Unflinching Aims of Transformational Reforms

YOGA DAY
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Introduction..................................................................................................................................................01
Steps in the past .........................................................................................................................................04
Challenges faced..........................................................................................................................................06
Steps taken for promoting Yoga.............................................................................................................08
Reforms by the concerned ministry regarding organising the International Day of Yoga.........................11
Evidence based research in Yoga............................................................................................................13
Who has benefited from efforts to bring yoga into the mainstream .......................................................16
Yogasana: A Competitive Sport..................................................................................................................20
IDY 2020-21: Enthusiasm unfazed...........................................................................................................24
Initiatives in collaboration with Stakeholders within the Government of India ........................................29
GOI stakeholders .......................................................................................................................................30
Effective Partnership with Private Partners .............................................................................................34
Webinars...................................................................................................................................................36
Conclusion...................................................................................................................................................39
Testimonies ................................................................................................................................................41
Testimonies in Tweets..................................................................................................................................44
IDY 2021 being observed at Bhedaghat, Jabalpur, Madhya Pradesh
Yoga is a practice that brings about harmony between the body and the mind. It gives us physical power and provides mental balance and emotional stability to meet modern life challenges successfully. Responding to a call by the Honourable Prime Minister Shri Narendra Modi, the United Nations General Assembly on 11 December 2014 declared 21st June as the International Day of Yoga.

International Yoga Day is celebrated across the world through various activities and programmes related to Yoga and health. It is being celebrated for the last six years, resulting in Yoga emerging as an important public health movement throughout the world. It is especially relevant in India because the role of Yoga in public health policies and behaviour has significantly increased in the past few years.
Narendra Modi
addressing the United Nations General Assembly on 27.09.2014

Yoga is an invaluable gift of our ancient tradition. Yoga embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and the nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. Changing our lifestyle and creating consciousness can help us deal with climate change. So let us work towards adopting the International Yoga Day.

United Nations

General Assembly

Resolution adopted by the General Assembly on 11 December 2014

[without reference to a Main Committee (A/69/L.17 and Add.1)]

69/131. International Day of Yoga

The General Assembly,

recalling its resolutions 66/2 of 19 September 2011 on the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases and 68/98 of 11 December 2013 on global health and foreign policy,

reaffirming General Assembly resolutions 53/199 of 13 December 1998 and 61/185 of 20 December 2006 on the proclamation of international years, and

Economic and Social Council resolutions 1988/67 of 25 July 1989 on international years and anniversaries,

noting the importance of individuals and populations making healthier choices and following lifestyle patterns that foster good health,

underlining the fact that global health is a long-term development objective that requires closer international cooperation through the exchange of best practices aimed at building better individual lifestyles devoid of excesses of all kinds,

recognizing that yoga provides a holistic approach to health and well-being,

recognizing also that wider dissemination of information about the benefits of practicing yoga would be beneficial for the health of the world population,

1. Decides to proclaim 21 June the International Day of Yoga;

2. Invites all Member and observer States, the organizations of the United Nations system and other international and regional organizations, as well as civil society, including non-governmental organizations and individuals, to observe the International Day of Yoga, in an appropriate manner and in accordance with national priorities, in order to raise awareness of the benefits of practicing yoga;

3. Stresses that the cost of all activities that may arise from the implementation of the present resolution should be met from voluntary contributions;

4. Requests the Secretary-General to bring the present resolution to the attention of all Member and observer States and the organizations of the United Nations system.

59th plenary meeting
31 December 2014
The steps taken to add Yoga and other Ayush systems of health to public health programmes in the initial decades of Independence were slow and limited though the direction was forward-looking and progressive. These steps included establishing the Central Yoga Research Institute in 1976 (which later became the Morarji Desai National Institute of Yoga) and the Central Council for Yoga and Naturopathy in 1978. These two bodies worked as the implementing arms of the government in various activities to promote Yoga. Government efforts to include Yoga in public health got a fillip in the 9th five-year plan when some new development processes were initiated to bring AYUSH into the mainstream.

Yoga is beautiful because it is ancient yet modern... it is constant yet evolving.

Narendra Modi
International Day of Yoga, 2018
Before this, Yoga was not recognised as a healthcare system but only as a therapy even in official documents. In 1995, attention was focused on developing all Ayush systems, including yoga by incorporating Ayush healthcare systems under the newly created department of Indian Health Systems and Homoeopathy. The approaches to the 9th plan included reforms in the quality of primary, secondary and tertiary healthcare, investment in human resource development and improvement in the quality of services offered by physicians in all the areas of Ayush, including Yoga. Apart from this, it also focused attention on the conservation, cultivation and research of medicinal plants and herbs and completing the pharmacopoeia of all systems of AYUSH. Emphasis was also Laid in promoting research in order to bring about reforms in the information and knowledge available to National Healthcare Programmes regarding Yoga and AYUSH during the 9th plan.
Even though there were steps which contributed to the spread of Yoga, the speed remained slow. In the meantime, the name of the Indian Health Systems and Homoeopathy department was changed to the department of AYUSH in November 2003 to bring a sharper focus on the development of Ayush systems.

