



सर्वमेव जगते  
Ministry of Ayush  
Government of India



Yoga for Harmony & Peace



# IDY 2022

INTERNATIONAL DAY OF YOGA

IDY Report

(For Internal Use Only)



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## **List of Abbreviations**

<b>AICTE</b>	All India Council for Technical Education
<b>AIR</b>	All India Radio
<b>AKAM</b>	Azadi Ka Amrit Mahotsav
<b>ATAL</b>	AICTE Training and Learning
<b>BHEL</b>	Bharat Heavy Electricals Limited
<b>B&amp;WSSC</b>	Beauty and Wellness Sector Skill Council
<b>CEMCA</b>	Commonwealth Educational Media Centre for Asia
<b>CPSE</b>	Central Public Sector Enterprise
<b>CRS</b>	Community Radio Station
<b>CSC</b>	Common Service Centre
<b>CYP</b>	Common Yoga Protocol
<b>DD</b>	Doordarshan
<b>DST</b>	Department of Science and Technology
<b>FOB</b>	Field Outreach Bureau
<b>GPS</b>	Global Positioning System
<b>ICAR</b>	Indian Council of Agriculture Research
<b>IDY</b>	International Day of Yoga
<b>IMCC</b>	Inter-Ministerial Coordination Committee
<b>ISRO</b>	Indian Space Research Organisation
<b>IYA</b>	Indian Yoga Association
<b>J&amp;K</b>	Jammu and Kashmir



<b>LED</b>	Light-Emitting-Diode
<b>LYI</b>	Leading Yoga Institution
<b>MDNIY</b>	Morarji Desai National Institute of Yoga
<b>MEA</b>	Ministry of External Affairs
<b>MEITY</b>	Ministry of Electronics and Information Technology
<b>MHA</b>	Ministry of Home Affairs
<b>MHI</b>	Ministry of Heavy Industries and Public Enterprises
<b>MLA</b>	Member of Legislative Assembly
<b>MoA</b>	Ministry of Ayush
<b>MoCA</b>	Ministry of Civil Aviation
<b>MoD</b>	Ministry of Defence
<b>MoF</b>	Ministry of Finance
<b>MoHUA</b>	Ministry of Housing and Urban Affairs
<b>MoI&amp;B</b>	Ministry of Information and Broadcasting
<b>MoP&amp;NG</b>	Ministry of Petroleum and Natural Gas
<b>MoPSW</b>	Ministry of Ports, Shipping and Waterways
<b>MoR</b>	Ministry of Railways
<b>MoRTH</b>	Ministry of Road Transport and Highways
<b>MoS</b>	Minister of State
<b>MoTA</b>	Ministry of Tribal Affairs
<b>MoWR</b>	Ministry of Jal Shakti
<b>MoYAS</b>	Ministry of Youth Affairs and Sports

<b>MP</b>	Member of Parliament
<b>MPA</b>	Ministry of Parliamentary Affairs
<b>MSME</b>	Micro, Small, and Medium Enterprize
<b>MWCD</b>	Ministry of Women and Child Development
<b>NBC</b>	National Brain Centre
<b>NCC</b>	National Cadets Corps
<b>NCERT</b>	National Council for Educational Research and Training
<b>NDTV</b>	New Delhi Television
<b>NGO</b>	Non-Government Organization
<b>NHPC</b>	National Hydro-electric Power Corporation
<b>NIPCCD</b>	National Institute of Public Cooperation and Child Development
<b>NIS</b>	National Institute of Siddha
<b>NIT</b>	National Institute of Technology
<b>NMCG</b>	National Mission for Clean Ganga
<b>NRSC</b>	National Remote Sensing Centre
<b>NSS</b>	National Service Scheme
<b>NTPC</b>	National Thermal Power Corporation
<b>NYKS</b>	Nehru Yuva Kendra Sangathan
<b>PFC</b>	Power Finance Corporation
<b>PGCIL</b>	Power Grid Corporation of India Limited
<b>PIB</b>	Press Information Bureau
<b>PM</b>	Prime Minister

