

Internship Training

at

ERNST & YOUNG (EY), New Delhi

A Study on Role of Digital Media for Promotion of Yoga in Covid-19 Era

by

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PG/19/031

Under the guidance of

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PGDM (Hospital & Health Management)

2019-21



**International Institute of Health Management Research
New Delhi**

The certificate is awarded to

Dr. Geetanjali Kumari

in recognition of having successfully completed her
Internship in the department of

Ministry of AYUSH

and has successfully completed her Project on

A Study on Role of Digital Media for Promotion of Yoga in Covid Era

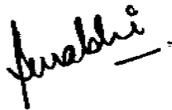
2nd March 2021-31st May 2021

At

ERNST & YOUNG (EY), New Delhi

She comes across as a committed, sincere & diligent person
who has a strong drive & zeal for learning.

We wish her all the best for future endeavors.



Senior Associate (Strategy & Transactions)
Ernst & Young, New Delhi

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Dr. Geetanjali Kumari** student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at **ERNST & YOUNG (EY), New Delhi** from **2nd March 2021 to 31st May 2021**.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.

Ms. Divya Aggarwal
Associate Dean, Academic and Student Affairs
IIHMR, New Delhi



Mentor

IIHMR, New Delhi

Certificate of Approval

The following dissertation titled

“A Study on Role of Digital Media for Promotion of Yoga in Covid Era”

at

“ERNST & YOUNG (EY), New Delhi”

is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Signature

Dr. Ajay Sood

Dr. Anandhi Ramchandaran

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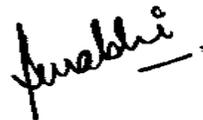
Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Geetanjali Kumari**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled **“A Study on Role of Digital Media for Promotion of Yoga in Covid Era”** at **“ERNST & YOUNG (EY), New Delhi”** in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



Dr. Pankaj Talreja
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INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled

“A Study on Role of Digital Media for Promotion of Yoga in Covid Era”

at

ERNST & YOUNG (EY), New Delhi

Submitted by Dr. Geetanjali Kumari

Enrollment No. PG/19/031

Under the supervision of **Dr. Pankaj Talreja, Assistant Professor** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from **2nd March 2021 to 31st May 2021** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.



Dr. Geetanjali Kumari

FEEDBACK FORM

Name of the Student: Dr. Geetanjali Kumari

Dissertation Organisation: ERNST& YOUNG (EY)

Area of Dissertation: A Study on Role of Digital Media for Promotion of Yoga in Covid Era

Attendance: 100%

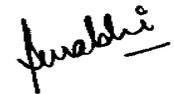
Objectives achieved: Successfully assisted in Promotion of Yoga and International Day of Yoga celebration project.

Deliverables: Weekly minutes of meeting, making strategy for promotion of yoga worldwide.

Strengths: Hard working, focused approach, cooperative and positive nature, try to learn till end

Suggestions for Improvement: Broaden horizon that will help in making strategy in good manner

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): Nil



Ms. Surabhi Gupta
Senior Associate(Strategy&Transaction)
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Date:23.06.2021

Place: New Delhi

Acknowledgement

First and foremost I would like to thank The Almighty GOD whose grace makes all the things possible.

I would like to take the opportunity to devote my thanks and express deep sense of gratitude to my mentor **Dr. Pankaj Talreja (Assistant Professor)**, organization mentor **Ms. Surabhi Gupta (Senior Associate at EY)**, and my team mate **Ms. Nikita (Associate at EY)**. I am greatly indebted to them for providing their valuable guidance, advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

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I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards community in coming future.



Dr. Geetanjali Kumari

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Organization Profile

Ernst & Young Global Limited(EY) is a Multidisciplinary professional services organization with worldwide services network whose headquarters located in London, England. It is considered as one of the Big Four accounting firms along with Deloitte, KPMG and PricewaterhouseCoopers. Its main services to clients include assurance (which includes financial auditing), tax, consulting, and advisory. EY has extended beyond accounting into areas such as strategy, operations, human resources, technology, and financial services consulting.

Organization is driven by the purpose- **Building a better working World for our clients, our people and communities.**

EY has 300,000 employees in around 700 offices in more than 150 countries around the globe. The current partnership was created in 1989 when two accounting companies, Ernst & Whinney and Arthur Young & Co, merged to form the firm. Ernst & Young was the company's name until a rebranding drive in 2013 formally changed it to EY.

For the past 21 years, EY has remained on *Fortune* magazine's list of the *100 Best Companies to Work* longer than any other accounting company.

Geographically, the firm is structured in Europe, Middle East, India and Africa(EMEIA), Americas, Asia-Pacific.

Over the previous ten years, EY has significantly changed its business strategy to provide a broader range of services.