This initiative provided a fillip to Yoga to some extent. Efforts to bring Yoga into the mainstream through programmes like ‘Yoga in School Health’ (in which school teachers were trained and a Yoga Teacher Manual was published) and ‘Yoga in Parks’ continued but only with limited success.

In another effort, nearly 150 Swami Vivekanand District Yoga Health Centres were established that benefited more than 8 lakh patients. But the scheme had to be closed due to its structural limitations.
Despite all efforts, Yoga and other AYUSH systems could not manifest their full potential because the existing healthcare institutions had to face shortages of manpower, basic amenities and other facilities.

The net impact of these shortcomings was that the AYUSH systems and Yoga and their practitioners could not become part of National Health programmes. Thus, even though the benefits of bringing Yoga into the mainstream had been recognised for a long time, this purpose could not be fulfilled without a clear approach and solid actions.
Steps taken for promoting Yoga

Just as the mobile phone has become a part of life, you can make Yoga too a part of your life.

Narendra Modi
International Day of Yoga, 2016

The situation started changing when in May 2014, the new dispensation changed the government thinking and approach towards the role of Yoga and its relevance in public health. The first significant sign of the change occurred on 9th November 2014 when a dedicated Ministry of Ayush was created for Ayush, and now Yoga has become a part of it. Since 2014, Yoga has received tremendous encouragement under the brilliant leadership of the honourable Prime Minister Shri Narendra Modi Ji.
On 11th December 2014, 193 members of the United Nations General Assembly and 173 co-sponsor countries unanimously approved the UN resolution to declare 21st June as the International Day of Yoga.

In its resolution, the UNGA agreed that Yoga offers a holistic approach to health and well-being and that widespread promotion about the benefits of practising Yoga is necessary for the global population’s health. Yoga brings about harmony in all areas of life and is known for its significant role in preventing diseases, promoting health and treating many disorders related to lifestyle.
Since 21st June 2015, the International Day of Yoga is being celebrated across the globe through various activities and programmes. Thousands of people in countries worldwide have joined the International Day of Yoga activities to participate in them. As a result, it has become a public movement for health at the global level.

India plays a significant role in celebrating the International Yoga Day. The Ministry of Ayush is the nodal Ministry for all the Yoga-related activities and has designed a “Common Yoga Protocol (CYP)” programme to celebrate International Yoga Day in a standard and beneficial manner. The CYP is a 45 minutes programme of appropriate Yogasana practices that expert have carefully chosen. Both the young and the old can practice these without any trouble. It is based on yogic traditions and various techniques based on scientific knowledge. The Ministry of Ayush is trying to make the Common Yoga Protocol (CYP) accessible to as many people as possible so that every single member of society can benefit from Yoga. As a result, the CYP has emerged as a widely accepted format of daily Yoga practice in a short time.
Reforms by the ministry regarding organising the International Day of Yoga

Inspired by the immense enthusiasm and passion generated among common citizens by the International Day of Yoga celebrations, the Ministry of Ayush has initiated reforms and development in Yoga, adopting a holistic approach.

These reforms include

- Establishment of the National Yoga and Naturopathy Promotion and Development Board, a national level advisory body.
- Encouragement to Yoga certification to ensure quality and excellence in Yoga training, means of skill development.
- Motivation to evidence-based research in Yoga with the help of prestigious institutions like AIIMS.
- Promotion of Yogasana as competitive sport.
- Massive outreach efforts through governmental and private collaborations.
- Enhancing access to Yoga treatment and training through a network of 12500 Ayush Health and Wellness Centres.
- Starting a universal project called ‘Yoga for All’ to reach the entire population in five years (the scheme is in its final stage now).

These aspects have been discussed in detail in the following pages.

"The Yoga Day has become one of the biggest mass movements in the quest for good health and well-being."

Narendra Modi
International Day of Yoga, 2018
The National Yoga and Naturopathy Promotion and Development Board was set up in February 2016, under the Hon'ble Minister of Ayush, to advise the Ministry on various programmes for the development of Yoga, as well as to seek guidance in matters of policy. The Ministry has benefited considerably from the inputs received from the Board in strengthening several aspects of the practice of Yoga. To improve the quality of Yoga training available to the citizens of the entire country, the certification of Yoga professionals and the verification of Yoga organisations were recognised by the Ministry as matters of priority. Work was initiated on these issues with the cooperation of the Indian Quality Council and was later centralised under the Yoga Certification Board (YCB), which had been established to function as a special body.

- Currently, the activities of the YCB include the certification of Yoga professionals, verification of Yoga organizations, approval of Yoga professionals’ certification bodies and the grading of Yoga organizations according to placement standards.

- YCB aims to prepare skilled Yoga professionals throughout India who can feed the global need for Yoga training of high standards.

- As an additional initiative, the Ministry of Ayush has collaborated with the Ministry of Skill Development and Enterprise to remove all the gaps between the demand and supply of skilled yoga trainers and different aspects of skill development in yoga. In this collaboration, cross verification in Yoga training and promotion of similar standards have been envisaged.
Evidence-based research in Yoga

The promotion of evidence-based research in Yoga has been accorded high priority and cooperation with prestigious institutions like AIIMS has been prioritised under the work policy to integrate basic science and high standards of modern medicine in Yoga research.

