



**The Consciousness
Development Programme**

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The Consciousness Development Programme

9

COST BENEFITS

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The extensive research on the Consciousness Development Programme carried out over the last 40 years illustrates that literally anything scientists can measure improves as a result of the Consciousness Development Programme. These holistic improvements in society produce enormous cost benefits, which have been documented at all levels in society:

- organisations
- local government
- national government

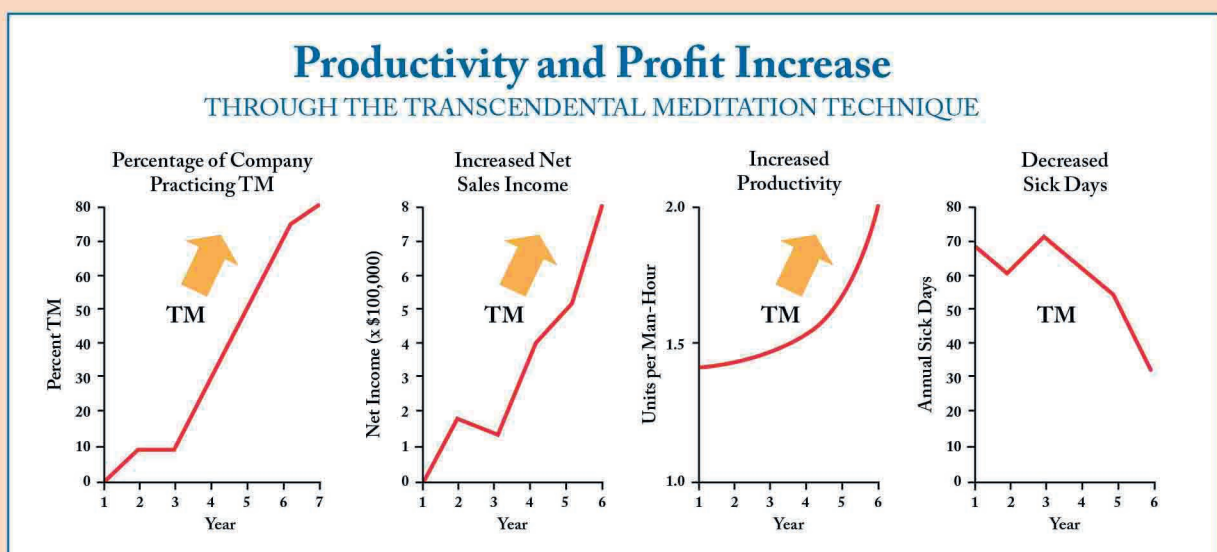
(The bracket numbers refer to the research numbers in enclosures 7 and 7b where the full references to the scientific research are given).

Organisation

Studies on the level of organisations have focused on health and job performance (see Enclosure 2 Health and Job Performance), but where cost benefit has been measured there is evidence of substantial improvements:

Medium-size US chemical manufacturing company

When Transcendental Meditation was introduced to the employees of a medium-sized US chemical manufacturing company, the company increased in productivity and profit. Net income increased steadily as the percentage of employees practising TM rose over a six-year period. During this period, productivity increased 52%. Annual sales per employee increased 88%, from \$133,000 to \$250,000. Labour costs as a percentage of sales revenues decreased 39%. Work days lost due to poor health or injuries dropped by more than 50%. Absenteeism dropped 89%.