<b>REC</b>	Rural Electrification Corporation
<b>SoI</b>	Survey of India
<b>SVYASA</b>	Swami Vivekananda Yoga Anusandhana Samsthana
<b>TEXMIN</b>	Ministry of Textiles
<b>THDC</b>	Tehri Hydro Development Corporation
<b>UNGA</b>	United Nations General Assembly
<b>UNO</b>	United Nations Organization
<b>USP</b>	Unique Selling Point
<b>UT</b>	Union Territory
<b>VLE</b>	Village Level Entrepreneur
<b>YCB</b>	Yoga Certification Board

## 1. Introduction

Ever since the declaration made by the United Nations General Assembly (UNGA), in 2014, at the initiative of the Hon'ble Prime Minister - Shri Narendra Modi, Antarashtriya Yog Divas or the International Day of Yoga (IDY) has been celebrated globally, on the 21<sup>st</sup> of June, with great enthusiasm. 21<sup>st</sup> of June had been chosen as the day for IDY celebrations as it is considered as the day of **Summer Solstice** i.e., the **longest day** in a year.

The main aim of IDY is to raise awareness worldwide, about the multi-faceted benefits of practicing Yoga. The first International Day of Yoga (IDY 2015) had been celebrated all over the world, on the 21<sup>st</sup> of June 2015.

Due to the COVID-19 pandemic, IDY had been observed virtually in 2020 and 2021. IDY 2022 was celebrated across the world, on the 21<sup>st</sup> of June 2022. With an intention to highlight the importance and contribution of Yoga in serving the humanity all over the world, and in mitigating the people's sufferings during the COVID-19 pandemic, and in the post-COVID period, '**Yoga for Humanity**' was announced as the theme for IDY 2022. The objective was to project Yoga as a unifying element bringing the people belonging to different nationalities and diverse walks of life together, to celebrate the International Day of Yoga, at the crack of the dawn.

As IDY 2022 coincided with the celebration of '**Azadi ka Amrit Mahotsav**' (AKAM), the Central Government expanded the scope of activities for IDY and planned to celebrate it at **75 Iconic Locations** in India. The focus was on **Branding India on the Global Stage**.

The **Ministry of Ayush** (MoA) made maximum use of digital platforms like its **Official Website, Yoga Portal, Namaste Yoga Application, Bhuvan Yoga Application**, and its social media accounts on platforms like **YouTube, Facebook, Twitter, Instagram, Koo, and Josh**, to efficiently and effectively reach out to wider audiences which consume varied types of contents. Further, the **MyGov** platform of the **Ministry of Electronics and Information Technology** (MEITY) was leveraged to launch citizen centric awareness generation and engaging activities and understand how people utilize

Yoga in their lives. The platform was fully integrated with the online activities being organized by the Ministry of Ayush.

The Ministry, with various stakeholders, chalked out a **100-day Countdown Plan**, wherein **100 Organizations** began promoting Yoga at **100 Places**. The Government of India followed a strategy where different Central Ministries were identified as the nodal agencies for organizing IDY events at **75 Iconic Locations** across the country, as shown in the figure below. The Ministry of Ayush played the key role of a facilitator, for all the IDY initiatives being taken up by various stakeholders.



Figure 1: Map depicting the 75 iconic locations where IDY events were organized by the Central Ministries

The **Ministry of External Affairs (MEA)** was the nodal agency for coordinating with the Indian Missions, for organizing IDY events abroad, especially at the **79 Locations** identified in different countries, for the ‘**Guardian Ring of Yoga**’ initiative, as shown in the figure below.



*Figure 2: Map depicting the 79 locations where the ‘Guardian Ring of Yoga’ programme was organized*

The main IDY event was organized at the **Mysuru Palace (Karnataka)**. Since Mysuru is a globally renowned destination for learning Yoga, the event was a part of brand-building exercise to further fortify Mysuru’s reputation as a Yoga hub. The event was inaugurated by the Hon’ble Prime Minister of India - **Shri Narendra Modi**. He highlighted the role which Yoga plays in the modern world, conveying their best wishes to all, on account of IDY 2022. The occasion was fully utilized to remind the people across the globe, about the benefits of Yoga, and to spread love, kindness, solidarity, and compassion towards each other. This was followed by a 45-minute Common Yoga Protocol (CYP) session which was telecasted across the **Doordarshan (DD)** network.



