

CHAPTER – 5

5 METHODS

5.1 DESIGN OF THE STUDY

It is a quantitative study design with pre & post study data and as per the researcher sample size. Randomized control design, by using random generated table. Pre data will be collected by using 3 scales on first day & last day after completion of 30 days of *Karma Yoga* sessions

5.2 AREA OF THE STUDY

The area of the study is confined to Bengaluru city which is globally known as the Silicon capital of the world. Bengaluru is the largest city in Karnataka and it is the headquarters of political, economic and cultural heritage. The business dimensions and population migrating into Bengaluru from across Indian and globe has become a challenge which is more due to the geographical location, climate conditions, peace and harmony, business potentials, possibilities of crafting a happy life etc.

5.3 SOURCES OF DATA

The secondary data needed for the study is based upon the extensive review of literature from various sources from Sanatana texts, scared works, and noteworthy works on marketing by authorities across the world, research papers both from national and international journals, proceedings of the conferences and seminars etc. numerous articles on Bhagavat Gita, discourses of spiritual leaders, etc. the secondary data sources also includes electronic media and its various forms such as television shows, spiritual talks, Ted talks, Wikipedia concepts and theories etc. Data is also gathered from the libraries of Swami Vivekananda Yoga AnusandhanaSamsthana, Rama Krishna Institute for Moral and Spiritual Education Mysuru, RashtraParisadLibarayChamaraj Nagar, IIM Bangalore, IISc. Bangalore, NAAC library and ISEC libraries.

The primary data have been collected through a primary interview schedules served to the business development professional in Bangalore city via direct interviews and also email interviews for eliciting perceptions of the respondents.

5.4 POPULATION OF THE STUDY

The population of the study the Business Development Professional residing at the jurisdiction of the Bangalore city. The interview schedules were served to 384 respondents and found 384 are accurate for analyzing the data. The focus of study comprises of specifically to the objectives of the study.

5.5 SAMPLE SOURCE

Business Development professionals working in various sectors like FMCG, Healthcare, Consumer Durables, Banking & Insurance, retail and pharmaceutical sectors in Bengaluru city

5.5.1 INCLUSION CRITERIA

All male, female respondents as per age criteria, working in above mentioned sectors within Bengaluru city, who evinced interest to participate in this study

5.5.2 EXCLUSION CRITERIA

Respondents below 20 years of age & those who are not willing to contribute their perceptions

5.6 ETHICAL CONSIDERATION

All data have been kept confidential; the process of data collections, procedures of the sessions, lectures, timing, etc. were communicated in advance. All activities were done with prior consent of all Respondents involved. Sensitive, emotional issues will not be tampered if any of any subject

5.7 INTERVENTIONS

- All the participants were divided into batches with a size of 20-25 each
- The participants were from different companies located at various locations in the city of Bengaluru
- The intervention was given for 30 days on week-ends in a span of 3-4 months
- Each session was for a duration of 1.5 hours each day along with FAQ
- Similar batches were conducted at various locations across the city
- After the completion of the intervention, individual opinions were collected from all the participants about their experience with the intervention program. This data has been used for final suggestions.

- Overall time taken to collect 384 samples were between 18-20 months
- Topics discussed were, *Karma*, the essence of *Karma Yoga*, Shlokas related to *Karma Yoga* & its relevance in today's life & goals

Videos & Lectures of *Karma Yoga* by renowned saints were shared during intervention sessions:

1.) Swamy Sarvapriyananda

<https://www.youtube.com/watch?v=eGKFTUuJppU>

2.) Swamy Tejomayananda of Chinamya Mission

<https://www.youtube.com/watch?v=vVXOF4-QeCQ>

3.) Gita by Sadguru Jaggi Vasudev

<https://www.youtube.com/watch?v=uX-jz9AzFRw>

4.) Gita by Guar Gopal Das

<https://www.youtube.com/watch?v=in4s3bRiPuc>

5.) Gita by Vivek Bindra

<https://www.youtube.com/watch?v=9jSd72rQx34>

Various *Karma* Yogis of the current generations were discussed during the intervention sessions like Lahiri Mahasaya, Swami Kriyananda, Paramhansa Yogananda, Swami Rama, Rani Jhansi, Nikola Tesla, Albert Einstein, Swami Vivekananda, Sarada Devi Maa, Sister Nivedita, Annie Besant, Chatrapati Shivaji, Adi Shankaracharya, JRD Tata, MP Birla, B R Ambedkar, Lal Bahdur Shastri, Subhash Chandra Bose, Sir M Vishweshwariah, Homi Bhaba, Vikram Sarabhai, Narayan Murthy, Rahul Bajaj Etc

Various challenges were discussed pertaining to business management & the present situation where Business Development Professionals were working with.