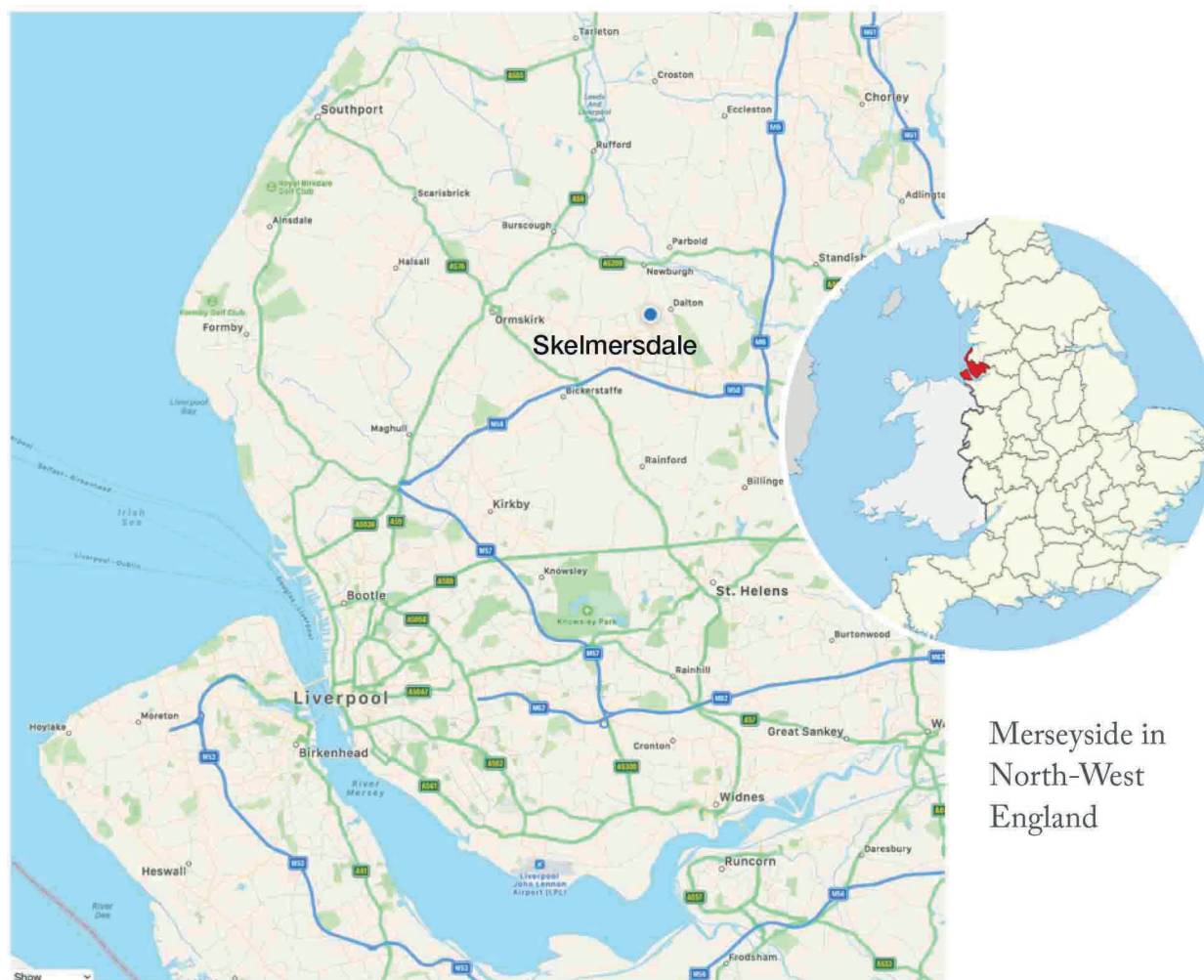


As the number of meditators in the company increased over a six-year period so did the productivity and profit. Reference: *Enlightened Management: Building High Performance People*, 1989 (451).

Most studies looking at cost benefit have tended to focus on large population groups such as local government and national government and on specific factors such as, for example, crime, Gross National Product (GDP), unemployment, health, or military expenditure.

Crime - local government level

Decreased crime has been researched and reported in many studies (367-372, 375, 385-386, 452).



Merseyside in North-West England

In Skelmersdale, a town near the metropolitan area of Merseyside, the size of a group practising the Consciousness Development Programme reached the threshold to produce the Maharishi Effect in March 1988.

The saving over four years (1988-1992) due to the reduction in crime has been estimated at £1.25 billion. The cost benefit to Merseyside as a result of the reduced crime was: **for every £1 invested in the Consciousness Development Programme, the return was £166 in savings for local government** (452).

In addition to the reduction in crime, many other indicators of the quality of life showed improvements, indicating that the cost benefits would have been considerably more than those attributed directly to reductions in crime (452).

(For more details please see Case Study 1 - Crime, in the appendix on page 13).

Economic Improvements - national level

Competitive advantage - New Zealand and Norway



In both countries, in 1993 the number of people instructed in Transcendental Meditation reached 1% of the population, which is the required number to produce the Maharishi Effect.

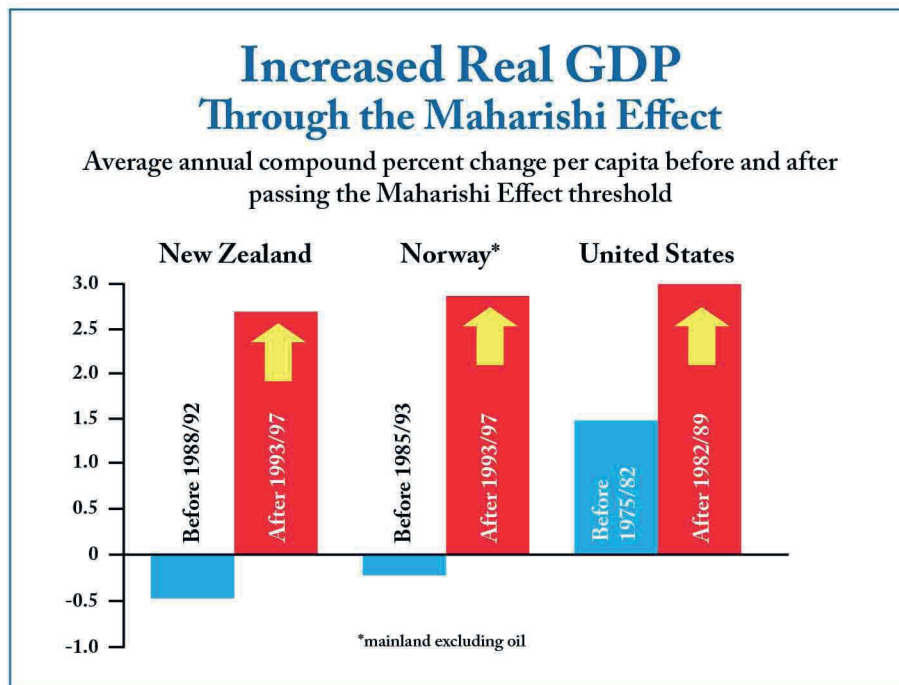
Both countries had increased scores on the IMD Index of Competitive Advantage over a seven-year period in comparison with 44 other developed nations ($p < 3 \times 10^{-15}$) indicating a substantial improvement in the economies of both countries (443).

Growth in real GDP: USA, New Zealand and Norway

From 1982 to 1989 there was a group of Yogic flyers in the USA big enough to produce the Maharishi Effect for the USA. The Yogic Flying group was located in Fairfield, Iowa, USA.



There was a substantial growth in real GDP in all three countries after the Maharishi Effect was created.



The Maharishi Effect was created in New Zealand and Norway by 1% of the population having been instructed in Transcendental Meditation, and in the USA by a group of Yogic Flyers the size of the $\sqrt{1\%}$ of the population. Reference: *Discovering and Defending your DNA Diet*, p.183, 2017 (452).