*Figure 3: Mysuru Palace on the eve of IDY celebration*

**The events organized on IDY 2022 saw a massive participation, from over 22.13 crore individuals. The global outreach through the Ministry of Ayush's initiatives, with various stakeholders, was around 125 crore**

## **2. Preparations for IDY Celebration**

### **2.1. Meetings with Stakeholders, on IDY Preparations**

The **Cabinet Secretary** convened a meeting on the 7<sup>th</sup> of March 2022, in which the key **Central Ministries** were invited to plan the activities for IDY 2022.

Further, the **Ministry of Ayush** organized a series of meetings with various **Stakeholders**, to discuss about the role to be played by them for making IDY 2022, a grand success. The meetings were targeted to get apprised of the activities being undertaken by different stakeholders, and further, to suggest the additional activities which could synergize the efforts being made by all the stakeholders, for maximizing the celebration of IDY 2022. Some of the meetings organized were –

- ❖ Meeting with the **Inter-Ministerial Coordination Committee (IMCC)** (6th April 2022)
- ❖ Meeting with the **Core Committee** for IDY 2022 (10<sup>th</sup> May 2022)
- ❖ Meeting with the **Nodal Officers** from **Central Ministries/Departments** and **States/Union Territories** (17<sup>th</sup> May 2022)
- ❖ Meeting with the Office Bearers of **Indian Yoga Association (IYA)** (24<sup>th</sup> May 2022)

During these meetings, it was unanimously decided to focus on **Branding India on the Global Stage**, and attracting participation from more than 25 crore people, during IDY celebrations across the globe. To mobilize the masses, across the nation, for participation in IDY 2022, all the Central Ministries acted in unison, by making joint efforts in this direction. Proactive engagement from different States and Union Territories (UTs) was also observed.

The Ministry of Ayush assigned the responsibilities for different IDY initiatives, among the core committees created for IDY 2022.

Focusing on the theme ‘**Yoga for Humanity**’, special programmes were designed for the specially-abled people, the transgender population, women, and children. The human values which constitute an integral part of Yoga education in the schools, were also in focus.

## **2.2. IDY Countdown Series**

The Ministry of Ayush initiated a 100-day countdown series, on the **13<sup>th</sup> of March 2022**, leading up to the **21<sup>st</sup> of June 2022**. The social media platforms (like YouTube, Facebook, Twitter, Instagram, Koo, Josh etc.) of the Ministry and its affiliated institutions, were used extensively to promote various initiatives around IDY 2022. The key objective of the countdown series was to raise **awareness** about **Yoga and IDY**, provide training on the Common Yoga Protocol, through free resources, and encourage people to participate in IDY 2022.

Further, the Ministry of Ayush also organized various events to mark the **100-Day, 75-Day, 50-Day, and 25-Day Countdown** to the main event.



## Yoga Mahotsava - 100-Day Countdown (13.03.2022)



*Figure 4: Yoga Mahotsava 2022 - 100<sup>th</sup> Countdown Day at Vigyan Bhawan, New Delhi*

The Ministry launched the Yoga Mahotsav 2022, on the 13<sup>th</sup> of March 2022 i.e., the 100<sup>th</sup> countdown day of the countdown series for IDY 2022. Inaugurated by the Hon'ble Minister of Ayush - **Shri Sarbananda Sonowal**, this campaign began on the 13<sup>th</sup> of March 2022, and culminated on the 21<sup>st</sup> of June 2022. This campaign covered as many as 100 cities, as well as 100 organizations across the world. The event was also attended by the Hon'ble Minister of Labour and Employment, and Environment, Forest and Climate Change - **Shri Bhupender Yadav**, Hon'ble Chief Minister of Haryana - **Shri Manohar Lal Khattar**, Hon'ble Chief Minister of Sikkim - **Shri Prem Singh Tamang**, Hon'ble Minister of State for External Affairs and Culture - **Smt. Meenakshi Lekhi**, Hon'ble Minister of State for Ayush - **Dr. Munjpara Mahendrabhai Kalubhai**, Special Secretary of Ministry of Ayush - **Shri Pramod Kumar Pathak**, and **Swami Chidanand Saraswati**. Various other dignitaries, senior officials of the Central Ministries, ambassadors from various countries (approx. **2,000** participants) attended the 100<sup>th</sup> Countdown event at **Vigyan Bhawan**, New Delhi.

