

# E CELL SWAYAM PRERANA CASE STUDY

## YOGA INDEA – Taking Yoga International

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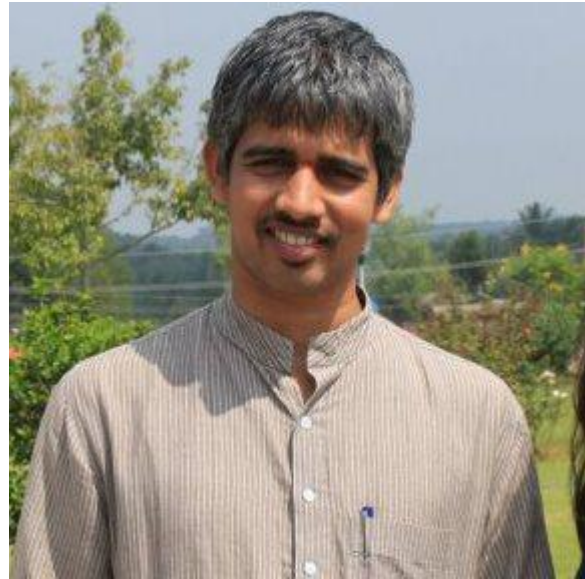
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## *ECELL SWAYAM – CASE*

### **ENTREPRENEUR: BHARATH SHETTY, FOUNDER YOGA INDEA**



#### **THE BEGINNING**

Yoga Indea was started 15 years back by Bharath Shetty and initially it was started as a proprietorship venture. Bharath Shetty was born in a small village next to the temple town Udupi in Coastal Karnataka. He was drawn to Yoga after experiencing the alleviation of his sufferings from chronic asthma. He continues to practice Yoga and has benefited from good health ever since. His first teacher was Mr. Kumara in Shantivana Trust, a Yoga and Naturopathy center close to his home. To spread the benefits of Yoga to masses he decided to become a professional teacher. In this pursuit he has undergone training under legendary B.K.S Iyengar, Pune one of the most inspiring and revolutionary teachers in 21st Century; which has helped him gain deep insight into the Iyengar brand of Yoga. Today he is a certified teacher with qualifications from the Indian Yoga Institute, Vivekananda Kendra, Bangalore (A - Grade), International Sivananda Yoga Vedanta Center, Trivandrum (Grade - Excellent) and was awarded Yoga Siromani and Yoga Acharya titles on completion of his training. Bharath is the winner Himalaya Yoga Olympiad (Indian National Yoga championship) in the years 1998, Haridwar and 2001, Bangalore. It was actually started as a part time and the people who attended his sessions supported him stating to take the practice to a higher level. When he decided to start yoga training as a full time initiative he had resistance from his family, relatives etc., coming from a background of agriculturists his family wanted him to continue farming or join a bank. As people in Udupi thought that doing a job in a bank was prestigious as Udupi is known for Bankers. But Bharath Shetty was firm on starting his venture on yoga as he had benefitted immensely from Yoga. Thus, after his education he decided to start teaching yoga in Bangalore. He started as a lone trainer. In the morning he used to take classes in 2 centres one in Indiranagar and the other in Queen's road. He used to finish his class in Indiranagar by 8 am and used to rush to take classes in Queen's road at 8.30 AM. He took the initiative of training the corporates like MNC's in Bangalore like ANZ Information Technology, Oracle etc. to offer regular classes to their employees in their own premises in the evening. His day started at 5 AM in the morning and would end up late in the evening with very less time to have breakfast and lunch.

In late 2001 he realised that his teachings are limited to certain group which practiced yoga under him but he wanted to take this still further where he could assist a large number of crowd to attain the benefits. This gave him the foundation to start the initiative to train the teachers who further could train other people. This way a large number would be benefited.

Thus he closed down all the centres in Bangalore and studied the schools in India to know the teaching pattern and their practice. He visited several places in India for a period of two years where he identified various pros and cons of the different business school, understood their business pattern etc. During this period he got married and his parents and relatives wanted him to settle down in one place. Thus, he was compelled to search for a place, settle down and plan to run his yoga centre in that location.