Estimated cost benefits of the Maharishi Effect to the USA, New Zealand and Norway

For each US\$ spent on instruction of 1% of the population in Transcendental Meditation in New Zealand and Norway, the extra economic activity generated in New Zealand was US\$ 1,321 and in Norway was US\$ 2,357 (452).

For each US\$ spent on maintaining a group practising the Consciousness Development Programme (including Yogic Flying) in the USA, the extra economic activity generated was US\$ 17,497 (452).

The increases in GDP experienced by New Zealand, Norway and the USA do not include savings in expenditure due to reduced crime, improved health and reduced conflict.

Mozambique and Cambodia



Mozambique and Cambodia were rated the poorest countries in the world prior to 1993.

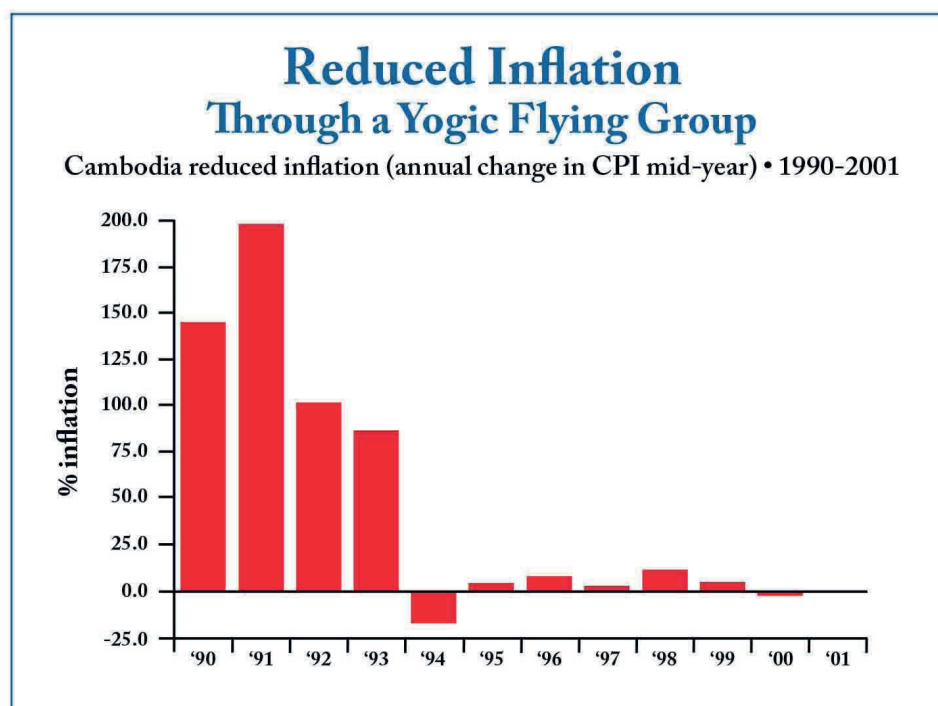
The effect of Mozambique's use of the Consciousness Development Programme by the military in 1992 (see enclosure 8 - Military) brought not only peace to the country but also dramatic improvements in the economy.

In Mozambique by 1997:

- GDP growth rate reached 12.4% per year - the highest in all Africa
- Inflation went down from 70% in 1994 to single digits
- Massive overseas debt reduced from a peak in 1993 to a positive net asset
- Had the most stable currency in Africa (452).

In Cambodia:

Maharishi Vedic University opened in 1993 with 550 students. Since 1993 over 1,400 students have taken the Consciousness Development Programme and the daily group practice of the programme began to produce the Maharishi Effect, transforming Cambodia from a country with civil war, martial law, a military dictatorship and a weak economy, to a multi-party democracy, a restored democracy and a growing economy with reduced inflation (452).



The consumer price index (CPI) measures changes in the price of a basket of consumer goods and services purchased by households. It is widely used as a measure of inflation.

Reference: Discovering and Defending your DNA Diet, p.183, 2017 (452).

Reduced Government Expenditure

In addition to the economic growth experienced by New Zealand, Norway, the USA, Mozambique and Cambodia due to the Consciousness Development Programme, there would have been substantial savings in many areas in the life of a nation. Three that have been researched are health, the military and unemployment.

(For more details please see Case Study 2 – Economic Improvements, in the appendix on page 14).

Health

There have been hundreds of published research studies on the health benefits of Transcendental Meditation (*enclosure 7*). Data on the cost benefits of the Consciousness Development Programme comes mainly from studies of records of health insurance companies.

There were marked reductions in health care costs in those practising Transcendental Meditation. Overall medical expenditure was 59% lower than controls, with 80% less hospital admissions and 53% fewer outpatient visits to the doctor (5).

Studies of health records in Quebec, Canada, showed that after learning Transcendental Meditation there was a progressive decline in payments to doctors compared to controls, leading to a cumulative reduction of 55% after six years (6 & 7).

This shows that it is cost effective to cover the cost of the Transcendental Meditation technique through national healthcare and insurance schemes. Transcendental Meditation is a solution to the current funding crisis in the healthcare services in all nations. The annual healthcare budget of most countries is between 15% and 25% of GDP. **Research supports the conclusion that potential savings in health would amount to 50% of the current healthcare budget (452).**

(For more details please see Case Study 3 – Health, in the appendix on page 16).

Military

Maintaining military readiness is very expensive. The UK's budget for defence in 2019/20 is planned to be £37.6 billion.

The cost of waging war is also very expensive. For example, the 10 week war in Kosovo in 1988 between Serbia and NATO cost the USA alone \$70 billion (452).

An illustration of the cost of war damage is provided by the 34-day war between Israel and Shi'ite Hezbollah guerillas in Lebanon in 2006.

The Lebanese government estimated the direct war damage as \$2.8 billion and lost output and income for 2006 as \$2.2 billion.