An excellent example of this work policy is the Centre for Integrative Medicine and Research (CIMR) at AIIMS, New Delhi, which is funded under the Centre of Excellence Scheme of the Ministry of Ayush. It has obtained excellent research outcomes in the field of integrative treatment of various disorders by using Yoga.

Similar collaborative research efforts through the autonomous body under the Ayush ministry, the Central Council for Research in Yoga and Naturopathy (CCRYN) include yoga therapy in mental health, Covid-19, heart diseases and cancer. Collaborating institutions include NIMHANS Bengaluru, AIIMS Rishikesh, HSC Group of Cancer Hospitals, Indian Association for Palliative Care and Indian Cancer Society etc.

The decision taken by the union cabinet in March 2020 for running 12500 Ayush health and wellness centres under the Ayushman Bharat scheme is an essential step in learning Yoga and making enhanced public access to its therapeutic benefits throughout the country. These health and wellness centres will be established in phases from 2019–20 to 2023–24. These will set up and create a holistic well-being model based on the principles and practices of Ayush in order to reduce expenditure. Yoga will be an important part of this activity and many yoga professionals will be appointed for this. To make it functional, approval has been given for nearly 4000 health and wellness centres for states/UT, and their set-up is under progress.

The Ministry is finalising and implementing a universal project, “Yoga for All” aimed at reaching the entire population of India in the next five years. The effectiveness of Yoga in increasing productivity is well known, but this capability of Yoga has not been harnessed fully. From farmers to professors, people from all walks of life can adopt Yoga to perform their daily tasks better and more efficiently.
The aim of the “Yoga for All” programme is to take yoga to every single family. It aims to train at least one member from each family in 75,000 selected villages as a regular Yoga practitioner by 15th August 2022.

This programme will subsequently cover the entire country by 2025-26.

To achieve this objective, the Ministry of Ayush will prepare an extensive calendar of Yoga training programmes in association with various stakeholders, including participating ministries, and with the help of state governments.

IDY 2021 being observed at

- Copenhagen, Denmark
- Kinshasa, Democratic Republic of Congo, Central Africa
- Sustipan, Split, Croatia
Group yoga Practice
Who has benefited from efforts to bring Yoga into the mainstream?

“Yoga, which connects body, mind and soul, is playing extremely important role in connecting the world with India.”

Narendra Modi
International Day of Yoga, 2017

All the reforms for bringing yoga into the mainstream are being integrated and included in the International Day of Yoga. The Ministry of Ayush successfully organises the International Day of Yoga (IDY) all over the country. It has received widespread public support and it is celebrated with great enthusiasm in almost every corner of the country. Furthermore, by initiating the Common Yoga Protocol (CYP) millions of people get access to an exact entry point into Yoga at the same time.

The Central Council for Research in Yoga and Naturopathy (CCRYN) had estimated the number of people participating in the CYP based friendly yoga demonstration on International Yoga Day, 2016, as nearly 85 lakhs. It was based on the figures given by stakeholder institutions. However, this number leapfrogged in the subsequent years and reached 9 crores on the International Day of Yoga, 2019.

Keeping in view the Covid pandemic in 2020, the honourable Prime Minister had given a call to the nation to celebrate Yoga Day at home, titled “Yoga at home, Yoga with family.” Accordingly, several digital outreach methods are adopted to facilitate Common Yoga Protocol training at home and encourage people to participate in the International Day of Yoga. This has received unexpectedly sizeable public support.
According to the figures given by the stakeholder organisations, the Ministry has estimated that a total of 1.52 crore families took part in the friendly yoga demonstrations on the International Day of Yoga on 21st June, 2020. In addition to that, around 5.97 crore individuals also participated in the event. Based on these statistics, India's total number of IDY 2020 participants was estimated to be around 12.06 crore.

Many of those who participated in CYP in a festive mode continued to practice Yoga even after IDY. It has been learnt that after the initiation of IDY, most of those who had earlier discontinued regular Yoga practice of Yoga, again joined the Yoga fold during subsequent IDYs, and several of them started practicing Yoga regularly.

This led to considerable health benefits to yoga practitioners in large numbers, ultimately making India a healthy nation.
Even when one looks beyond the influence on millions of those who got motivated by IDY for Yoga practice, it is observed that IDY has impacted many sectors. The demand for Yoga teachers has significantly increased. Since India has numerous popular and efficient Yoga institutions where Yoga teachers are trained, hundreds of such trained professionals got the opportunity of permanent employment. Many of these instructors got employed in foreign countries.

The number of foreign tourists coming to India for Yoga training has increased significantly since IDY 2015; in four years, i.e., in 2018 the number increased by 37.4% (Tourism Statistics at a Glance, Ministry of Tourism, 2014, 2018). Utilising this deepening interest in Yoga, the Health Care Industry has presented various solutions to health seekers. Yoga is now increasingly used in hospitals of all disciplines for the management/treatment of both physical and mental diseases.

This day sends out the message of universal brotherhood. It is the day of oneness of humanness. That, which brings us together, is Yoga. That, which narrows down distances, is Yoga. Today, the world is realising the importance of Yoga even more due to the Coronavirus pandemic. If our immunity is strong then we can more effectively defeat this disease.