Service lines provide to clients

- **Assurance:** It incorporates Financial Accounting Advisory Services, Financial Audit and Forensic & Integrity Services.
- **Tax:** It incorporates of International Tax Services, Business Tax Compliance, Transfer Pricing, Global Trade, Indirect Tax, People Advisory, Tax Technology and Transformation, Transaction Tax, Tax Accounting & Risk Advisory Services.
- **Consulting:** It incorporated two sub-service lines – Business Consulting and Technology Consulting.
- **Strategy and Transactions or SaT:** It focuses on the capital transformation of businesses, including Business Valuation and Economics, Due Diligence, Real Estate Advisory, M&A, Financial and Operational Restructuring, and Corporate Finance Strategy.

Through these services, EY help their clients to subsidize on transformative opportunities and fulfilling regulatory requirements. They keep their investors informed and cater to all of their stakeholders' needs.

Achievement

- The firm was ranked No. 44 in the *Fortune* list of "100 Best Companies to Work For", and the highest among the "Big Four", for 2009.
- In 2013, EY earned 100% rating on the "Human Rights Campaign Corporate Equality Index".
- In 2016, EY was ranked 3rd in Universum World's Most Attractive Employers, and ranked 1st in area of professional services employers, in a survey that reveals

perception of future employers among business students by an employer branding firm.

- Forbes list EY as one of the Best Management Consulting Firms for 2017.

Leadership

- Mr. Carmine Di Sibio- Chairman & CEO, EY Global
- Mr. Rajiv Memani- Chairmen and Regional Managing Partner, EY India
- Mr. Anurag Malik- People Advisory Services Partner, EY India
- Mr. Rohan Sachdev- Consulting Leader, EY India
- Mr. Abizer Diwanji- Financial Services Leader, EY India

Infrastructure

EY develops and compares financial strategies and delivery methodologies for projects including public or private funding, project revenues, and grants, and assists clients in putting those plans into action. Infrastructure consulting services include the following:

- Assisting local and regional governments in achieving city mobility
- Strategic planning and policy
- Procurement and transaction advisory
- Program management and infrastructure delivery
- Strategy and process improvements in technology and information and communication technology (ICT).

Organizational Structure

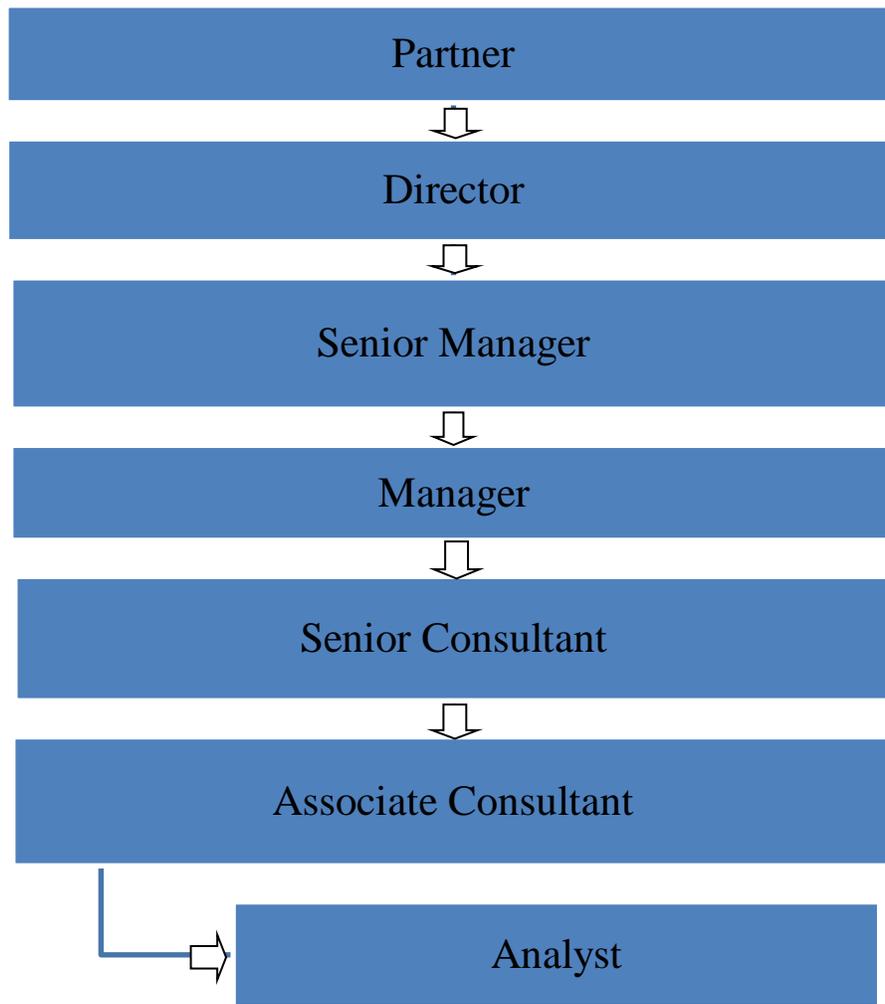


Figure 1- Hierarchy of Organization

Introduction

Yoga is a physical, mental, and spiritual discipline that have their origins in ancient India. It is both an art and a science of living a healthy lifestyle. To enhance mental and physical well-being, it incorporates exercise, meditation, and breathing methods. Yoga has become a widely practiced type of exercise all around the world. Yoga is a spiritual practice based on a highly subtle science that focuses on achieving mind-body balance.