### **75<sup>th</sup> Countdown Day (07.04.2022)**

The 75<sup>th</sup> countdown day to IDY 2022 was organized at the **Red Fort**, in New Delhi. The Hon'ble Lok Sabha Speaker - **Shri Om Birla**, and the Hon'ble Minister of Ayush - **Shri Sarbananda Sonowal** participated in the event, which also included senior officials from the Central Ministries and members of the **Leading Yoga Institutions (LYIs)**.



*Figure 5: Yoga Utsava - 75<sup>th</sup> Countdown Day at Red Fort, New Delhi*

### **50<sup>th</sup> Countdown Day (02.05.2022)**

The 50<sup>th</sup> countdown day to IDY 2022 was marked by the '**Yoga Utsava**' in Sivasagar, Assam. The **Common Yoga Protocol** was demonstrated by a team from the Morarji Desai National Institute of Yoga, led by its Director - Dr. Ishwar V Basavaraddi, at the premises of **Sivadol** (Shiva Temple).



*Figure 6: 50<sup>th</sup> Countdown Day at Sivadol, Assam*

The Hon'ble Minister of Ayush - **Shri Sarbananda Sonowal**, and the Hon'ble Chief Minister of Assam - **Shri Himanta Biswa Sarma** graced the event. **Thousands** of people from all the north-eastern states came together at Sivasagar, to do Yoga.

### **25<sup>th</sup> Countdown Day (27.05.2022)**

The 25<sup>th</sup> countdown day to IDY 2022 was organized at the **Lal Bahadur Shastri Stadium**, in Hyderabad. The Hon'ble Governor of Telangana - **Smt. Tamilisai Soundararajan** graced the event.



*Figure 7: 25<sup>th</sup> Countdown at Hyderabad, Telangana*

## 2.3. IDY Branding and Promotion

### i. IDY Promotion at Public Places

In order to generate awareness about the initiatives being undertaken for the celebration of IDY 2022, and encourage large-scale participation in the same, extensive branding activities were undertaken at the public places, across the country and abroad, by the **Ministry of Ayush**, in association with multiple stakeholders like the **Ministry of Information and Broadcasting (MoI&B)**, **Ministry of Civil Aviation (MoCA)**, **Ministry of Railways (MoR)**, **Ministry of Ports, Shipping and Waterways (MoPSW)**, **Ministry of Road Transport and Highways (MoRTH)** etc. Numerous **LED screens, hoardings, and banners** were put up at the entries, exits, waiting areas, and passages of **Major Airports, Railway Stations, and Seaports, National and State Highways, Toll Stations**, and other **Important Areas with Large Public Congregation**.



*Figure 8: Hoardings at Mysuru Airport and Kolkata Railway Station*



*Figure 9: Hoardings at National Highways*

## **ii. Logo Support for IDY Promotion**

The Ministry of Ayush provided logo support to various **Leading Yoga Institutions** and other organizations like **Koo, Josh, and Nickelodeon**, for promoting Yoga and IDY-related activities on a large scale.

## **3. Initiatives for IDY 2022**

As 2022 marks the 75<sup>th</sup> year of India's independence, the nation is celebrating this year as '**Azadi ka Amrit Mahotsav**'. Therefore, IDY 2022 was celebrated in a big way, keeping in mind, the theme of '**Yoga for Humanity**'. The approach for IDY celebration was holistic, with proactive participation from a wide range of stakeholders across the globe. The key thought behind all the initiatives was to maximize participation from every part of the world and promote the adoption of Yoga.

