. Yoga is a gift from our forefathers. It is well known that regular yoga asana practise enhances one's physical and emotional well-being. Improves emotional and spiritual competence; positive attitude; and creative thinking via yoga practise. As Brolin, (1992) summarised, the creative person can have certain characteristics such as a strong desire for self-realization and a strong sense of self-confidence, an openness to impressions from within and without, a high sensitivity, and a capacity for emotional involvement in their investigations. An entrepreneur must possess all of these traits. It means that while entrepreneurs' creative talents are expanded and refined, so are their business acumens. Ideas are generated by brain cells. Yoga helps to oxygenate these cells. Entrepreneurs' creativity is influenced by yoga as a result. According to research, the brain's creative process and yoga go hand in hand. A spark of creative inspiration, on the other hand, prepared the brains by automatically turning off visual cortex function for an instant—the equivalent of closing your eyes to filter out distractions so that you can focus more. To get a response from the subconscious, the brain "blocked out other sensory information and boosted the signal-to-noise ratio." Pratyahara, the yoga idea of removing all

external sensory input, is the same as this (the fifth limb of yoga). Pratyahara is the practise of removing the five senses from the mind. Yoga nidra (yogic deep relaxation) and breath awareness while inhaling deeply are two prominent methods for achieving this state of consciousness. In order to be creative, one must be able to break free of one's preconceptions and let go of preconceived notions. The human ego enjoys feeding on samskaras and making the mind irrational as a result of this behaviour. When we have a pattern of automatic brain reactions, we end up with a predictable response. The samaskaras are kept in check with regular yoga practise.

## 2. REVIEW OF LITERATURE

**Carla Marques (2011)** Entrepreneurs are thought to have similar psychological and cognitive traits. The physical and psychological advantages that yogis derive from practising the discipline are causing it to gain increasing popularity right now (practitioners of yoga). Individuals' psychological and behavioural patterns have been found to alter as a result of yoga, regardless of its philosophical underpinnings. This study examines the features of both entrepreneurs and yogis in order to better understand their unique personal traits or their psychological and cognitive predispositions. Study results reveal individuals who practise yoga are more likely to develop or improve the psychological and cognitive characteristics linked with an entrepreneurial mindset. So the study concludes that if entrepreneurial behaviour is important, then yoga should be incorporated into general education from the beginning of elementary school forward.

**K. Yogalakshmi (2015)** Yoga, pranayama, and meditation were all studied to see whether they have an affect on entrepreneur's creativity. When a person is creative, he or she is able to generate new ideas, concepts, or connections between existing ideas and concepts. For Brolin (1992), the creative person has certain characteristics such as a strong desire for self-realization, a strong sense of self, strong self-confidence, openness to inner and outer impressions, a preference for complexity and obscurity, high levels of emotional sensitivity, and a high capacity for emotional involvement in their investigations. Brolin (1992) summarised these characteristics. An entrepreneur must possess all of these traits. Consequently, it suggests that entrepreneurs' talents will also be strengthened and sharpened as creativity is enhanced. According to Allyson Edgar (2013), yoga has been shown to enhance creative thinking. At random, 40 entrepreneurs from Chidambaram town in cuddalore district, Tamilnadu, were selected and their ages ranged from 30 to 65 years. All of them were in good health and were able to participate in the study. A control group (companies that do not practise yoga) and a treatment group (companies that do practise yoga) each consisting of twenty entrepreneurs each are being studied. Yogasanas, pranayama, and meditation were taught to the therapy group for twelve weeks. The control group was not allowed to participate in any sort of training. Before and after the training session, a well-structured questionnaire was used to gather the primary data. Analysis of variance (ANOVA) was used to examine the acquired data (ANCOVA). Yoga training was found to be an effective training intervention for improving entrepreneur creativity, according to the study's findings. Introduction India has a long and rich history of yoga. Yoga is a way of life. It's a way to improve one's physical and mental health and well-being.