The word 'Yoga' comes from the Sanskrit root 'Yuj,' which means 'to join, yoke, or to connect.'

History of Yoga

Yoga is an ancient science that predates the creation of religions and belief systems by thousands of years. Yoga was first documented in the pre-Vedic period (2700 B.C.) and continued until the time of Patanjali. Between 200 BCE and 500 CE, Hinduism, Buddhism, and Jainism developed into philosophical schools, and a unified philosophical system of yoga emerged. Many yoga-related sub-traditions emerged during the Middle Ages. In the mid 19th century, yoga, along with other aspects of Indian philosophy, came to the notice of a well-educated western audience.

Many eminent Yoga Institutions, Yoga Universities, Naturopathy colleges, and private trusts and societies are now providing Yoga Education. Various Yoga Clinics, Yoga Therapeutic and Training Centers, Yoga Research Centers have been set up in various hospitals, dispensaries, medical institutions.

Benefits of doing Yoga

- Postures of Yoga improve flexibility as it increase the range of motion.
- Yoga improves functional strength by strengthening the muscles that sustain the body's weight.
- It boosts immunity, improves social relationships, and alleviates depression, anxiety, and pain.

- It has a favourable impact on raising activity levels and exercise, as well as relaxation and physical stress reduction.
- Yoga helps to feel physically, mentally, and energetically rested and revitalized.
- Practicing Yoga improve blood pressure. Yoga's relaxation and deep breathing can help to lower blood pressure.
- Yoga helps in the recovery of physical injuries, as well as improved sleep patterns and overall well-being, improving to a higher quality of life.

After the United Nations General Assembly (UNGA) declared the 21st of June as the International Day of Yoga (IDY) in 2014, the day has been publicly celebrated all over the world in ever growing numbers. To provide enough possibilities for people to practice Yoga, the Ministry of AYUSH makes several online resources available on its digital platforms, including as the Yoga Portal and social media handles like YouTube, Facebook, Twitter, and Instagram.

When the entire world is affected by Covid-19, people are turning to Yoga as a viable option for boosting their physical immunity and combating the pandemic. A growing number of people are becoming interested in studying and learning about Yoga and Ayurveda, and they are incorporating Yoga into their everyday practice. To address the existing challenges associated with Covid-19, the Ministry of AYUSH made various online resources available on its digital platforms, such as the Yoga Portal and social media handles such as YouTube, Facebook, Twitter, and Instagram, to allow people to learn Yoga from the comfort of their own homes. For promoting yoga, digital media play an important role with a comprehensive strategy of providing informative and inviting content with a special focus on the immunity boosting and stress reduction aspects of Yoga.

Advantages of doing Yoga through Digital Media

In present COVID-19 crisis, yoga has gained popularity as a preventive tool, prompting individuals all over India to seek out online yoga lessons.

- Online yoga allows to practice at any time of day whenever you want.
- It gives you the option of selecting from a wide range of instructors, genres, guest speakers, and special seminars on Yoga.
- It facilitates practicing in a relaxing setting.
- It is cheaper than offline practice.
- People are less able to compare themselves and their yoga poses to other people, which might make a group practice less competitive.
- It can also be a welcoming choice for people who are apprehensive about visiting a yoga studio in person.

Snapshots of Practicing Yoga in Pandemic



Research Design & Methodology

Rationale of the Study

- Yoga as an effective solution to boost their physical immunity and combat during Covid.
- Current study can be effective as it intends to analyze and assess overall estimated people reach on digital media including participation in webinar, using yoga application and yoga portal for doing yoga during Covid.
- Clear understanding of the strategy associated with the role of digital media for promotion of Yoga which could help in deciding further interventions to boost physical immunity and combat of the people in Covid.

Yoga has been found to increase cardiovascular fitness, flexibility, balance, and general quality of life, as well as relieve tension, anxiety, and discomfort.

The Covid-19 pandemic has altered the yoga world drastically. Yoga studios, gyms, health clubs, and all other locations where in-person group yoga lessons were held were shut down globally in a matter of days in March and many of them are still closed today. Yoga teachers who wanted to keep teaching had no choice but to switch to teaching online fairly immediately, and yoga students who wanted to practice had no choice but to go online.

Due to the coronavirus pandemic, the world is more in need of yoga than ever, and the ancient Indian practice is assisting a great number of people around the world in their fight against the disease. The novel virus targets the respiratory system in particular and in such situation breathing exercises play a vital role such as 'pranayama' can help to strengthen the system. Due to the epidemic, the world felt the need for yoga more than ever before. It was being practiced with tremendous passion across the country via electronic and digital media.

As 21st June is celebrated as International Day of Yoga every year, with the pandemic hanging large in the background, the International Day of Yoga was commemorated solely through digital media outlets, with no mass gathering.

