

**SKM YOGA**



# PROJECT PRAPOSAL

CORPORATE YOGA 2024



# About SKM YOGA

*Serving Society Since  
2011*

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Established in 2011, SKM Yoga has been at the forefront of promoting the benefits of yoga in our community. Over the years, we have had the privilege of working with numerous esteemed corporates such as Accenture, Samsung, Amar Ujala, Kent RO, Max Hospital, and esteemed government institutions like SBI, ICISA Punjab Bank, and many more. Our commitment to excellence and our dedication to spreading the practice of yoga has led us to establish branches in Dubai, Thailand, and Vietnam. This expansion has allowed us to reach a wider audience and share the transformative power of yoga with individuals across the globe. At SKM Yoga, we believe that yoga is not just a physical exercise but a way of life. Our team of highly skilled and experienced instructors is passionate about guiding individuals towards a healthier and more balanced lifestyle. We offer a comprehensive range of yoga classes, including Hatha, Vinyasa, Ashtanga, and Power Yoga, ensuring that there is something for everyone. Our state-of-the-art facilities provide the perfect environment for individuals to rejuvenate their mind, body, and spirit. Whether you are a beginner or an experienced practitioner, our classes cater to all levels of proficiency. We also offer specialized workshops and retreats for those seeking a deeper understanding of yoga and its philosophies.





## 01 **SKM YOGA COMPLETELY BASED ON SPIRITUAL BACKGROUND**

we emphasize the importance of a strong spiritual background, understanding that true wellness begins from within. By nurturing the spiritual aspects of yoga, we enable individuals to embark on a journey of self-discovery and inner peace.

## 02 **OUR IDEAS BASED FOR THE PROMOTION OF TRADITIONAL YOGA**

we are committed to the promotion of traditional yoga. In a world where modern interpretations of yoga have become prevalent, we aim to preserve and promote the authentic practices that have been passed down through generations. Through our programs and teachings, we ensure that individuals have access to the true essence and benefits of yoga.

## 03 **YOGA IS A WAY OF LIFE AND WE TRY TO DELIVER IT WITH MULTIPLE MEANS**

we strive to deliver yoga in a manner that impacts individuals positively. We understand that yoga is not merely a physical exercise but a holistic approach to life. By incorporating mindfulness, meditation, and breathwork into our classes, we empower individuals to cultivate a balanced and harmonious lifestyle



## Our Company's Vision for Yoga Project in Your Institution

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At SKM Yoga Vision, we firmly believe in promoting overall well-being within corporate settings. We understand the increasing challenges faced by individuals in their professional lives, such as tension, depression, and performance-related problems. In response, we have developed a comprehensive program aimed at addressing these issues and fostering a more positive, motivated, and flexible workforce. Our corporate yoga training program is designed to alleviate tension and reduce stress levels among employees. By incorporating various relaxation techniques and breathing exercises,

we provide individuals with the tools to effectively manage and overcome their daily challenges. Additionally, our sessions focus on enhancing mental clarity and concentration, leading to improved performance and productivity. One of the core aspects of our training is the cultivation of positivity and motivation. We understand the importance of creating an optimistic environment within the workplace, as it directly impacts employee satisfaction and engagement. Through our tailored yoga sessions, we inspire individuals to embrace a positive mindset, resulting in increased motivation and a renewed sense of purpose.

Our program emphasizes the development of flexibility, both physically and mentally. By guiding participants through a series of yoga postures and stretches, we aim to enhance their physical well-being and promote a more agile and adaptable mindset. This adaptability is crucial in navigating the ever-evolving corporate landscape. SKM Yoga Vision encourages a spiritual approach towards life. We firmly believe that nurturing the spiritual aspect of individuals leads to a more balanced and fulfilling existence. Our yoga sessions incorporate elements of mindfulness, meditation, and self-reflection, enabling employees to connect with their inner selves and find a deeper sense of purpose in both their personal and professional lives.

SKM Yoga Vision offers a comprehensive and transformative corporate yoga training program. Our holistic approach addresses tension, depression, and performance-related issues, while simultaneously fostering positivity, motivation, flexibility, and a spiritual outlook on life. We would be honoured to collaborate with your esteemed organization and contribute towards the well-being and growth of your employees. Should you require any further information or wish to discuss the details, please do not hesitate to reach out to us.