### 3.1. Main IDY Event at Mysuru Palace

The Ministry of Ayush, organized the main IDY event at the **Mysuru Palace**, in Mysuru (Karnataka), on the 21<sup>st</sup> of June 2022, in association with the Yoga Federation of Mysuru, District Administration of Mysuru,



Ministry of Tourism, Nehru Yuva Kendra Sangathan

*Figure 10: Hon'ble PM meditating during IDY celebration at Mysuru Palace*

(NYKS), Mysuru Yoga Networking Organisation, National Service Scheme (NSS), Regional Transport Department (Karnataka), Mysuru Travel Association, and Hotel Owners Association (Karnataka). The event was led by the Hon'ble Prime Minister - **Shri Narendra Modi**, and attended by the Governor of Karnataka - **Shri Tavarchand Gehlot**, the Union Minister of Ayush - **Sri Sarbanand Sonowal**, the Chief Minister of Karnataka - **Shri Basavaraj Bommai**, the Health Minister of Karnataka - **Shri Sudhakar**, Rajamatha - **Smt. Pramoda Devi Wodeyar**, Maharaja of Mysuru - **Sri Yaduveer Krishnadatta**, and other dignitaries.

The programme began with **Nada geet**, followed by a **welcome speech by Shri Sarbanand Sonowal**. The **Chief Minister of Karnataka addressed** the gathering and conveyed his best wishes to everyone, on the occasion. The **PM addressed** the gathering by speaking about the importance of '**Yoga as an Asset for Humanity**'. He said that '**Yoga brings peace to self, then it spreads to the society, and then to all the human beings in the world**'. He insisted everyone to practice Yoga regularly, to remain healthy physically as well as mentally.



*Figure 11: IDY celebration at Mysuru Palace*



*Figure 12: Common Yoga Protocol demonstration at Mysuru Palace*

**More than 15,000 people participated under the leadership of the Prime Minister, Narendra Modi in the 45-minute Common Yoga Protocol session, at the Mysuru Palace.**

### 3.2. Yoga Exhibition at Dussehra Ground (Mysuru)

The Ministry of Ayush organized an exhibition at the **Dussehra Ground**, in Mysuru (Karnataka). The exhibition consisted of both, **Static and Digital Exhibits**.

The exhibition focused on showcasing the ever-increasing popularity of Yoga and IDY, at the global level, along with the major features of Yoga like –

- ❖ Illustrious history and development of Yoga
- ❖ The achievements of Yoga
- ❖ All the previous editions of the International Day of Yoga
- ❖ The strengths and best practices of Yoga
- ❖ Research highlights of Yoga
- ❖ Common Yoga Protocol and COVID success stories

Start-up to show case their innovative products



*Figure 13: Exhibition at Dussehra Ground, Mysuru*

**At the exhibition, 142 stalls were put up by 87 Yoga & Ayush institutions.**

### 3.3. IDY Celebration at Iconic Places

IDY 2022 focused on **Branding India on the Global Stage** and showcasing its iconic places. India is celebrating its 75<sup>th</sup> year of independence as ‘**Azadi ka Amrit Mahotsav**’. Therefore, it was planned to **Brand India at 3 Major Levels** i.e., -

- ❖ At 75+ locations across the globe
- ❖ At 75 iconic locations in India
- ❖ At state-level iconic locations

#### i. Initiatives for IDY Celebration at the Global Level

To echo the benefits of Yoga worldwide, and to raise awareness about Yoga at the global level, all the essential arrangements were made by the **Indian Missions** abroad, and the **Leading Yoga Institutions** with global presence, for IDY celebration outside India.

‘**Guardian Ring of Yoga**’ - a flagship initiative of the Ministry of Ayush, was organized in coordination with the Ministry of External Affairs, for encouraging mass participation in IDY 2022, from/in different parts of the world, on the 21<sup>st</sup> of June 2022, with the **Movement of the Sun** from the east to the west. The reason for going with the movement of the sun



*Figure 14: Guardian Ring at International Locations*

was to showcase the **Global Presence of Yoga**, with the people all over the world practicing Yoga, and observing IDY 2022, with the rise of the sun in their respective countries underlining the concept of ‘**One Sun, One Earth**’. The programme commenced at 03:00 am IST, and continued till 10:00 pm IST. **Seventy-nine Countries and the United Nations Organization (UNO)** were onboard for the programme, with full support of the Indian Missions. The programme was telecasted on **DD India** and all the **Digital Media Platforms** of the Ministry of Ayush, for **16 Time Zones**.