Narendra Modi
International Day of Yoga, 2020
As many of you have already come to know that Yoga is much more than just a physical exercise—apart from enabling us to cultivate integrated outlook and bring well-being, it enables us to achieve newer dimensions for ourselves.
The Ministry of Ayush and the Ministry of Sports and Youth Affairs have recently recognized Yogasana as a competitive sport formally. Yoga postures, which primarily consist of physical dimensions of Yoga, are fit for being recognized as a competitive sport and this initiative has immense potential of getting worldwide acceptance and converting Yogasana into a world sport. This will ensure the entry of novel techniques and strategies into this subject, thereby helping our sportspersons and officials to transform this sector into a fruitful and efficient industry.

Although Yogasana has been a competitive sport for a long, it lacked due recognition from the Government of India. With active support from numerous stakeholders, the International Yogasana Sports Federation was constituted last year. The National Yogasana Sports Federation was also constituted, and in November 2020, the Sports Ministry recognized it as National Sports Federation.
A total of 51 medals have been proposed in 4 sports under 7 categories: Yogasana, Artistic Yoga (individual and double), Rhythmic Yoga (individual and group), Individual Allrounder Championship and Team Championship.

Yogasana will also be included in the ‘Khelo India’ programmes. Its popularity is bound to increase in India, and it will be included in the school and university programmes of ‘Khelo India’.

Efforts would be made to include Yogasana in Asian Games and Olympic sports in the future.

The acceptance of Yoga as therapeutic support for health and treatment of lifestyle-related issues is established because since 2014 the increase in research publications on Yoga as an experimental clinical therapy has been tenfold (https://pubmed.ncbi.nlm.nih.gov). As a result of this, Yoga-based clinical trials have also increased 8 times, and most of these cases were those where participants had come from foreign countries.
Yoga departments have been introduced in universities and medical education institutions in India and abroad, running Yoga classes for different types of requirements. Yoga has entrenched itself as a vital constituent of the fitness industry. The number of Yoga practitioners has increased manifold year after year.

The number of Yoga schools and Yoga studios has risen dramatically worldwide during the past five years. Yoga has figured at the 7th place in the Top-10 list of ACSM (American College of Sports Medicine).

It has attained a special place in various advertisements and electronic media campaigns. Industries related with Yoga equipment like Yoga mats and other ancillary items are also flourishing. Demand for eco-friendly products like Cotton garments, Jute, Cork and Natural Rubber has also seen an upward trend, resulting in enhanced opportunities for MSME entrepreneurs in the market.

“
All of you are Yoga ambassadors who are taking forward an indivisible message for the world. I thank you all to your commitment and welcome you as sisters and brothers of extended Indian family.

Narendra Modi
International Day of Yoga, 2020
In the last 5 years, IT-based solutions have brought about a sea change in the way masses are trained in Yoga practices. These solutions include Online Yoga classes, Mobile applications that focus on post Yoga relaxation postures, Smart Yoga mats that motivate accurate observance of correct Asana postures and Applications that keep an eye on the breathing process. Books, magazines and journals on Yoga have increased in India and foreign countries, apart from a parallel increase in Yoga related blogs.
IDY 2020-21: Enthusiasm unfazed

Due to Covid, IDY 2020 and IDY 2021 were observed in virtual mode. At the core of it, the Ministry of Ayush planned and followed a three-pronged strategy which included taking a digital-first approach, activating Government of India stakeholder and their networks which have a wide-ranging reach, and collaborating with the private sector in a greater way to pave the road for the adoption of Yoga at a larger scale and development of the sector in the years to come.

IDY 2020: Virtual and Digital

The sixth International Day of Yoga i.e. IDY 2020 was observed on the 21st of June 2020, with a lot of promotional activities preceding the same. The theme for IDY 2020 was adopted as ‘Yoga at Home, Yoga with Family’ due to stringent restrictions on mass gatherings arising from the contagious nature of COVID-19. Consequently, the Ministry of Ayush (MoA), Government of India (GoI) had encouraged the people to observe IDY 2020 at home with their families; and had made provisions for the event to be conducted digitally.

The Ministry made various online resources available on its digital platforms like the Yoga Portal and the social media handles like YouTube, Facebook, Twitter and Instagram to provide ample opportunities for the people to learn Yoga from their homes. The Ministry also organized the maiden ‘My Life, My Yoga (MLMY)’ i.e. the Jeevan Yoga video blogging contest with attractive prizes for the winners and runners-up. People all over the world were encouraged to participate in the contest by posting 3-minute videos of themselves performing their favourite
Yogasanas i.e. Yoga postures/poses. Additionally, the Ministry of Ayush, in association with Prasar Bharati, made arrangements for telecasting a trainer-led Yoga session on DD National on the sixth International Day of Yoga.

Several enhancements were made to the Yoga portal of the Ministry of Ayush in order to fully equip it for being utilized to promote and host the sixth International Day of Yoga. In order to address the existing challenges pertaining to COVID-19, the Ministry also issued an advisory on the same, with special emphasis on the importance of regular practice of Yoga to boost the immunity level and combat COVID-19. The advisory was uploaded on the COVID-19 landing pages of various government websites, including the official website of the Ministry. Further, existing government platforms like E-Sampark and My Gov were leveraged to reach out to multiple stakeholders for mass mobilization for the ‘My Life, My Yoga (MLMY)’ i.e. the Jeevan Yoga video blogging contest and the observance of Yoga at home with family.