Israeli economists estimated that the direct war damage to Israel was \$3.5 billion including loss in GDP.

The war in the Lebanon could have been prevented by a group of 9000 Yogic Flyers in Israel or the Lebanon, maintained at a cost of less than \$18 million per year. This would have prevented the \$10.25 billion war damage and saved the military cost of waging war and the massive human suffering.

(For more details please see Case Study 4 – Military, in the appendix on page 17).

Unemployment

There are several studies that show decreases in unemployment when the size of a group of Yogic Flyers is large enough to produce the Maharishi Effect.

Reduced unemployment and inflation due to the Maharishi Effect was demonstrated by a study in the USA and Canada over a ten-year period (1979 - 1988). The Misery Index is a standard measure calculated by adding the monthly inflation and unemployment rate. The change in the Misery Index was compared with the changing number of Yogic Flyers at Maharishi University of Management in Fairfield, Iowa. When the number of Yogic Flyers reached 1,500, the Misery index dropped dramatically, and when it reached 1,700 it dropped further (378 - 381).

In Australia in January 1983 an assembly of Yogic Flyers came together for three weeks in New South Wales. Unemployment (seasonally adjusted) had been increasing by an average of 26,000 people per month during the eight weeks before the assembly. During the assembly, however, unemployment dropped by 14,400 people. After the assembly unemployment resumed its increase, rising by an average of 10,900 people per month for the next eight months (455).

In New Zealand as a result of the Maharishi Effect the number of jobs created between 1993 and 1997 (the four years following the threshold for the Maharishi Effect) was 42,450. This gives a saving to the government of \$47 in welfare payments for every \$1 invested in creating the Maharishi Effect (452).

Unemployment is strongly correlated with increased mental and physical illness, suicide, homicide, cardiovascular mortality, and prison admissions — all measures of societal stress. Thus the cost benefits of reducing unemployment will be substantially more than the cost savings due only to reduced welfare payments.

(For more details please see Case Study 5 – Unemployment, in the appendix on page 18).

Summary of Economic Benefits (452 p. 193)

Government savings

(range of return for each £1 used to create the Maharishi Effect)

Reduced unemployment	£36
Reduced conflict and war up to	£532
Improved health	large but unquantified
Tax revenues from increased GDP	£206 - £3,724
Total government savings	£242 - £3,724

Increased national economic activity

(increase in GDP for each £1 used to create the Maharishi Effect)

Range of increase in GDP:	£542 (54% of four-year New Zealand increase relative to previous four years) up to £13,300 (seven-year USA increase relative to previous seven years).
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THE NEXT STEP

The Consciousness Development Programme can easily be applied to any sizeable economic system – city, nation or the whole global economy to generate the Maharishi Effect.

Where this has been done the cost benefits are substantial:

£1 invested in the Consciousness Development Programme brings a return of £700+.

Contact details of your local Consciousness Development Consultant are on the business card in the folder (or email info@800SidhasNow.org.uk or phone 01394 421163).

Appendix

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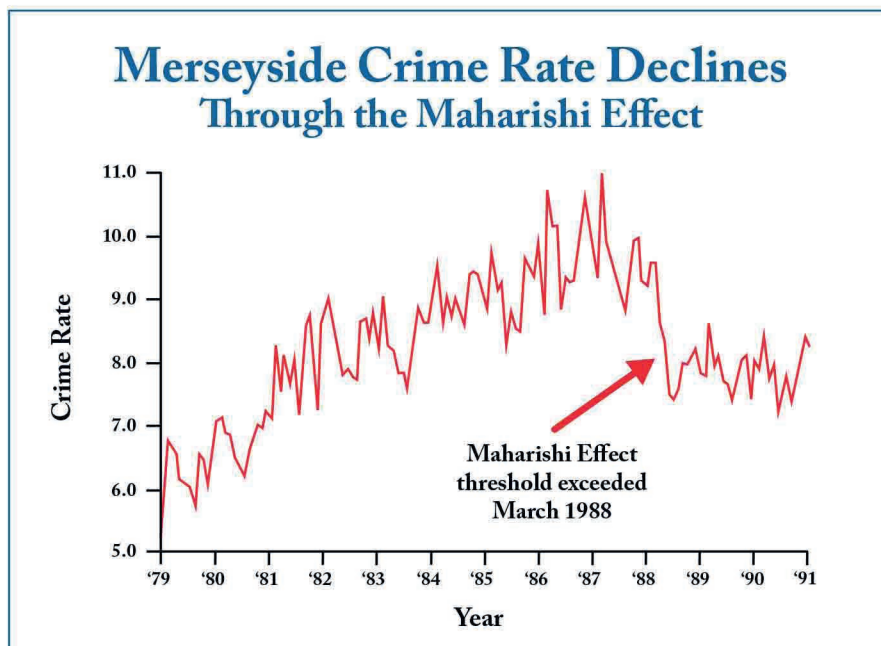
Case Study 1 - Crime

Local Government - United Kingdom, Merseyside

In Skelmersdale, a town near the metropolitan area of Merseyside, the size of a group practising the Consciousness Development Programme reached the threshold to produce the Maharishi Effect in March 1988. At that time Merseyside had the third highest crime rate of the eleven largest metropolitan areas in England and Wales. By 1992, following the achievement of the necessary size of the group of Yogic Flyers, it had the lowest crime rate (368).