Objectives

- To identify the various digital initiatives for promotion of Yoga in covid era.
- To recommend the appropriate suggestion for promotion of yoga.

Research Questions

- Have you ever done Yoga?
- Which platform do you use to do Yoga?
- Which digital media do you generally follow for doing Yoga in covid era?
- Would you like to continue to do Yoga digitally even post covid?
- Have you ever use any Yoga application for doing Yoga?
- Have you attended any webinar on Yoga?

Methodology

- Cross sectional questionnaire based study design where quantitative data was collected and analyzed to determine the role of various digital media for promotion of yoga.

Study Design

A cross sectional questionnaire based study design was done in which the researcher collected and analyzed the quantitative data to determine the role of various digital media for promotion of yoga.

Study Site

The study was conducted in Ministry of AYUSH under team of Ernst & Young (EY).

Study Time Period

3 months (2nd March 2021- 30th May 2021)

Study Population

Population is defined as all elements such as individuals, events, or objectives that meet the sample criteria for inclusion a study, sometimes referred as target population. The target population was person of any age group, no genderbiasedandwho has ever done yoga.

Sample size & Sampling technique

Quantitative researcher should select the largest sample possible so that it is representative of target population. Only those population are selected who has ever done Yoga and consented to participate in the study. Total sample size of 71 was taken.

Collection Tool

The data collection tool/method used in this study is Google form and telephonic interview as most of the staff are doing their work from home due to covid and few of them who were present, have not ever done yoga. So they met theexclusion criteria of the study.

Results and Analysis

The results based on people doing yoga and type of digital platform used for doing yoga. The study involves 71 sample following the random technique from cross section of the population doing yoga on different platform.

Statistical Analysis

The data was analyzed on the following-

- Participation based on age and gender
- Type of platform using for doing yoga
- Digital media following for doing yoga
- Continuation of doing yoga through digital media post covid.
- Webinar participants

Participation based on age and gender

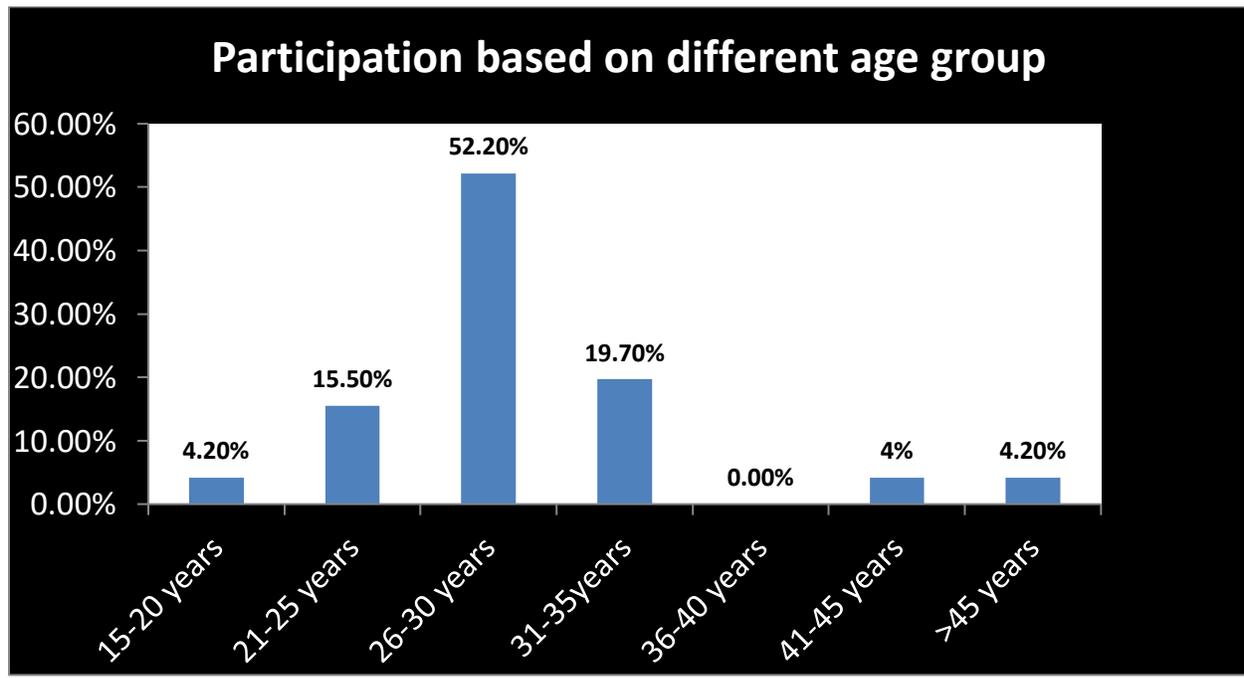


Figure 2- Participation based on different age group

The study found that maximum participation in yoga is between age group 26-35 years. As evidence from the graph 52.20% of people having age group 26-30 years and 19.70% between age group 31-35 years are doing yoga since long time. While only 4% people between age group 36- 45 years are doing yoga.