# WHAT IS CORPORATE YOGA

Corporate Yoga is a specialized form of yoga that combines various yogic techniques, including selective asana (poses), pranayama (breathing exercises), mudra (hand gestures), and bandha (energy locks). These techniques are specifically tailored to enhance the morale and well-being of employees within a corporate setting, ultimately leading to improved overall performance and positive growth for the company. This unique approach to yoga is designed to address the specific needs and challenges faced by individuals working in a corporate environment. By incorporating yoga into their daily routine, employees can experience numerous advantages, such as reduced stress levels, increased focus and concentration, improved physical fitness, enhanced mental clarity, and heightened creativity. Corporate Yoga is an HR-based tool that has been proven to be highly effective in boosting employee motivation and productivity. By providing employees with the opportunity to engage in regular yoga sessions, companies can create a positive work environment that fosters personal growth and development. This, in turn, leads to a more cohesive and harmonious workplace culture, where individuals are empowered to reach new heights of success. Furthermore, Corporate Yoga can also contribute to the overall physical and mental well-being of employees, promoting a healthy work-life balance. As the demand for employee wellness programs continues to rise, incorporating yoga into corporate wellness initiatives has become increasingly popular, with numerous organizations recognizing its potential to improve employee satisfaction and retention. In conclusion, Corporate Yoga is a powerful tool that can significantly impact the performance and success of a company. By investing in the well-being of their employees through the integration of yoga practices, businesses can create a positive and thriving work environment that fosters growth and productivity.





## How it Works

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Corporate Yoga is a growing trend in the corporate world, aimed at promoting employee wellness and increasing productivity. A Corporate Yoga trainer is a highly trained professional in various yogic techniques. They possess the ability to assess and understand the unique personalities and needs of each corporate employee, tailoring their approach to suit their individual requirements. The session typically begins with a series of physical exercises, which serve to warm up the body and prepare it for the deeper yogic practices. These exercises help to release tension and stress, while also improving flexibility and overall physical fitness. Following this, the trainer will guide the employees through meditation and other practices, designed to calm the mind and bring about a sense of mental clarity and focus. One of the key advantages of Corporate Yoga is its ability to positively impact the hormonal balance of employees. Regular practice of yoga has been proven to regulate hormones such as cortisol and adrenaline, thereby reducing stress levels and promoting a more relaxed state of being. This, in turn, enhances the overall working capacity and efficiency of employees, leading to improved productivity and performance. Moreover, Corporate Yoga also fosters a sense of camaraderie and team spirit amongst employees. By participating in yoga sessions together, employees are given the opportunity to bond and connect on a deeper level, promoting a healthy and supportive work environment. In conclusion, Corporate Yoga is a powerful tool that can greatly benefit your organization and its employees. By incorporating this practice into your workplace, you can expect to see improved employee wellness, reduced stress levels, increased productivity, and a more harmonious work atmosphere.