The saving over four years (1988 - 1992) due to the reduction in crime has been estimated at £1.25 billion

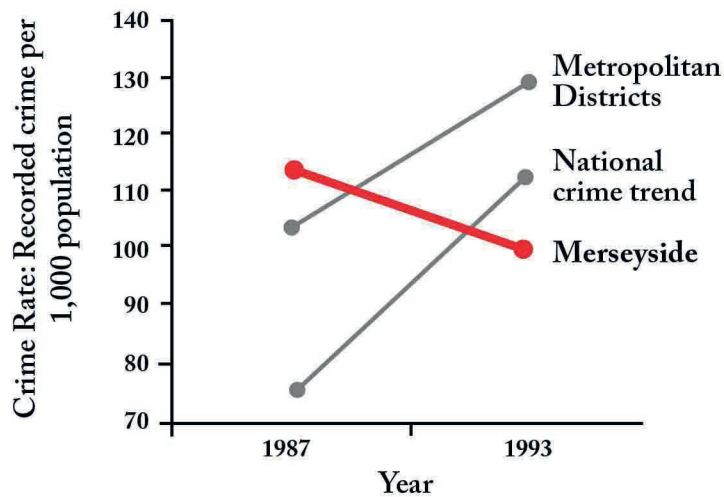
based on the average cost of crime of more than £5000 and 255,000 fewer crimes. The cost benefit to Merseyside as a result of the reduced crime is for every £1 invested in the Consciousness Development Programme the return is £166 in savings for local government. In addition to the reduction in crime, many other indicators of quality of life showed improvements (452): for example, unemployment was reduced with 25,000 additional jobs created in the five years 1988 - 1993, indicating that the cost benefits would have been considerably more than those attributed directly to reductions in crime (452).



Beginning in 1988, when the size of the Yogic Flying group in nearby Skelmersdale passed the appropriate threshold, the crime rate in the Merseyside metropolitan area dropped sharply and then remained at a lower and more stable level, with predictable seasonal fluctuations. Throughout the rest of England and Wales, crime rate continued rising sharply.

Reference: *Psychology, Crime and Law* 2(3) 1996, 165-174 (368).

Merseyside Crime Rate Declines Through the Maharishi Effect



From 1988 to 1992, Merseyside's crime rate fell by 60% in comparison to national trends. By 1992 Merseyside's crime rate was the lowest in all of England and Wales. *Reference: Psychology, Crime and Law 2(3) 1996, 165-174 (368).*

Case Study 2 - Economic Improvements

National Government - New Zealand and Norway

In both countries, in 1993 the number of people instructed in Transcendental Meditation reached 1% of the population, which is the required number to produce the Maharishi Effect. Scores on the Institute of Management Development (IMD) Index of National Competitive Advantage increased significantly for both countries when they passed the 1% threshold, in comparison with 44 other developed nations over a seven year period ($p < 3 \times 10^{-15}$). These changes occurred more or less instantaneously through the Maharishi Effect (443).

Growth in Real GDP in New Zealand between 1993 and 1997 was 2.75% compared with -0.53% between 1988 and 1992 and in Norway 3.06% compared with -0.37%.

(See chart on page 15).

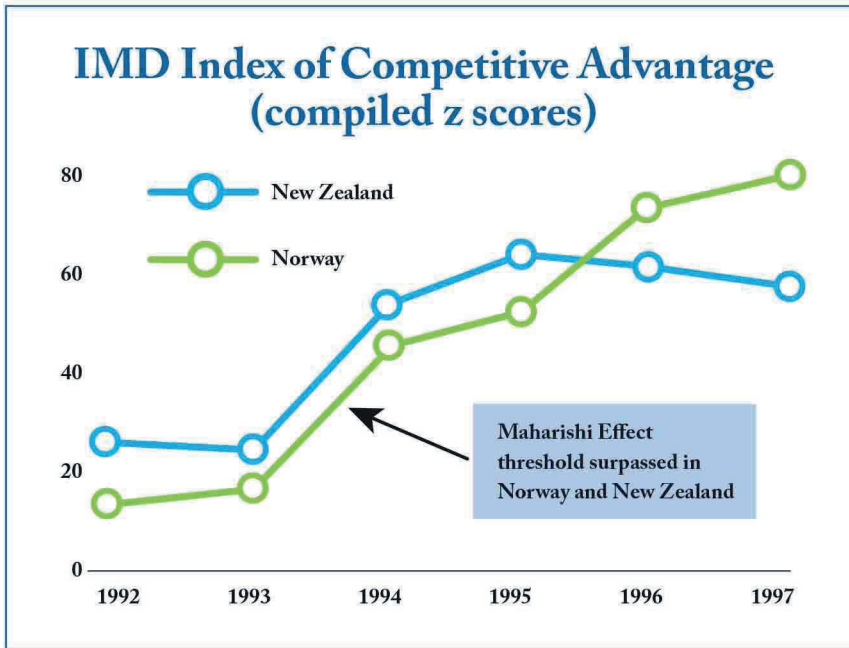
In addition to the growth in Real GDP as a result of the Maharishi Effect there was also a wide range of improvements in the economy and the quality of life in both countries.

Balanced improvements in the economy of New Zealand and Norway was indicated by:

- Low inflation and increased retail sales
- Increased exports and imports
- Responsive and responsible government
- Improved regulatory environment
- Improved corporate performance

- Improved attitude of the workforce
- Reduced government debt
- Peaceful role in the family of nations
- Improved competitiveness and cooperation
- Balance among economic sectors
- Increased participation in education
- Improved performance of capital markets
- Increased employment and reduced unemployment
- Increased productivity (the highest in the OECD)
- Innovative, profitable and responsible management
- Infrastructure which serves business and people
- Increased assets and efficiency of processes
- Improved entrepreneurship and innovation
- High quality of life and clean environment
- Public access to resources, justice and medicine
- Success in research and applied technology
- Improved standard of living and technology
- Improved worker motivation and innovation
- Improved industrial relations and flexibility.

Reference: Discovering and Defending your DNA Diet 2018, p.186 (452).