*Figure 15: Glimpses of IDY celebrations at International Locations*

**ii. Initiatives for IDY Celebration in India**

**IDY celebration at 75 iconic locations:** IDY 2022 was celebrated across the nation, with great enthusiasm. To celebrate ‘Azadi ka Amrit Mahotsav’, IDY events were organized at 75 iconic locations of **Tourist Importance**, situated in different parts of the country. The objective was to promote some of the major tourist attractions of India, at the global level. Different **Central Ministries** were assigned the responsibility of organizing IDY events at each iconic location.



*Figure 16: IDY celebration at Atal Tunnel, Rohtang*



*Figure 17: IDY celebration at Gwalior Fort*



*Figure 18: IDY celebration at Maa Narmada Ugamsthal, Amarkantak (MP)*



*Figure 19: IDY celebration at Great Living Chola Temple, Tamil Nadu*



*Figure 20: IDY celebration at Sabarmati Riverfront, Gujarat*



*Figure 21: IDY celebration at Hampi, Karnataka*



*Figure 22: IDY celebration at Parade Ground, Secunderabad*



*Figure 23: IDY celebration at Konark Sun Temple, Puri, Odisha*



Figure 24: IDY celebration at Sivasagar, Assam



Figure 25: IDY celebration at Blue Flag Beach, Puri, Odisha



*Figure 26: IDY celebration at Brohmo Sarovar, Kurukshetra, Haryana*



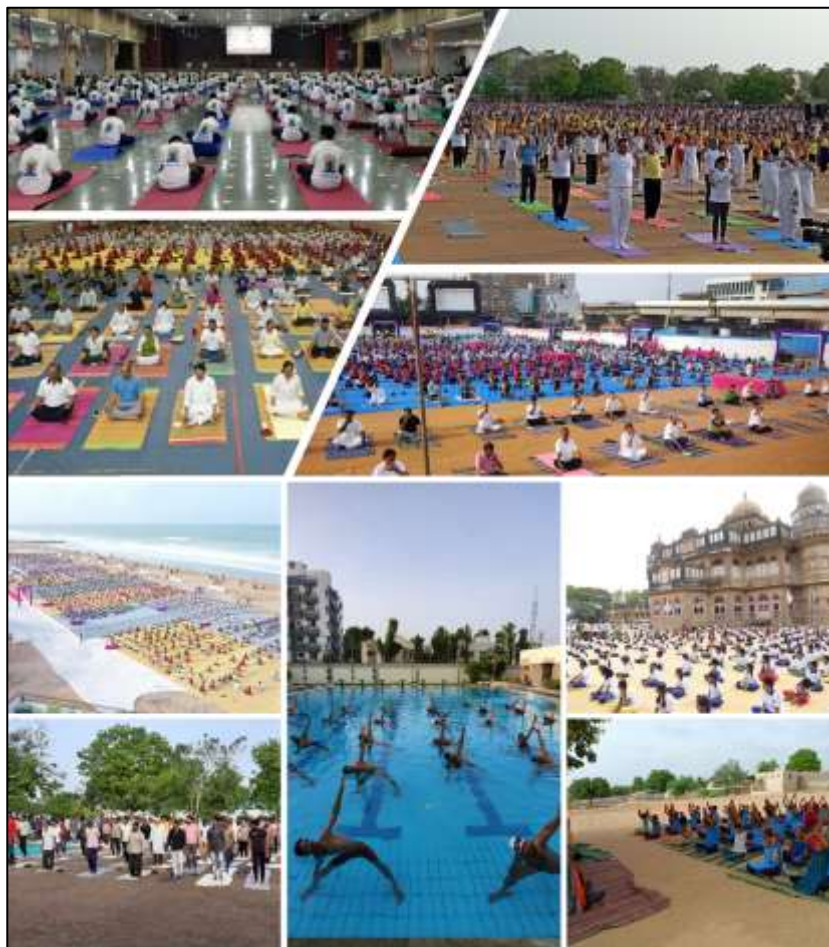
*Figure 27: IDY celebration at Har Ki Pauri, in Haridwar (Uttarakhand)*

