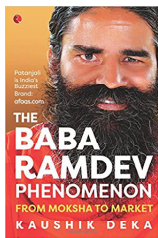


## BOOK REVIEW

### The Baba Ramdev Phenomenon: From Moksha to Market



**Author:** Kaushik Deka  
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In India, Baba Ramdev has become a household name and more popularly known for his “Yoga” and “stomach churning intestines”, which itself is a matter for awe for a commoner in the country. But, what was more surprising and astonishing that the same Baba will be amassing the wealth to the tune of INR 10,000 crores, can be only understood after going through “The Baba Ramdev Phenomenon” by Kaushik Deka. The author is a senior Journalist hence the book is more based on research inputs, observations and interviews conducted.

Written in a lucid manner, the entire book is divided into four parts- the first part discusses about upbringing of Baba; the second one focuses on switching from Moksha to Market; third part deals with power politics and the last one about the Baba’s myriad facets- as a Brand ambassador, behaving like Swadeshi Warrior, hyperactive as social media guru and his ‘ready to reply’ witty attitude.

In 1965, a boy was born to a marginal farmer- Ram Niwas Yadav and his wife Gulabo Devi, at a non descript village of Haryana called Saidalipur and no one ever imagined that the same new born would become master of INR

10,000 crores some day, without showing attachment to it. The boy Ram Kishen in his child hood met with ill fate and got a paralytic attack and declared by village folk as permanent disabled boy. It was this moment that boy Ram Kishen didn’t shatter and started practicing ‘Yoga and Asanas’ after reading books. His “undying spirit” of doing yoga bore him results after two decades but today the same Ram Kishen prescribes his followers to do in thirty minutes. In order to explore the purpose of his life, Ram Kishen moved to Haridwar and later to Gangotri in Himalayas to further explore the puzzles of life. Ultimately , he found his answer in yoga and spiritualism. With the help of his friends, Ram Kishen organized Yoga camps and his fan following increased many fold. His next focus was to popularize ‘Ayurved’a among the masses and for the same “Divya Pharmacy” with the help of donations was setup in Kankhal, Haridwar. The erstwhile ‘miracle man’ became a ‘household name’ in 2001 when a devotional Sanskar TV channel started showing him in his 22 minutes Yoga in the morning. His growing popularity not only brought him closer to the power centres but at the same time he

focused on establishing 5000 'chikityalayas' and 10,000 sub-centres, for the benefit of the people countrywide. However, controversies were also raised and so his critics raised fingers on the quality of his products.

With its 10 lakh active followers across India, Baba Ramdev's Patanjali emerged as the new FMCG king against the established HUL, Nestle, Dabur, ITC etc. Within a short period of 7 years, its growth in turnover from INR 164 crores (2009) reached to INR 5000 crores (2015). Their policy was- heavy cost cutting and reinvest profits in innovation and capacity expansion. Like any big MNC, Patanjali's Ayurveda has also its goal to scale up its production to INR 1 lakh crore by 2020. For this to happen, ERP implementation is being used in the supply chain and distribution network. The success strategy lies in spreading itself across dozens of FMCG categories and carpet-bombing consumers with scores of MNCs who are drawing hefty salaries. Patanjali also teamed with Future Group, Reliance Retail, Easy Day for exposing its products to supermarket customers. However, a reclusive

person, Acharya Balkrishna, is the brain behind Patanjali's rise and the 48<sup>th</sup> richest person in India with an estimated wealth of \$2.5 billion. He also holds the position of Vice-Chancellor of Patanjali University too. Baba may also face challenges from his own compatriots but Baba Ramdev firmly believes in quality and genuineness of his products. Baba has a global vision and so to reach USA, Middle East, Europe, besides neighbouring countries.

Baba Ramdev also believes that he has a moral obligation to be present during political crisis because of being a citizen of the country. He also launched his "Bharat Swabhiman Party" but didn't fight elections. His political campaigns revolved round two main issues- swadeshi pride and corruption/black money. Baba seems to be colored under saffron and PM Modi is his good friend. Baba has to go a long way. "The Baba Phenomenon" is an excellent book which is suitable to Entrepreneurs, management & commerce graduates beside research scholars too. It is worth reading and recommended to all book lovers to have a feel factor of it too.

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