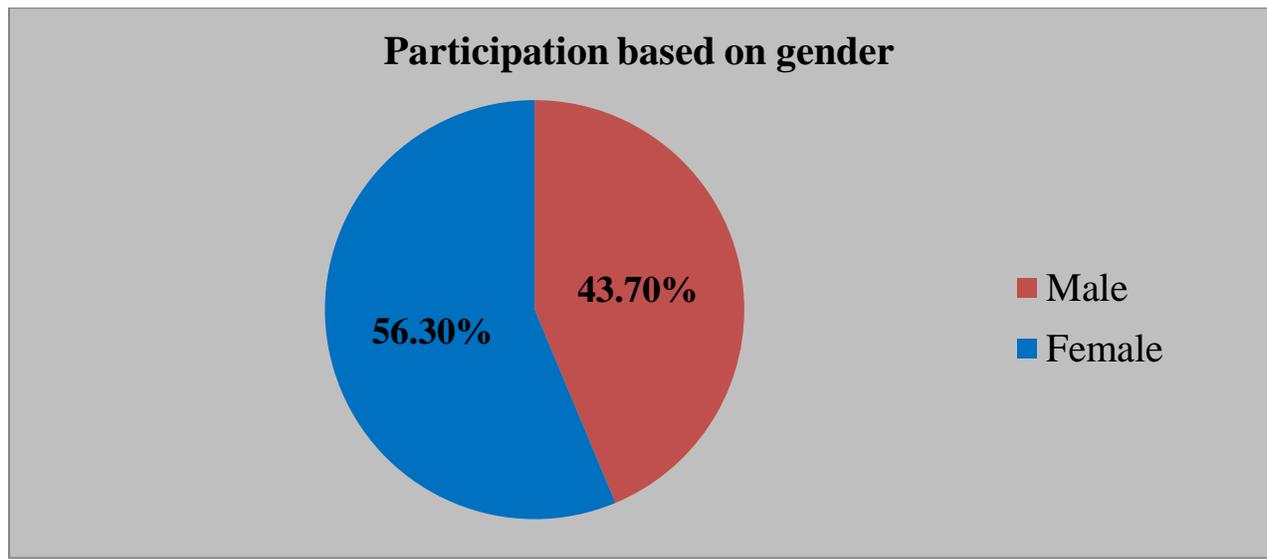


Figure 3- Participation based on gender

This graph shows that maximum participation in yoga is done by female. 56.30% of female are taking keen interest in doing yoga than male.