Multiple mass e-mails were sent to scores of Gram Pradhans and universities across the nation this year to seek their support and influence for mass mobilization for participation in the ‘My Life, My Yoga (MLMY)’ and the observance of Yoga at home with family on the sixth International Day of Yoga.

To target and engage varied demographic sections of the society this year, multiple tailored campaigns were effectively deployed to highlight the benefits of doing Yoga to each age group. Some of these included:

- **Yoga at Home:** This campaign aims at promoting the idea of doing yoga at home.
- **Boost your Immunity:** This campaign aims at providing information on how one can boost their immunity using yoga asanas.
- **Yoga Live Sessions:** This campaign aims at spreading the information of live sessions from yoga expert.
- **Yoga for senior citizen:** Tailored campaign targeted senior citizens; how simple asanas can help them with health.
- **Yoga for Children:** Tailored campaign targeted small children; focus was to engage small age group in yoga routine by giving them yoga challenges
- **Yoga teasers:** This campaign aims at creating a buzz across audience for increase engagement.
- **Yoga Discourses:** Live sessions by renowned Yoga Gurus.
- **Yoga for stress relief:** This campaign aims at educating the masses about use of yoga as a stress buster.
To facilitate maximum participation in the event, a letter was sent to the nodal officers of various Ministries/Department, on the guidelines for observing the sixth International Day of Yoga by practicing Yoga at home with family. Hon’ble Prime Minister, Shri Narendra Modi opened the main event for the International Day of Yoga 2020 observance by addressing the nation, this was followed by statements form the Hon’ble Minister of State for Ayush and the Secretary for Ayush, followed by a 45 minute Common Yoga Protocol session.

The event of IDY 2020 saw massive participation, with 15.22 million families in addition to 55.7 million individuals joining the event. The effective participation outreach through Ministry of Ayush initiatives stood at an estimated 492.83 million

IDY 2021: Enhanced Participation

Despite being observed under the cloud of Covid-19 for the second consecutive year, IDY 2021 proved to be a big success, both quantity and quality wise. The enhanced quality of programmes, widening of collaborations and thematic, technological advancements resulted in a multitude of activities.

- Participation: Estimates based on self-declaration indicate that 156.86 million persons participated in IDY 2021 in India.
- Outreach: Various activities undertaken by the Ministry in the run up to International Day of Yoga, including Social Media outreach, initiatives in collaboration with government stakeholders, collaborations with private partners and various activities done by the Ministry of Ayush resulted in an estimated outreach of 496.1 million this year.
- The involvement of Indian missions abroad saw over 50,000 people participating through various activities and Yoga left its footprints at iconic places such as Times Square in New York, Eiffel Tower in Paris and inside the Tokyo Skytree, world’s tallest tower, where people observed the 7th IDY with gusto.
- A dedicated 10-episode TV series, underscoring various dimensions of the Common Yoga Protocol (CYP) for different stakeholders, including women and children, was telecast on DD India.
- The launch of Namaste Yoga App for making Yoga accessible to all at any point of time marked another technological milestone achieved by the Ministry.
As a part of commemorating 75 years of independence, the Ministry of Culture organised 7th IDY at 75 cultural sites of the country with all due precautions.
The Prime Minister announced on 21st June 2021 the launch of WHO mYoga App which has been developed in collaboration with Morarji Desai National Institute of Yoga. This App offers a collection of learning modules and practicing sessions of 10, 20 and 45-minute duration and will serve the world community in a big way.

Ministry of Ayush undertook several activities and campaigns in association with the MyGov platform to promote people's engagement with IDY 2021. Apart from the PM Yoga Awards, for which 120 entries were screened in the first round of the selection process, six other activities were organised through MyGov. These included IDY Quiz, IDY Pledge, IDY Survey, IDY Discussion, IDY Jingle Contest and Video Campaign. The Quiz and the Pledge emerged as the most popular activities through the MyGov platform.
Initiatives in collaboration with Stakeholders within the Government of India

The Ministry of Ayush joined hands with various other Central Ministries/Departments and State/UT Administrations to boost IDY promotions across various platforms through different stakeholders. IDY presented an occasion for all the Government of India stakeholders to come forward and spread the message about gains from the regular practice of Yoga like long term benefits in health, happiness and well-being.
GOI stakeholders:

1. Ministry of Youth Affairs and Sports

The Ministry of Youth Affairs and Sports (MYAS) played a significant role in raising awareness about Yoga and IDY, driving adoption, and mobilising a significant number of people this year at an unprecedented scale. This partnership resulted in the organisation of a 50-day countdown event prior to the 21st of June. Several specialised activities were undertaken such as driving registrations for the Yoga Volunteer Program in coordination with MDNIY which led to several persons learning the Common Yoga Protocol. Furthermore, MYAS activated their entire infrastructure to mobilise people including the FIT India movement and their network of 85,00,000 youth volunteers operating from Nehru Yuva Kendras.