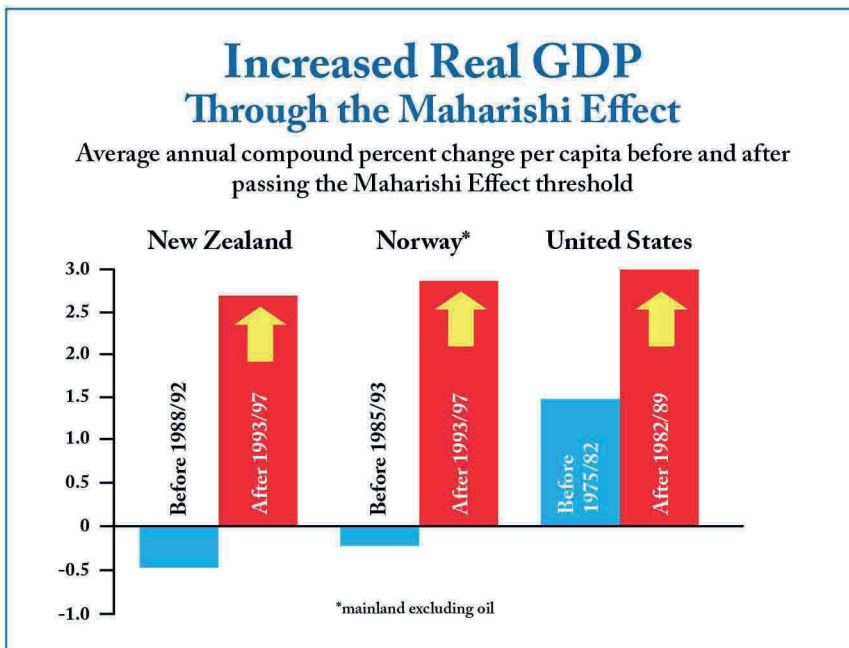


Changes in IMD Index increased highly significantly when 1% of the population had been instructed in Transcendental Meditation, indicating a substantial improvement in the economies of both countries.
Reference: Discovering and Defending your DNA Diet, p. 167, 2017 (452).

USA

In Fairfield, a small town in Iowa, at Maharishi University of Management (MUM), the size of the group of Yogic Flyers was sufficient to produce the Maharishi Effect ($\sqrt{1\%}$ of the population) for the USA from 1982 to 1989. During that

period Real GDP annual compound percentage growth per capita in the USA was 3.01% compared with 1.45% between 1976 and 1982 (452).



The Maharishi Effect was created in New Zealand and Norway by 1% of the population having been instructed in Transcendental Meditation, and in the USA by a group of Yogic Flyers the size of the $\sqrt{1\%}$ of the population. *Reference: Discovering and Defending your DNA Diet, p. 183, 2017 (452).*

Growth in real GDP in New Zealand, Norway and the USA

New Zealand

Using 1993 figures, the cost of instructing 1% of the population in Transcendental Meditation was:

$$\text{NZ\$ } 38,000 \times 575 = \text{NZ\$ } 21.85 \text{ million} = \text{US\$ } 10.93 \text{ million}$$

The real GDP in 1993 was US\$ 42.6 billion. A 3.28% increase in real GDP over 4 years = US\$ 14,440 million.

Thus an expenditure of US\$ 10.93 million generated a gain of US\$ 14,440 million.

For each US\$ spent on instruction of 1% of the population in Transcendental Meditation™, the extra economic activity generated was US\$ 1,321 (452).

Norway

For each US\$ spent on instruction of 1% of the population in Transcendental Meditation, the extra economic activity generated was US\$ 2,357 (452).

USA

Assuming the cost of maintaining a group of Yogic Flyers to be US\$ 20,000 per person per year, then the cost to maintain the group over seven years was US\$ 217 million.

In 1992 prices, the 1.47% relative increase in real GDP over a seven-year period (1982/89) added US\$ 3.797 trillion over seven years to real GDP.

For each US\$ spent on maintaining a group practising the Consciousness Development Programme (including Yogic Flying), the extra economic activity generated was US\$ 17,497 (452).

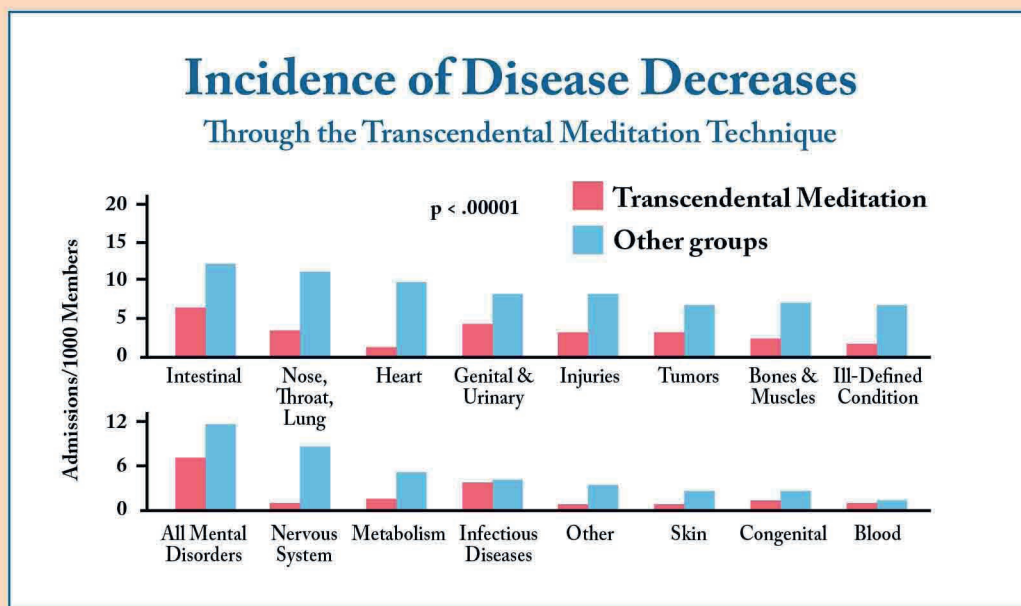
The increases in GDP experienced by New Zealand, Norway and the USA do not include savings in expenditure due to reduced crime, improved health and reduced conflict.