Type of platform using for doing yoga

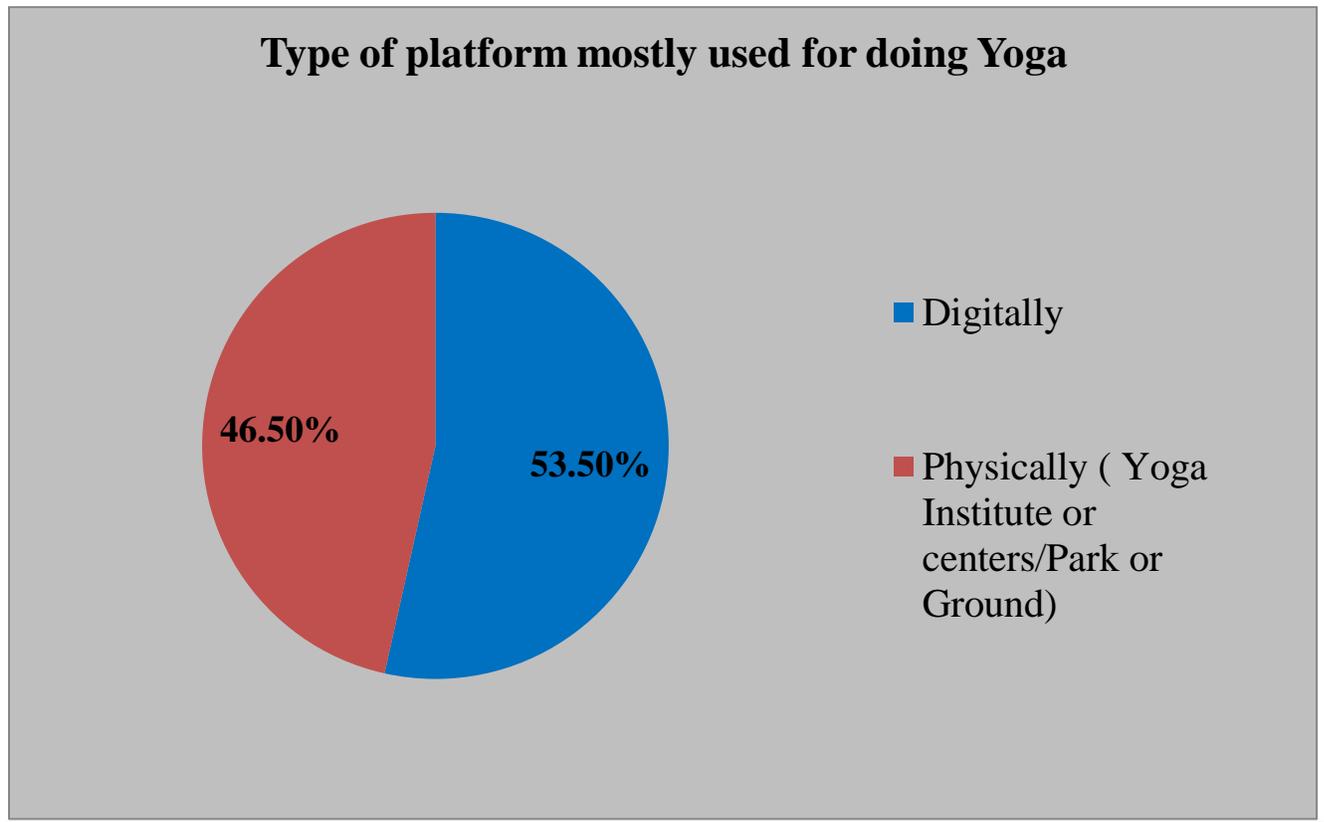


Figure 4- Platform mostly used for doing yoga

The study found that most of the people do yoga digitally rather than physically. There are around 53.50% of people who like to do yoga digitally. People doing yoga physically can't be ignore. 46.50% is also considerable. But according to study it was found that who haven't done yoga yet if they get a chance of doing yoga they will prefer digital mode.

Digital media following for doing yoga

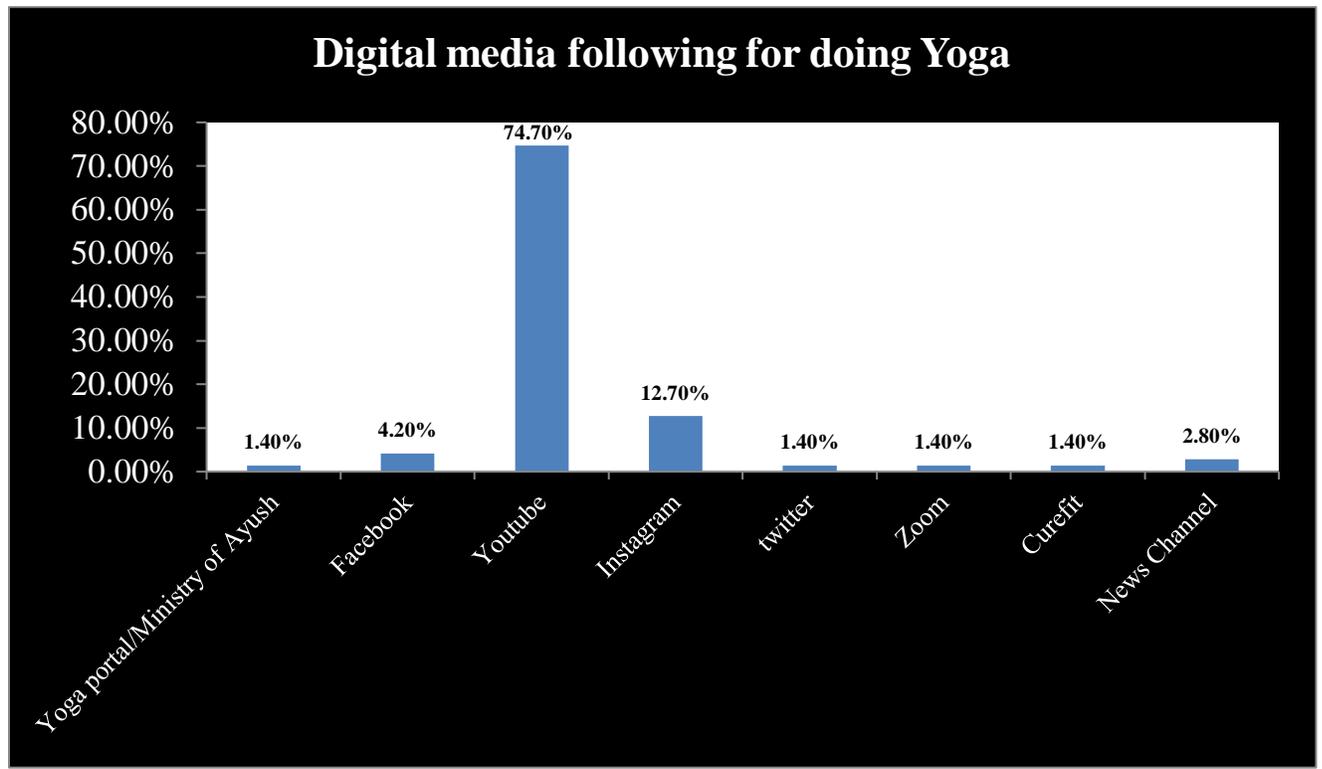


Figure 5- Digital media following for doing yoga

The graph highlighted that YouTube is the most successful platform in terms of reaching targeted population for doing yoga. 74.70% of the people do yoga by watching on YouTube. Instagram and Facebook also got success in reaching the population. It reveals that 12.70% of people are following Instagram is becoming a good platform for posting and sharing video on yoga so that people can follow the page and do the same. Other than social media, few other digital media like yoga portal by Ministry of Ayush, news channel, zoom, twitter and yoga application are also used by few people for doing yoga.