On the 21st of June, the Minister of State for MYAS also used the occasion to
announce the launch of 25 Fit India Yoga Centres across 9 States. Owing to the significant efforts made by MYAS—overall participation on the 21st of June stood at over 46.5m persons including the Ministry’s employees, their families, volunteers, and the scores of people mobilised by them.

2. **Common Service Centres (CSCs)**

The Ayush Ministry collaborated with Common Service Centres (CSCs) to reach rural areas. A total of ~2.2m people were reached through the CSCs network regarding the CYP training and IDY 2021.

3. **Department of Posts**

   - To commemorate IDY-2021, the Department of Posts issued special cancellations through 808 Posts Offices. This special cancellation with a pictorial design through its Head Post offices across India was the largest simultaneous philatelic commemoration ever. All delivery and non-delivery
Head Post Offices had marked or inked this special cancellation on all mails booked in the office on 21st June 2021. As per the reports received from various Circles, IDY 2021 Special Cancellation on more than 15 Lakh articles were provided by 808 HOs/GPOs, which included 10 Lakh unaccountable and 5 Lakh accountable articles.

Additionally, delivery stamps with the message of IDY 2021 were used on the mail articles delivered by postmen on 21st June 2021. The DoP had also identified around 700 rural post offices in Aspirational Districts for promoting CYP and IDY participation through webinars/workshops and yoga series in a COVID compliant manner.

4. Ministry of Culture

The Ministry of Culture organized a campaign called “Yoga, an Indian Heritage” at 75 important cultural heritage to celebrate IDY 2021. A hybrid event was organized which included Yoga being conducted at these locations of cultural importance on 21st June 2021- the event was conducted following all the state COVID guidelines. Out of the 75 locations, live streaming of the event was broadcasted on all Ministry of Culture and its organization’s digital platforms for the 30 finalized locations.

5. Ministry of Panchayati Raj

The gram pradhans were sent messages with respect to IDY 2021 awareness and their involvement in leading their respective villages in observing IDY on 21st June 2021 in a safe and healthy way. Around 0.25m messages were sent to all the gram pradhans.

6. ASHA training program by NIN

The National Institute of Naturopathy in association with Pune Zilla Parishad imparted training sessions on Common Yoga Protocol for the ASHA workers of Pune district from 22 February 2021. The training sessions continued till 24 March 2021 and had to be temporarily discontinued due to the pandemic surge. Online CYP sessions with technical support from Regional Outreach Bureau, Maharashtra and Goa were also live-streamed in three languages (English, Hindi and Marathi) for ASHA workers and general public.
7. Community Radio Stations

A Yoga campaign as a collaborative venture between the Ministry of Ayush, Commonwealth Educational Media Centre for Asia (CEMCA) and Morarji Desai National Institute of Yoga (MDNIY) was initiated from March 2021. The campaign spanned over three months starting from 1st April 2021 till 30th June 2021. Community Radio Stations were chosen as the appropriate tool for the campaign and knowledge dissemination on Yoga as they are a great means to reach out to the rural areas of the country. The campaign brought together 125 Community Radio Stations (CRSs) from across the country to actively promote Yoga as a part of a healthy lifestyle.

8. Babasaheb Bhimrao Ambedkar University, Lucknow

An online foundation course in Yoga offered by Babasaheb Bhimrao Ambedkar University (BBAU) in association with Indian Yoga Association (IYA) was launched under the aegis of the Ministry of Ayush. This was a 50-hour program designed by Gurus and Acharyas of IYA by combining the knowledge base of all Yoga traditions.

9. Meeting with volunteer organisations

National Cadet Corps, Ministry of Defence, Nehru Yuva Kendras and National Service Scheme, Ministry of Youth Affairs and Sports have been important stakeholders in mobilizing people for IDY.

~14m members and volunteers were reached through this meeting and NSS/NCC/NYKS representatives.

10. Health Sector Skill Council

Health Sector Skill Council (HSSC) has been actively working in promotion and adoption of Yoga and its principles for general health and well-being. This year, given the COVID-19 resurgence, HSSC had focussed its pre-IDY activities on “Yoga for Immunity”. The activities conducted by HSSC included webinars where prominent leaders of Yoga and official from the Ministry as the key speakers, panel discussions and Live Yoga demonstrations by Yoga trainers across the skill training institutes.
Effective Partnership with Private Partners

The Ministry had associated with various private partners directly and indirectly through logo support in order to reach maximum populations for awareness relating to health benefits of Yoga and IDY celebrations. For IDY related activities, Ministry had associated with organizations such as ASSOCHAM, HealthifyMe, Leading Yoga Institutions, Ernst and Young and Nickelodeon.

1. ASSOCHAM

A series of virtual sessions on Yoga, called “Sunday Discussion Series”, was jointly organized by ASSOCHAM and Morarji Desai National Institute of Yoga, Ministry of Ayush. The series aimed to familiarize the people with the benefits of Yoga and its importance for immunity-boosting, along with its role in our physical and spiritual well-being and mobilize them to observe the IDY 2021.