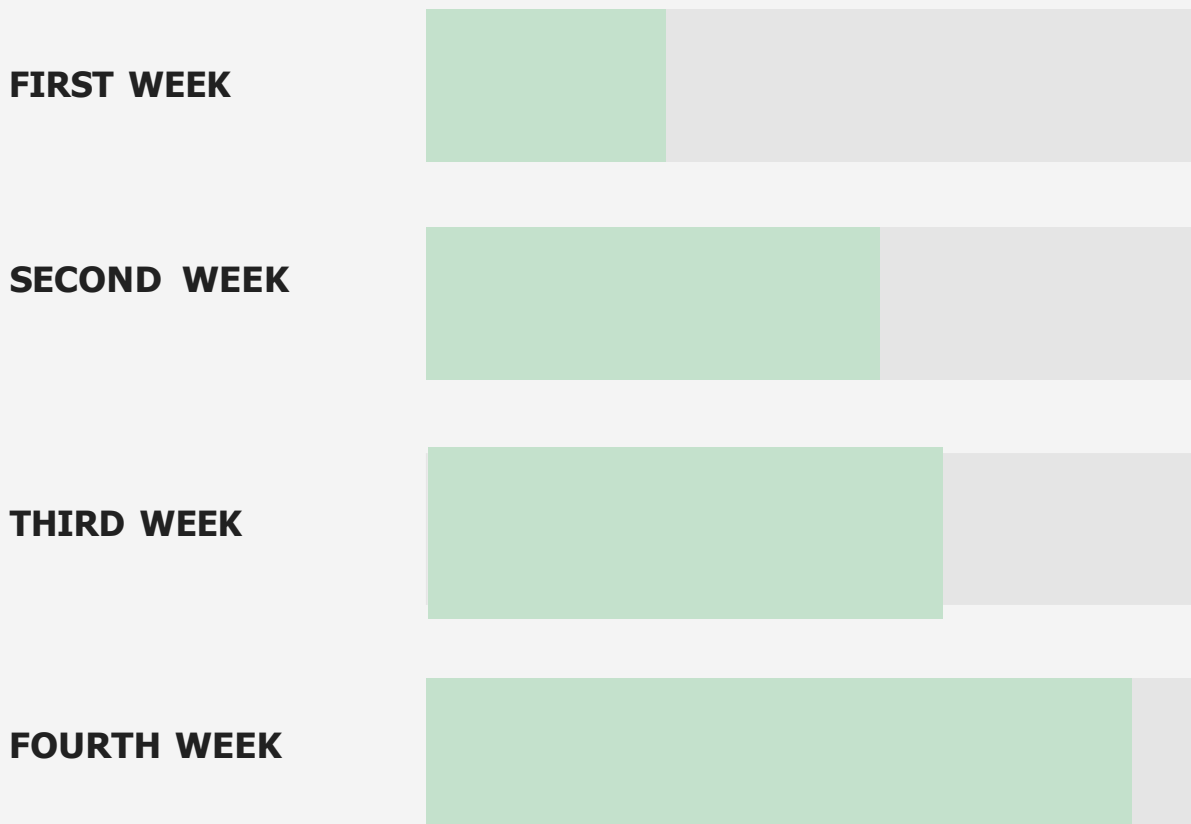


# Project which enhances the capacity

We strongly believe that incorporating yoga into the workplace can bring about a multitude of positive changes. With this in mind, we propose offering one month of yoga classes exclusively for your employees. By taking part in these classes, your staff will not only experience the physical benefits of yoga but also enjoy mental relaxation, increased focus, and improved overall productivity.

Our team of highly trained and experienced yoga instructors will ensure that each class is tailored to meet the specific needs and abilities of your employees. We understand the demands and challenges faced in a corporate environment, and our instructors are well-equipped to address these concerns through various yoga techniques. The benefits of yoga extend far beyond the physical realm. It has been proven to reduce stress levels, enhance mental clarity, and promote a positive work-life balance. By participating in our Corporate Yoga program, your employees will have the opportunity to tap into these advantages, leading to a more harmonious and productive work atmosphere.