Continuation of doing yoga through digital media post covid

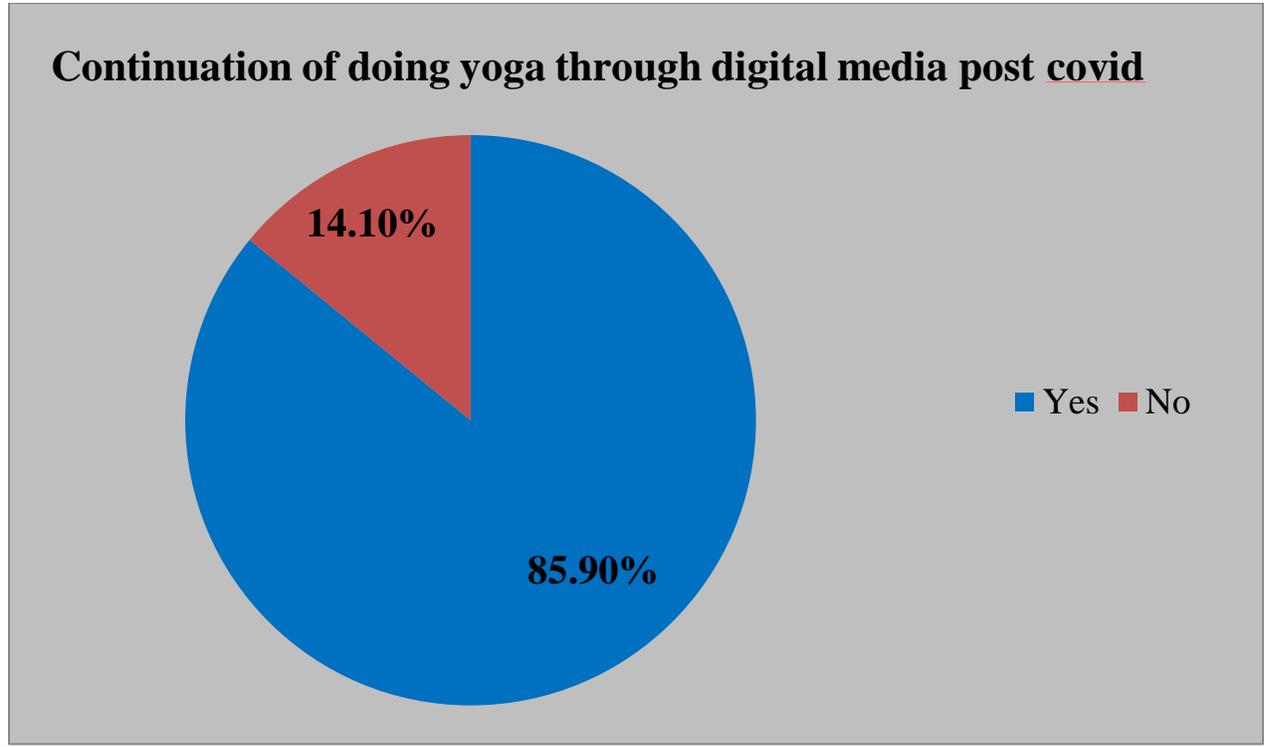


Figure 6- Continuation of doing yoga through digital media post covid

The graph shows that 85.90% of people would like to continue to do yoga in digital platform even post covid. During study it was found that people felt that there is lot of advantage of doing yoga in online mode. They switch of doing yoga according to their choice. Due to the epidemic, the world felt the need for yoga more than ever before. It was being practiced with tremendous passion across the country via electronic and digital media. Hence, people believe digital platform is the best way for continuation of doing yoga even post covid. Only 14.10% people still want to continue in digital mode till pandemic.