## 3. METHODOLOGY

The study's goal is to discover the impact of certain asanas, pranayamas, and meditation techniques on the inventiveness of business owners. Experimentation is a key component of the study design. Forty business owners from the Tamilnadu town of Chidambaram in the Cuddalore region served as the study's participants. Twenty individuals from each group were randomly assigned to one of two treatment groups: entrepreneurs who practise yoga (EPY) or entrepreneurs who do not practise yoga (ENY). A 12-week yoga training programme was administered to the test subjects. The training was not delivered to the control group. By

consulting a yoga master, we came up with an hour-long training session that would take place between 7:45 and 8:45am. For both the control and treatment groups, a Geoffrey Pett's Creativity Scale was administered. It is a scale of 36 questions, each with five alternatives, such as "strongly agree," "highly agree," "agree," "undecided," "strongly disagree," and "strongly disagree." All 36 objects are typed in the same way. Respondents are rated on a scale of 5 to 1 based on how strongly they agree or disagree with the statement. Inspired, Clarified, Evaluated, Distillation (ICEDIP) and Perspiration (PSP) are the six categories on the scale. There are six objects in each dimension.

#### 4. RESULT AND ANALYSIS

If there were significant differences between the groups on any of the specified variables, the analysis of co-variance (ANCOVA) was used to discover them. The significance of each finding was tested using a 0.05 level of confidence, which was deemed suitable in all cases. It is hypothesised (Ha) that entrepreneurs who practise yoga have greater levels of creativity as a consequence of the yoga instruction they get.

**Table 1: Pre-post-test mean, Standard deviation and adjusted post-test mean of data on creativity of entrepreneurs**

		Control group (ENY)	Treatment group (EPY)	df	'F'
Creativity	Pre-Test mean	84.6	84.85	1	0.008
	SD	10.01	7.35	38	
	Post-Test mean	82.65	74.35	1	12.7*
	SD	6.67	7.29	38	
	Adjusted Post-Test Mean	82.68	74.72	1	13.9*
			37		
			37		

\*Significant at 0.05 level

Based on the data in table 1, the pre-test averages for the control and experimental groups are 84.60 and 84.85, respectively (see the statistical analysis). Table value 4.09 is smaller than the pre-test F ratio of 0.008. In the pre-test, the results show that there is no significant difference between the experimental and control groups. The post-test averages for the experimental group are 74.79, whereas those for the control group are 82.65. The calculated F ratio of 12.7 is higher than the calculated F ratio of 4.09 in the table. According to the post-test results, following the yoga training, there is a noticeable difference between the experimental group and the control group. The corrected post-test mean for the control and experimental groups is 82.68 and 74.72, respectively. The corrected post-test F ratio of 13.9 is higher than the table value of 4.10 obtained. Yoga training appears to have a significant effect on creativity, according to this study. Significant differences are also seen in the results. Results from this study support Allyson edgar's research, according to this study. To achieve a state of enlightenment, one must practise yoga and meditation. Anger, fear, resentment, anxiety, and other forms of stress and tension can cause our thoughts to race at an unmanageable pace. Since yoga/meditation is an integrated part of spiritual training programmes that connects the mind with the body, the emotions with the actions, it is a science rather than a philosophy (Von Bergane et al, Rajesh Singh, IM; Varadhan, 1999; Pragadeeswaran and Panchanatham, 1999; Uma Kxishnamoorthy, and Desikachari, 2000; Niranjananda Sarswati Swami, 2001; Ananda Balayogi and Bhavani, 2002; Sahajanand,2001).

## 5. CONCLUSION

Stress destroys brain cells, and yoga training has been shown to be useful in reducing stress. As a result, yoga training is one of the finest ways for entrepreneurs to relieve stress and recharge their brains. This allows them to think beyond the box. This study demonstrates this. As a lifestyle, yoga is defined by health, harmony and peace (Nagendram & nagarathna.1997). As a respite for those with a restless mind (Brena,1975). It is a blessing to those who are ill (Grade. 1975). Some people take it to improve their memory, intellect, and creative thinking. (Swami sarasvathy,1975). When people are at their most relaxed, they are more likely to make creative connections, like Isaac Newton or Samuel Taylor Coleridge, who came up with "Kubla Khan" while in a dreamlike condition. The primary goal of yoga practise is to achieve a condition of mental calmness, and this is repeated in yoga. According to the Yoga Sutras, calm of the mind can be achieved by focus, meditation, and absolute absorption. Practitioners are no longer influenced by their egos (habitual responses) when their minds are calm. In such state, people may "see" things for what they really are, rather than for what their ego wants them to be. Patanjali writes in sutras 2.26 and 2.27 that through practising the eight limbs of yoga, one can get discriminative knowledge that leads to the greatest level of intuitive understanding. When we're in that state, our creativity will be at its maximum level. Subhash & Patricia Cohen, 2010.

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