The discussion series was inaugurated by Hon’ble Minister of State - Ministry of Ayush, Shri Kiren Rijiju Ji, on the 16th of May 2021, Sunday. It was streamed on social media platforms like Webex, Facebook and Twitter, via the Ministry’s Ayush Virtual Conventional Centre (AVCC) platform. The themes for the “Sunday Discussion Series” included Har Ghar Mein Yoga, Yoga: Essentials for Women’s Health, Yoga: Preparing Youth for Tomorrow, Yoga at Work: Path to Success, and Yoga: In the Support of COVID-19 Patients.

2. HealthifyMe

The Ministry of Ayush also provided logo support to HealthifyMe, an AI-led health and fitness app. The app has a user base and certified Yoga trainers from India and overseas. HealthifyMe had organised a 3-day long ‘World Yoga Fest’, which aims at promoting and raising awareness about the practice of Yoga for wellbeing all over the world. The global campaign, which started on 19 June, featured a total of 108 yoga sessions of 30 minutes each for 18 hours each day, with various national and international yoga masters.
HealthifyMe has a 20m global user base that was reached out for IDY participation and pre-IDY.

3. Ernst and Young India

Ernst and Young (EY) India had been active in promoting Yoga for its employees and conducting activities for promoting IDY. Some of the activities undertaken by them include competitions, #StrikeYogaPose challenge and Yoga webinars to learn simple poses and their benefits. 808 employees participated in observing IDY 2021 through various office events on the 21st of June 2021.

4. Yoga for Unity and Wellbeing Program

A 100-day program run under the auspices of the Ministry with leading Yoga institutions such as Patanjali, S-VYASA, and Heartfulness Institute was conducted. The series was inaugurated by the President of India. Every day an event was organised, and online sessions were posted or streamed on YouTube across 159 countries.
Webinars

The Ministry in association with its stakeholders organized a series of webinars and discourses, inviting eminent personalities and experts from the field of Yoga. These were organized with an objective to raise awareness and spread knowledge of the rewards associated with practising Yoga.

1. ‘Be with Yoga, Be at Home’ series

Ministry of AYUSH and Morarji Desai National Institute of Yoga, organized the series in association with the leading Yoga institutions of the country as one of the activities for observance of IDY-2021. The series started on 24th May 2021 and continued till 19th June 2021. The leading Yoga institutions that participated in the series included- The Art of Living, Bengaluru, The Yoga Institute, Mumbai, Kaivalyadhama, Lonavala, Arham Dyan Yog Foundation, Madhya Pradesh, and Krishnamacharya Yoga Mandiram, Chennai.

The reach of ‘Be with Yoga, Be at Home’ series stood at 249.5K.

5. Nickelodeon

The Ministry of Ayush also entered into a partnership with Nickelodeon which is a leading channel oriented towards children with popular cartoons such as Motu Patlu and Spongebob. Through their social media channels, Nickelodeon had shared multiple promotional messages, including videos of cartoons doing Yoga and prompting children to adopt Yoga from home for this year’s IDY.
2. ‘Be with Yoga Masters’ series

The series was conducted by Morarji Desai National Institute of Yoga, Ministry of AYUSH, where eminent experts from the field of Yoga, shared their insights about their Gurus who have helped them shape their lives, their institutions and its practices. The key highlight of this webinar series was the Question-Answer session with the Yoga Gurus, which was moderated by Dr.I.V. Basavaraddi, Director Morarji Desai National Institute of Yoga. This discourse cum webinar series witnessed a galaxy of eminent Yoga Gurus of the Leading Yoga Institutions such as Yogacharya S Shridharan Ji, Consultant and Mentor Krishnamacharya Yoga Mandiram, Chennai, Yoga guru Shri OP. Tiwari Ji, Kaivalyadhama

The reach of ‘Be with Yoga Masters’ series stood at approximately 29K.

3. Curtain Raiser Series

Ministry of Ayush in association with Morarji Desai National Institute of Yoga conducted a 10 day ‘Curtain Raiser series’ on Doordarshan. A 30-minute Common Yoga Protocol video was telecast every day, from 7:00 PM to 7:30 PM, with an objective to raise awareness about the benefits of CYP and enable individuals to learn Yoga from the comfort of their homes. Some of the topics included were history and development of Yoga, CYP for Women, CYP for Children, CYP for Stress Management, CYP for Healthy respiration, CYP for Elderly, CYP for Immunity Boosting etc.

4. Sunday Discussion Series

‘Sunday Discussion Series’ was jointly organized by ASSOCHAM and Morarji Desai National Institute of Yoga, Ministry of Ayush. The series aimed to familiarize the people with the benefits of Yoga and its importance for immunity-boosting, along with its role in our physical and spiritual well-being, and mobilize them to observe the seventh International Day of Yoga. The series was streamed on social media platforms like Webex, Facebook and Twitter, via the Ministry’s Ayush Virtual Conventional Centre (AVCC) platform. The keynote speakers of the series were Smt. Hansaji Jayadeva Ji, Brahma Kumari Sister

The reach of Sunday Discussion Series stood at approximately 47K.
5. 5-day Webinar Series by CCRYN

A 5-day webinar series with experts, focusing on the multi-faceted benefits of Yoga, was organized by the Central Council for Research in Yoga and Naturopathy (CCRYN) - a research council under the Ministry of Ayush. The series was streamed via the Ministry’s Ayush Virtual Conventional Centre (AVCC) platform, from the 14th of June 2021 to the 18th of June 2021. The topics covered during the 5-day series included Yoga for COVID-19, Yoga for Respiratory Health, Yoga for Cardiac Health and Heart Care, Yoga for Cancer, and Yoga for Mental Health.