Case Study 3 - Health

Medical utilisation by subscribers to health insurance in the USA (4) show marked reductions in disease in those practising Transcendental Meditation compared with norms and control groups. There were marked reductions in health care costs in those practising Transcendental Meditation. Overall medical expenditure was 59% lower than controls, with 80% less hospital admissions and 53% fewer outpatient visits to the doctor (5).

Studies of health records in Quebec, Canada, showed

that after learning Transcendental Meditation there was a progressive decline in payments to doctors compared to controls, leading to a cumulative reduction of 55% after six years (6 & 7). Two subgroups - highest cost and individuals over 65 years - contribute very strongly to the overall health care costs. For high-cost patients, the TM group's payments decreased by 28% over five years compared with controls (399). For older individuals, the TM group payments decreased by 70% over five years. These results are further



This study looked at Blue Cross health insurance statistics over a five-year period for more than 2,000 people throughout the USA who practised the Consciousness Development Programme - and compared them with other groups matched for age, gender, and insurance terms. The Consciousness Development participants needed much less medical treatment in all 16 disease categories - including 87% less hospitalisation for heart disease, 55% less for cancer, 87% less for nervous system disorders, and 73% less for nose, throat, and lung problems. Reference: *Psychosomatic Medicine*, 1987, 49:493-507 (4).

supported by a study showing a 57% reduction in medical expenditure in subjects practising Transcendental Meditation in conjunction with a comprehensive natural health care programme (Maharishi's Vedic Approach to Health), (5). This shows that it is cost effective to cover the cost of the Transcendental Meditation technique through national healthcare and insurance schemes. Transcendental Meditation

is a solution to the current funding crisis in the healthcare services in all nations. The annual healthcare budget of most countries is between 15% and 25% of GDP.

Research supports the conclusion that potential savings in the health budget would amount to 50% of the current healthcare budget (452).

Case Study 4 - Military

Maintaining military readiness is very expensive. The UK's budget for defence in 2019/20 is planned to be £37.6 billion, which is about 2% of GDP, and in 2017/18 the total cost of UK military operations was £855 million (i.e. in addition to the regular defence spending). In 2017, 142,000 were employed directly in the UK defence industry and 120,000 indirectly employed and the average salary in the UK defence industry was £39,300, which is 42% more than the national average. Thus a lot of creativity and energy goes into defence which otherwise could have been directed at opportunities in global commercial markets or at some of the major environmental issues such as climate change, environmental pollution and sustainability.

An indication of the direct military cost of waging modern warfare is, for example, the 10-week war in Kosovo in 1988 between Serbia and NATO, which cost the USA alone \$70 billion (452).

An illustration of the cost of war damage is provided by the 34-day war between Israel and Shi'ite Hezbollah guerillas in Lebanon in 2006.

The Lebanese government estimated the direct war damage as \$2.8 billion and lost output and income for 2006 as \$2.2 billion.

The economic forecast of 5 - 6% growth in 2006 shrank by

5%, with the tourism sector hit hard. The government reported that it had spent \$318 million on rebuilding and had paid \$181 million to people whose homes were destroyed or damaged, \$54 million on repairing the infrastructure, and £42 million on displaced civilians (453).

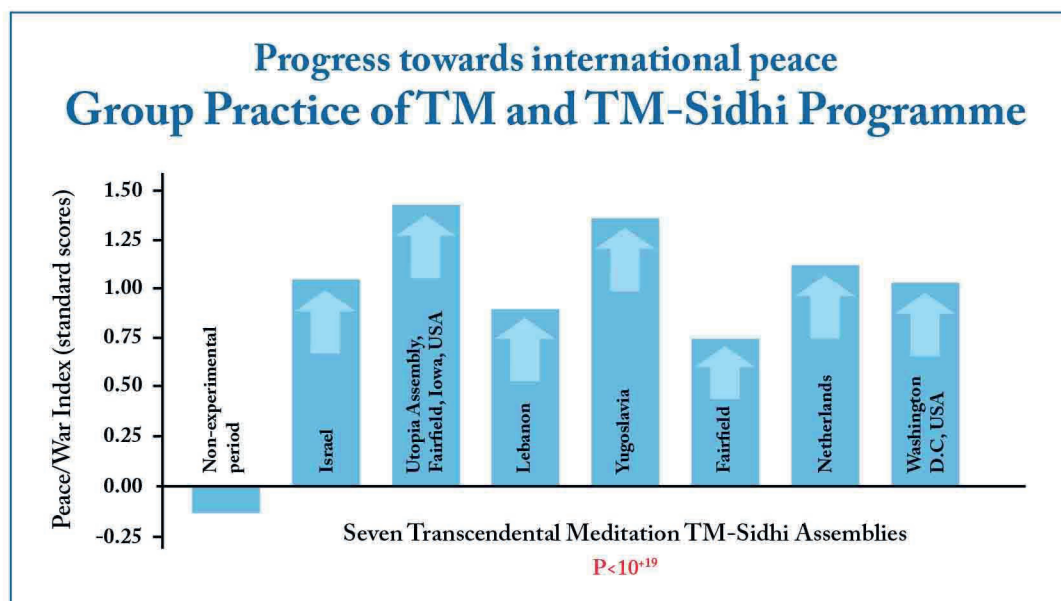
Israeli economists estimated that the direct war damage to Israel was \$3.5 billion including loss in GDP. One quarter of the businesses in northern Israel were at risk of bankruptcy after the war (453).