Webinar participants

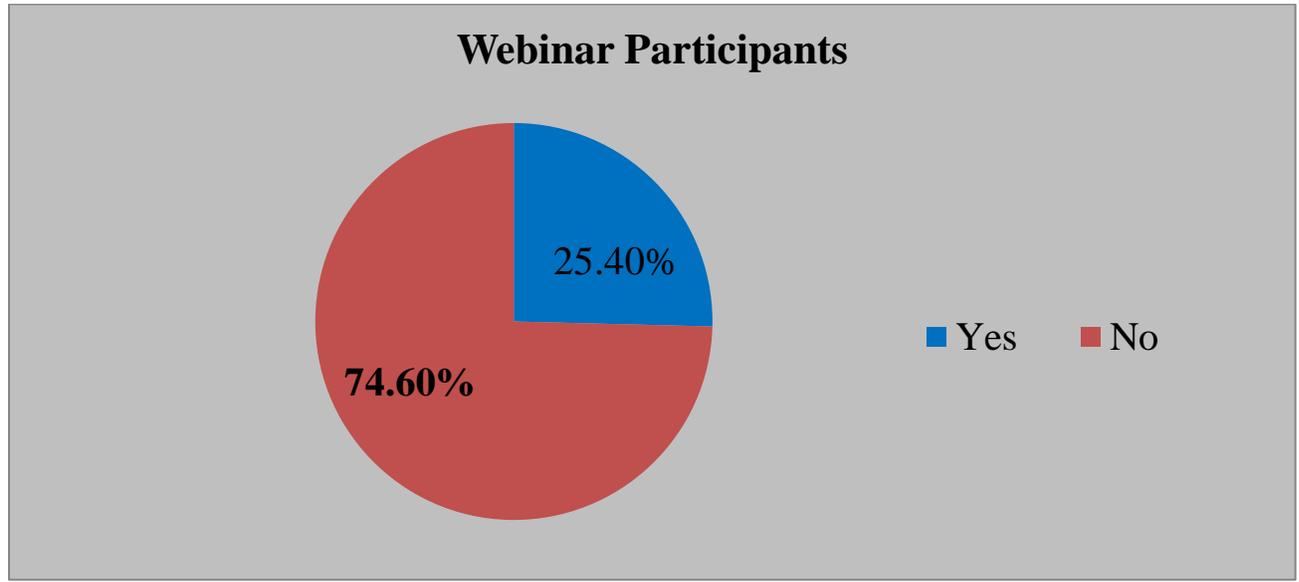


Figure 7- Webinar participants

The graph shows that only 25.40% of people know about webinar and participated in them. As webinar is a very good digital platform to interact with various famous Yog Gurus and also people get to know about yoga.

Discussion

During the period of crisis, when the whole world is bearing the brunt of COVID-19, people are looking up to Yoga as an effective solution to boost their physical immunity and combat this pandemic. Also more and more people worldwide are increasingly becoming fitness conscious, they are viewing Yoga as a promising form of exercise. People have now begun taking interest in studying and knowing about Yoga and Ayurveda and are adopting Yoga is now becoming as a part of their daily routine. A significant number of people have begun learning Yoga with the help of online classes and videos. Different types of Pranayama help in keeping our respiratory tract clear, thereby helping us to fight against COVID-19 which directly attacks an individual's respiratory system. Even people proactively participated in International Day of Yoga 2020 at home with their families.

Our study shows that females are more actively doing yoga as compared to males. It was found that due to the benefit of digital platform and pandemic, males are also now taking interest in doing yoga as they found it is really beneficial for boosting immunity.

As every age group can participate in yoga but the study reveals that people between the age group 26-35 years actively participated in doing yoga whether it was pre-COVID or during COVID.

In the context of digital platform, YouTube is the most successful platform in terms of reaching the targeted population for doing yoga. People want to continue to do yoga digitally even post-COVID as they feel the benefit of doing so which they don't get in doing physically, especially females.

While during the study it was also found that very few people are aware of webinars held on the topic of yoga where various yoga experts, gurus teach yoga and give their expert opinion on various yoga asanas and their benefits for health.

Conclusion

A study was carried out in Ministry of AYUSH under Ernst & Young, New Delhi to determine and analyze how digital media play a vital role in promotion of yoga during pandemic.

Google trends data and telephonic interview demonstrate various online resources available on digital platforms such as the Yoga Portal and social media handles like YouTube, Facebook, Twitter, and Instagram that allow people to learn Yoga from their home and also promote yoga.

Very few people interested in doing yoga physically like by going various yoga centers or park or yogasanapeeth.

Digital media play a pivotal role in this pandemic. It helped to reach the target audience and promote various health campaigns including yoga.

The study established that majority of the people like to do yoga in digital platform in covidas Ministry of AYUSH has provided lot of online platform and facilities to boost their immunity. It was also observed that even pre covid people preferred to do yoga in digital platform due to lot of advantage of doing yoga in online mode.

A comparative study of the 3 leading platforms i.e. Facebook, Instagram and YouTube which highlight that YouTube remained the most successful platform in terms of digital mode.

Recommendation

Recommendations for promotion of yoga in digital platform:

- Yoga can be promoted more by organizing special events on yoga in various digital media which people can attend.
- Award winning yoga contests on MyGov platform.
- Digital resources like online yoga booklets available in different languages for the use of trainers for brushing up of their knowledge and updating of their skills on yoga.
- Online training can be organized on the basis of which a certificate is issued on completion of training.
- As data shows that very few people have attended webinars on yoga and the majority are women. So a webinar on the topic Yoga for Women Health can be organized that to be live stream on all digital platforms.
- Upgradation of navigation and beautification of the yoga portal to provide a more user-friendly experience so that people learn yoga from the yoga portal along with social media.

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