## MONTHLY RESEARCH BASED DATA

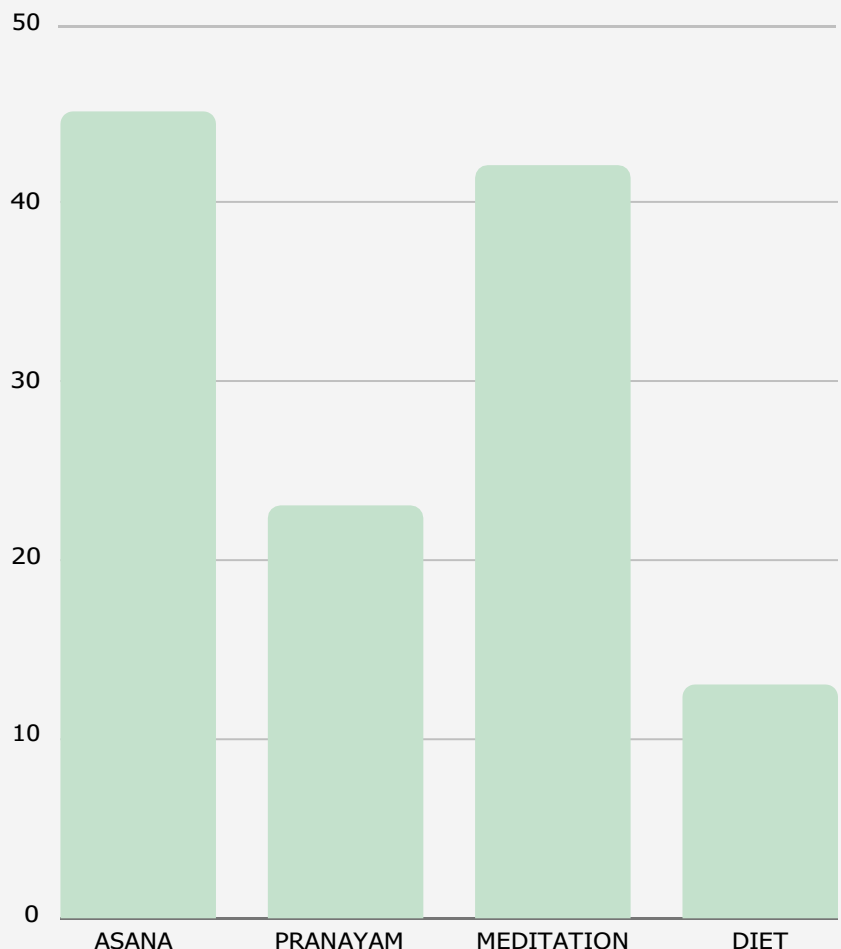




## What we offer

Our highly trained and experienced instructors are dedicated to providing your employees with a holistic approach to wellness. Through the practice of Asana, employees will improve their physical strength, flexibility, and posture, helping them to combat the sedentary nature of office work. Pranayama techniques will enhance their breath control, reducing stress and promoting mental clarity. Meditation sessions will empower employees to cultivate mindfulness, increasing their focus, and productivity. Lastly, our carefully crafted dietary recommendations will support the overall impact of Corporate Yoga, improving the overall health and well-being of your workforce

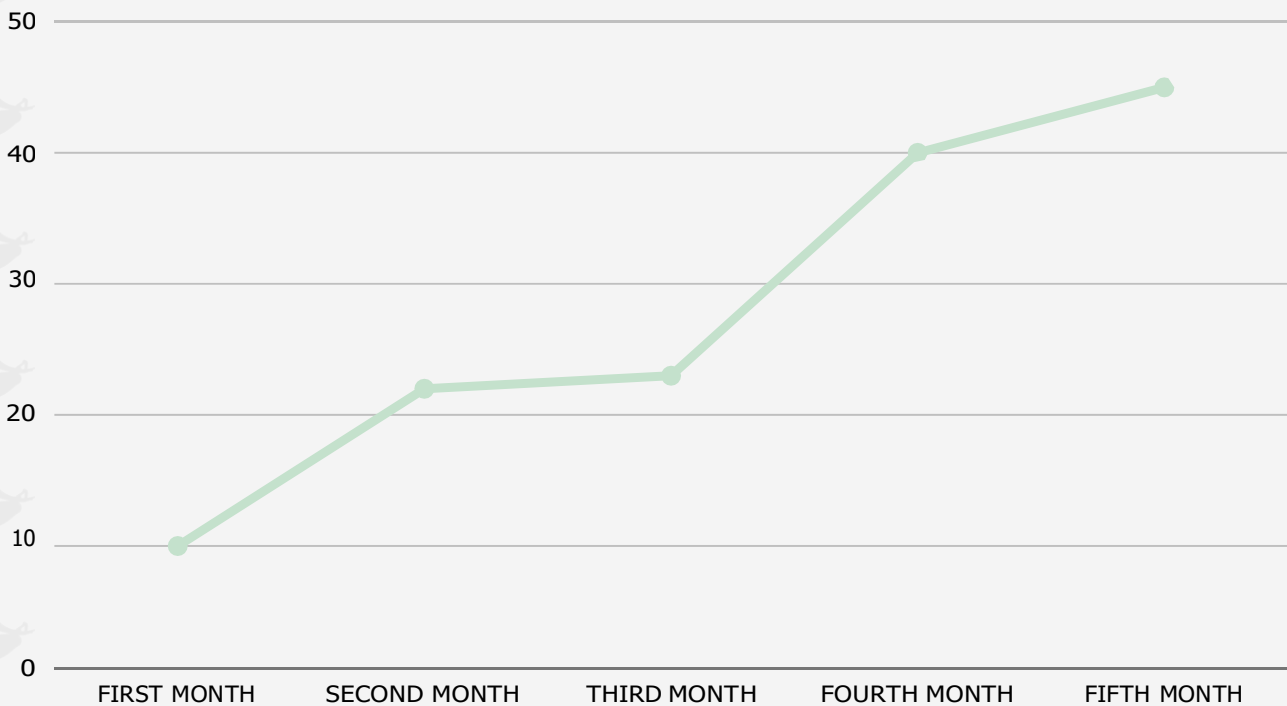
We firmly believe that by incorporating these four elements into our Corporate Yoga program, we can significantly enhance the capacity and performance of your employees. They will not only experience improved physical and mental well-being but also develop a deeper sense of connection and camaraderie within the workplace. Investing in our corporate yoga program will not only enhance the well-being of your employees but also contribute to a positive work environment and increased productivity. We have witnessed remarkable results in previous companies we have partnered with, and we are confident that we can deliver the same level of excellence to your organization.