The overall outreach number for the 5-day webinar series organized by CCRYN was 2.4m, with a viewership of 6.1K.

6. Webinars by NIN

A multitude of webinars with experts, focusing on the different aspects of Yoga, were organized by the National Institute of Naturopathy (NIN) - a national institute under the Ministry of Ayush. The webinars were streamed via the Ministry’s Ayush Virtual Conventional Centre (AVCC) platform. The topics covered in the webinars included Post-COVID Rehabilitation through Yoga, Yoga for IT Professionals, Yoga Anatomy and Physiology for Medical Students, Yoga for Healthy Ageing, Yoga for Athletes, and many more.

The overall outreach number for the webinars organized by NIN was 122K, with a viewership of 30.32K.
Conclusion

The observance of International Day of Yoga is thus such a reformist discovery that will have a lasting positive impact on the multi-dimensional development of Yoga practices and improve the general health levels of the people. Moreover, Yoga has also emerged as a pragmatic commercial sector that provides direct and indirect employment to lakhs of people. It is indeed gratifying to see that the masses are realizing the importance of Yoga in all domains of life, and an ever-increasing number of people, belonging to all ages, are happily trying to integrate Yoga into their daily routine.
From Dehradun to Dublin, from Shanghai to Chicago, from Jakarta to Johannesburg, everywhere, there is Yoga all around. Today, Yoga has become one of the most powerful unifying forces in the world.
Testimonies

“International Day of Yoga is a gift of God for many people of our country as it has taken them along the path of health, harmony and well-being. I have personally seen thousands of people getting motivated by this annual feat and have benefited physically, mentally, emotionally, socially and spiritually by adopting regular Yoga practice. Kudos to the Government of India for this timely and appropriate initiative that has proved to be a catalyst of change not only for Indians but for every world citizen of this green planet.”

Dr. Anand Balyogi Bhavnani
President and Resident Professor, ICYER, Anand Ashram, Puducherry

“Being a Yoga trainer, I have experienced that the International Day of Yoga has significantly strengthened the universal identity of Yoga. Earlier our efforts at Yoga propagation were limited to local Sadhakas. After International Day of Yoga, we continue to receive positive responses not only from Indians but foreigner Sadhakas too. I feel that people are now beginning to accept Yoga as the pathway to better health for themselves and their families. I feel honoured to be able to preach and propagate Yoga.”

Neetu Sharma
Yoga Trainer, New Delhi
“International Day of Yoga allows me to be a part of the world Yoga community, and for me, this means...to be part of a wider love, bliss and consciousness.”

Suzanne Bernert
Germany

I have attended and conducted a class in Dubai during two IDYs and witnessed how human beings can be tuned, centred and in harmony regardless of their race, culture, religion and nationality, and IDY could establish this purpose.”

Pierre Ravan
Heartfulness Trainer, D.J. Singer, Composer, Dubai, UAE.

“Yoga helps me to connect myself deeper with my body, heart, and soul.”

Yvonne Radjibaly
Antananarivo, Madagascar
Testimonies

“International Day of Yoga allows me to be a part of the world Yoga community. Yoga has brought a true renewal in many areas: in the way I stand, move. Introduction of Yoga concept in art, in the way I handle things, I feel the impact of Yoga. It is great to spread this art through IDY these past few years.”

Lalao Randimbison
Trainer, Belmont, Switzerland.

“International Yoga Day has profoundly changed my understanding about yoga in the sense that it is much more than just physical well-being or a lifestyle. This is an amazing experience. Yoga and International Yoga Day have changed my life!”

Régine Kohler
Trainer, Brazil

“The International Yoga Days have reinforced in me, the spiritual way of life, I am more secure, self-confident and grateful.”

Miriam del Carmen Sealy
Panama, Panama City, Central America
Testimonies in Tweets

Taking Yoga to newer Heights. Monks and locals celebrate #IDY2018 at #Muktinath at 12500 feet.
#ZindagiRaheKhush @narendramodi @SushmaSwaraj @shripadyaik @Ra_THORe @PMOIndia @MEAIndia @moayush @IndianDiplomacy

International Day of Yoga #IDY2016 #YogaDay was celebrated in Mexico City Historic Centre Zocalo @IndianDiplomacy

#IDY2017 at Seoul Embassy officials joined by over 1000 Koreans at Olympic Park: @MEAIndia @moayush #YogaDay2017

@IndianDiplomacy - Jun 21, 2019
Africa throngs to get a boost of well-being with Yoga. Pictures from Egypt, Namibia, South Africa and Malawi #IDY2019 #YogaDay2019 #YogaDay #ZindagiRaheKhush #AYUSH

@India in Mexico - Jun 21, 2017

@India in ROK - Jun 21, 2017
Ministry of Ayush

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