He wanted a place where he can setup his office and the options were Kerala, Pondicherry, Pune, and Bangalore. But due to the amount of pollution Bangalore he felt it wasn't ideal for him to setup a yoga centre in Bangalore. In the meantime one of his friends suggested to set up his business in Mysore and he felt Mysore was perfect to set up his business in all ways as the weather was good and was also near to his hometown as well. In 2004 July 1st week he set up his office in Mysore and found his first student on the 21st day. He started Yoga Indea as a proprietorship venture with zero investment. He started his business on the top floor of his house. Though the student turnover wasn't great to start off, Bharath wasn't disturbed by this. All he wanted to ensure was the quality in his teachings rather than the money. He wanted the students to achieve something rather than just doing it as a course. He was looking for hard workers who could work with dedication.

## **MANGO TREE**

In March 2005, his dream of starting yoga teachers program was fulfilled and his first three students were from Germany, England and Shanghai. Later was from US, Italy and France. He stressed on quality and the number of students did not matter him much. The focus was on hardworking and achievement oriented students rather than the students who are able to pay high fees. Certification of the students was not the focus of Yoga Indea but making these students capable of training other and helping others through Yoga. Yoga Indea believed in making their base strong and root themselves strong like a Mango tree and then grow. Bharath Shetty believed in working hard and concentrating fully in the initial stage, he says the growth of a Mango tree helped him planning his strategy for his company. Mango tree does not give any yield for first 3 years but it needs to be nurtured properly, taken care and once the initial weakness is gone it starts to give huge yield. In such way a company in its initial stage has to face a lot of competition from competitors and even some competitors might try to kill the company itself. But if you are able to deliver quality service to your customer every time you are going to survive in the long run. Yoga Indea believes in focusing long term and plans accordingly.

## **OPPORTUNITY & CHALLENGES IN INDIA FOR ENTREPRENEURS**

Bharath Shetty started his business without getting into knowing the rules of setting up an organization. On his first day in 2005 in Mysore, people from several departments like Income tax, corporation etc., were all in front of his office asking for the necessary documents but Bharath Shetty was unaware of such things and had to get it done later.

India as a country has huge potential for setting up such a venture on yoga and health care. He says India the encouragement and the rules are very good but the problem is with the implementation. The service tax norms and income tax norms is curtailing the entrepreneurs think big and grow big. Young entrepreneurs should be nurtured and protected during the initial phase and allow them to grow big.

## **MARKETING OF YOGA INDEA.**

Yoga Indea has never put any money in marketing compared to other yoga schools in India who spends around 30% of their income in marketing and believes in the philosophy that

happy customers are your best marketers. Today, Yoga Indea has trained teachers from 65 countries today and these teachers are the ones who are organizing workshops or sending him new students. Yoga Indea believes in doing his work properly and leaving the result of it to the god and the almighty will always will give what you deserve.

## **MEETING THE NEED OF CUSTOMERS**

In a service sector like yoga industry were meeting the customer needs is of utmost important to survive in the industry .Mr Bharath Shetty designed several different courses understanding the needs of the customers varying from the basic yoga learning course for the experienced people to the teachers training course. This gave Yoga Indea a competitive advantage over its competitors like International Shivananda Yoga Vedanta Centre at Trivandrum or some of the old yoga institutes in Mysore.

## **THE CURRENT PRACTICE**

The new venture of training the teachers started in 2005 in Mysore. He ensured quality in teaching rather than making quick money. The teachers had to sweat out to get the certification. The selection process of selecting the teachers were based on how hard working the teachers are and the interest behind learning. This way he ensured the venture was grounded well. The focus was not only India but the entire world. This way the network built, it spread across the world and today Yoga Indea is ranked 17<sup>th</sup> in the world. Yoga Indea ensured that the students settled in their life and were able to spread yoga across the globe. Yoga indea supported their students by conducting workshops in their respective countries and spreading the importance of yoga for the people there. Eventhough the awareness about yoga among the people helped the yoga sector to grow yoga indea grew at a faster rate than the industry standard to reach the position that it is now in the world.

## **FUTURE**

Yoga Indea in future is looking at expanding its reach by conducting regular workshops abroad and as a company Yoga Indea wants to maintain its position first by giving quality to its customers and then concentrate on growing profits.