# Results of Corporate Yoga

We firmly believe that investing in the well-being of our employees is crucial for the success of our organization. By incorporating Corporate Yoga as a regular practice, we are fostering a healthy and harmonious work environment, which ultimately translates into better results for our company.



After just a few days of practice, we have already witnessed noticeable improvements in the performance and well-being of our employees. However, it is important to highlight the significant impact that corporate yoga has had on our workforce during the first, second, and third months. The positive outcomes during these initial months have been exceptionally encouraging. According to researchers, continuous participation in corporate yoga has the potential to enhance the capacity and productivity of corporate employees. We firmly believe that the positive effects we have witnessed during the initial months will only escalate in the coming months. The confidence we have in the effectiveness of corporate yoga stems from the consistent positive feedback we have received from our employees. They have reported increased focus, reduced stress levels, and improved overall mental and physical well-being. These factors undoubtedly contribute to a more productive and efficient workforce.

# Our Price List

We understand the importance of physical and mental well-being in a professional environment. Our team of highly trained and certified yoga instructors is dedicated to providing an exceptional yoga experience to enhance the overall wellness of your employees. Allow me to present our competitive pricing structure for corporate yoga sessions. We offer our services at a very reasonable rate of only INR 1000 per session, per hour. This pricing will remain in effect until the end of the year 2024, ensuring that you receive exceptional value for your investment. By choosing our corporate yoga services, you can expect:

- 1. Expert Guidance:** Our instructors are experienced in catering to the unique needs and limitations of corporate individuals. They will provide expert guidance to ensure a safe and effective yoga practice.
- 2. Customized Sessions:** We understand that each company has different requirements and objectives. Our team will work closely with you to design customized yoga sessions that align with your goals and preferences.
- 3. Flexibility:** We offer flexible scheduling options to accommodate the busy schedules of your employees. Whether it's early morning, lunch breaks, or after work hours, we will find a suitable time slot that works best for your organization.
- 4. Equipment Provision:** We will provide all necessary yoga equipment, including mats, blocks, and straps, ensuring a seamless yoga experience for your employees.
- 5. Positive Impact:** Regular yoga sessions have proven to boost productivity, reduce stress levels, and improve overall well-being. By investing in corporate yoga, you are investing in the health and happiness of your workforce, leading to a more positive and productive work environment.



# Yoga Skills

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With great pride, I would like to inform you that we have a team of over 1000 registered trainers, each possessing a diverse range of expertise in the field of yoga. Our trainers are not only highly qualified but also experienced in delivering exceptional yoga sessions to corporate professionals. At our organization, we understand the unique requirements and demands of corporate yoga programs. To cater to these needs effectively, we have assembled a team of trainers who specialize in various yoga disciplines. From Ashtanga to Vinyasa, Iyengar to Pranayama, and even experts in Mudra techniques, our team encompasses a wide range of skills and knowledge. Our Ashtanga trainers are adept at guiding participants through physically demanding sequences, promoting strength and flexibility. Vinyasa trainers excel in creating fluid and dynamic flows, fostering a sense of movement and mindfulness. Iyengar trainers focus on precise alignment and the use of props, ensuring a safe and effective practice. Our Pranayama experts provide guidance on breathing techniques, enhancing relaxation and stress management. And our Mudra experts excel in harnessing the power of hand gestures to unlock energy and promote holistic well-being. With such a diverse pool of expertise, we are confident in our ability to meet the specific requirements of any corporate yoga program. Our trainers possess the knowledge and experience to adapt their sessions to suit the needs and goals of your organization. Whether it is stress reduction, improved focus and productivity, or simply promoting a healthy work-life balance, we can design a program that aligns perfectly with your objectives.