The war in the Lebanon could have been prevented by a group of 9,000 Yogic Flyers in Israel or the Lebanon, maintained at a cost of less than \$18 million per year. This would have prevented the \$10.25 billion war damage. This does not include the military cost of waging war, nor the massive savings in human suffering.

See enclosure 5 'Quality of Life in Society' and enclosure 8 'Military'.

There is evidence that the Maharishi Effect can influence trends even at distances of thousands of miles from the coherence-creating groups.

There were seven periods when there were sufficient Yogic Flyers to influence the violent conflict in Lebanon between 1983 and 1985 (388).



On seven different occasions when the size of assemblies practising the Consciousness Development Programme together in a group exceeded the number predicted to be necessary to influence the war in Lebanon, significant and dramatic progress towards peace was made. War-related fatalities decreased 70%, war injuries decreased 68%, and co-operation among antagonists increased 66%. (388). Reference: *Journal of Social Behaviour and Personality*, 2005, 17:285-338 (388).

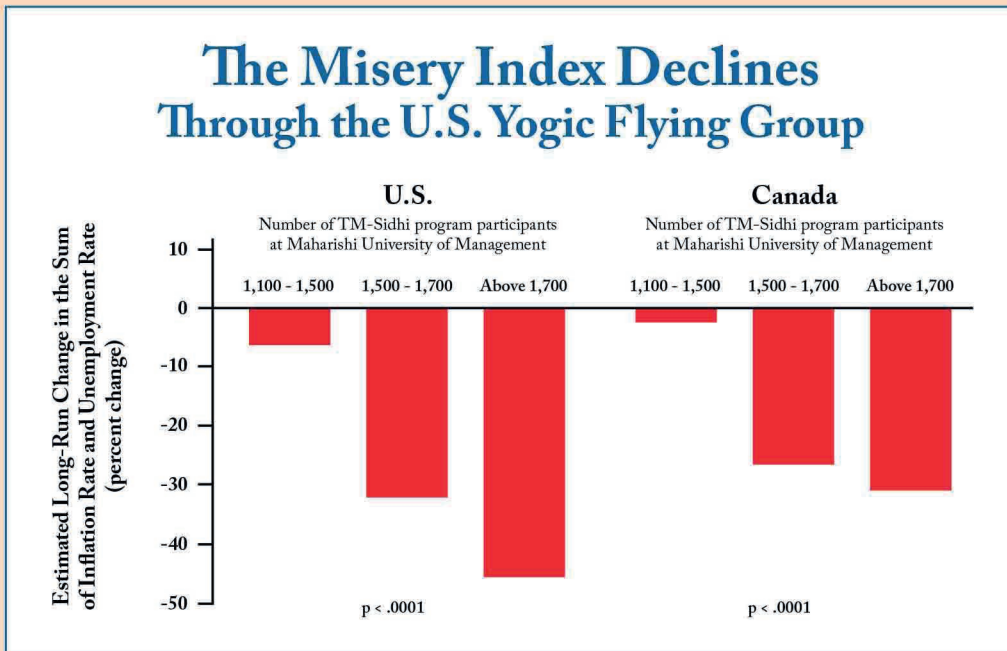
Case Study 5 - Unemployment

There are several studies that show decreases in unemployment when the size of a group of Yogic Flyers is large enough to produce the Maharishi Effect.

USA and Canada

A series of five research studies examined the Misery Index in the USA and Canada over a ten-year period (1979 -1988). The Misery Index is a standard measure calculated

by adding the monthly inflation and unemployment rate. The change in the Misery Index was compared with the changing number of Yogic Flyers at Maharishi University of Management in Fairfield, Iowa. When the number of Yogic Flyers reached 1,500, the Misery index dropped dramatically, and when it reached 1,700 it dropped further.



Using time series impact analysis, this study found that during and following months when the size of the Iowa Yogic Flying group rose to between 1,500 and 1,700, the Misery Index (inflation + unemployment) declined significantly in both the USA and Canada. When the group rose to more than 1,700, the Misery Index fell even further. When the group size averaged 1,100 - 1,500, somewhat smaller declines were found in both countries. These results are highly statistically significant. (378-381).

Analysis showed that these changes could not be explained by previous trends, seasonal variations and cyclical patterns. The Misery Index is known to be influenced by money supply, prices of crude materials and business-cycle fluctuations. When these parameters are taken into account, the Yogic Flyers were responsible for 54% of the total decline in the US Misery Index for 1980 - 1988. (378-381).

Australia

In January 1983 an assembly of Yogic Flyers came together for three weeks in New South Wales. Unemployment (seasonally adjusted) had been increasing by an average of 26,000 people per month during the eight weeks before the assembly. During the assembly, however, unemployment dropped by 14,400 people. After the assembly unemployment resumed its increase, rising by an average of 10,900 people per month for the next eight months (455).

New Zealand

The number of jobs created between 1993 and 1997 (the four years following the threshold for the Maharishi Effect) was 42,450. The savings to the government in reduced welfare payments is calculated to give a cost benefit due to the Maharishi Effect of NZ\$ 47 over four years for each NZ\$1 invested in the Maharishi Effect. In addition there would have been increased tax revenues (452).

Unemployment is strongly correlated with increased mental and physical illness, suicide, homicide, cardiovascular mortality, and prison admissions - all measures of societal stress. Thus the cost benefits of reducing unemployment will be substantially more than the cost savings due only to reduced welfare payments.