# Our Management

At SKM Yoga, we have two levels of management. The first level consists of the higher management team, which includes the project heads and their respective teams. We have dedicated teams for various projects, such as the Corporate Yoga Team, Prenatal Yoga Team, and General Classes Team. In the event of any escalation or issue related to corporate yoga, I would like to assure you that we have a well-defined escalation hierarchy. The first point of contact would be the project manager responsible for overseeing the specific project. They will be able to address any concerns or queries you may have and provide immediate assistance. If the issue requires further attention, the project manager will escalate it to the respective state head. Our state heads are experienced professionals who possess in-depth knowledge of yoga and the specific requirements of corporate clients. They will work closely with you to find the most suitable resolution. In case the matter remains unresolved or requires higher-level intervention, it will be escalated to the Managing Director of SKM Yoga. Our Managing Director, with their extensive experience and expertise, will personally oversee the issue and ensure that it is resolved to your satisfaction. We understand the importance of prompt and effective communication in providing exceptional service to our clients. Therefore, I encourage you to reach out to the designated project manager for any issues or concerns related to corporate yoga. They will ensure that your concerns are addressed promptly and efficiently. At SKM Yoga, we are confident in our ability to provide exceptional corporate yoga services and resolve any issues that may arise. Our dedicated management team is committed to delivering the highest quality of service, tailored to meet the unique needs of your organization. - HR ( SKM YOGA )





# Professional Grounds

## *AT SKM YOGA*

At SKM Yoga, we strive to be the best in terms of our professionalism and expertise when it comes to corporate yoga. Over the years, we have had the privilege of working with numerous eminent companies, and have consistently received outstanding ratings from top-rated institutions. We firmly believe that professionalism is the cornerstone of any successful corporate yoga program. Our team of experienced instructors is dedicated to providing a seamless and professional experience for our clients. From the initial consultation to the implementation of the program, we ensure that every aspect is executed with the utmost professionalism. We understand the importance of tailoring our services to meet the unique needs of each organization. Our instructors are skilled at adapting yoga sessions to suit different levels of fitness, experience, and requirements. We also offer a range of specialized programs, such as stress management and mindfulness, to address the specific challenges faced by employees in the corporate world. In addition to our commitment to professionalism, we also prioritize the highest standards of quality and safety. Our instructors are certified and well-versed in various yoga styles, ensuring that participants receive the best guidance and instruction. We also adhere to strict safety protocols to create a secure and comfortable environment for all participants. We take pride in our track record of delivering exceptional corporate yoga programs. Our clients have consistently praised our professionalism, expertise, and the positive impact our programs have had on their employees' well-being and productivity.



# Our Experience

## *We Have Huge Experience of Corporate Yoga*

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With a history that dates back to 2012, we have successfully collaborated with numerous esteemed organizations such as Accenture, Genpact, Capgemini, Samsung, Punjab National Bank, State Bank of India, ICISA, Amar Ujala, Dainik Jagran, Kacharu Diversity, as well as several schools, military headquarters, railways, and societies. Over the years, we have developed a deep understanding of the unique challenges and requirements that come with implementing yoga programs within corporate settings. Our team of highly skilled and certified instructors is adept at tailoring yoga sessions to meet the specific needs and goals of each organization. We believe that the benefits of corporate yoga extend beyond physical well-being and contribute to a more positive work environment, improved productivity, and reduced stress levels among employees. Our approach to corporate yoga is founded on the principles of professionalism, efficiency, and adaptability. We work closely with our clients to design customized programs that align with their organizational values and objectives. Our instructors are skilled at creating a comfortable and inclusive environment, ensuring that all participants feel welcome and able to fully engage in the practice. In addition to our experience in working with a diverse range of organizations, we also offer a wide variety of yoga styles and techniques. From Hatha and Vinyasa to Kundalini and Restorative yoga, our instructors are proficient in delivering sessions that cater to different preferences and skill levels. Furthermore, we are equipped to provide both in-person and virtual classes, allowing for flexibility in accommodating the needs of our clients.

# ESTEEMED TEAM OF SKM YOGA



## **DR SHIVAM MISHRA**

With a wealth of experience in corporate yoga, Dr. Mishra is an expert in all aspects of this specialized form of yoga. His expertise and dedication have helped numerous organizations achieve their wellness goals through corporate yoga programs.



## **ANSHU MISHRA**

Anshu Mishra is our music-based meditation specialist. She has honed her skills in creating a serene and harmonious environment through the power of music. Anshu's unique approach to meditation has proven to be highly effective in reducing stress and enhancing focus among corporate employees.



## **RISHIKANT MISHRA**

Rishikant Mishra, who excels as an asana trainer for corporate employees. Rishikant's extensive knowledge and experience in guiding individuals through various yoga postures have consistently yielded positive results in terms of physical fitness and mental well-being.