**iii. Initiatives by the States and Union Territories (UTs), for IDY Celebration**

Apart from the IDY events organized by the Central Government, in coordination with the **Leading Yoga Institutions**, at numerous locations in India and abroad, several States and Union Territories also celebrated IDY 2022 at different **Iconic Locations** identified by them in their respective **States and Union Territories**, as per the feasibility of space, weather conditions, security measures etc.

❖ **Participation at State & UT Level**

- **Gujarat** - In Gujarat, IDY 2022 was celebrated with great enthusiasm and joy, at **75 Locations**. The total participation was around **1.35 crore**. Significant participation was observed at the **District Level, Village Level, Taluka Level, and Ward Level**. Celebrations took place at numerous **Police Stations, Schools, Temples, Yoga Institutions** etc.



*Figure 28: Glimpses of IDY celebration in Gujarat*



- **Puducherry** - The government of Puducherry celebrated IDY 2022 at various locations in **Puducherry, Karaikal, Mahe, and Yanam**. More than **9,600** people participated in the **Common Yoga Protocol** sessions organized at the **Health and Wellness Centers, Tourist Spots, Government/Private Engineering/Medical Colleges, NGOs, and Stadiums**. The **Directorate of Indian System of Medicine and Homeopathy** (Puducherry), and other departments actively participated in the celebrations.



*Figure 29: IDY celebration in Puducherry*



*Figure 30: IDY celebration at various locations in India*

As reported by Bhuvan app, IDY 2022 was celebrated at 3,864 iconic locations across India.

#### iv. Initiatives by other Stakeholders, for IDY Celebration

IDY 2022 was celebrated in a grand manner, with utmost zeal and vigour, by various stakeholders. Several **Government/Private Institutions/Organizations, and Centres** organized a wide array of activities to celebrate IDY. **Workshops, Essay-writing Competitions, Daily Yoga Sessions, and Inter-college Yoga Meets** were organized at different places.

- ❖ Numerous **Micro, Small, and Medium Enterprizes (MSMEs)** celebrated IDY 2022, with great passion and enthusiasm, to spread awareness about the significance and advantages of Yoga, among their staff. More than **3,000** people participated in the celebration, on the 21<sup>st</sup> of June 2022, at different MSMEs in the country. (Details of the Institutions/Organizations attached as an Appendix).
- ❖ **Indian Council of Agriculture Research (ICAR)** celebrated IDY 2022 at different locations in **Odisha, Telangana, Meghalaya, West Bengal, Punjab, Uttar Pradesh, Goa, Madhya Pradesh, Maharashtra, and Gujarat**. The Yoga Gurus demonstrated different Yogasanas, and outlined their health benefits, along with the necessary precautions to be taken while practicing those Yogasanas.



*Figure 31: IDY celebration by ICAR*

❖ **National Institutes of Technology (NITs)** celebrated IDY 2022 at different locations in **Puducherry, Mizoram, Meghalaya, Goa, Uttar Pradesh, Tamil Nadu, Uttarakhand, and West Bengal**. Several programmes



Figure 32: Webinar organized at NIT, Mizoram

were planned and organized by each institute, which included **Webinars on Yoga, Common Yoga Protocol Sessions, Yoga Pose Competition, and Awareness Sessions on Yoga**. More than **3,000** people from different NITs participated in the celebrations.

❖ IDY 2022 was also celebrated at the **National Brain Centre (NBC)**, where the participants performed a number of **Yogasanas**, which help to inculcate and foster an understanding of **How to Stay Healthy, Fit, and Motivated during the Challenging Times**.

❖ The **Winners of the AICTE Training and Learning (ATAL) Academy’s Fit India Challenge 2021-22** organized **Yoga Sessions** at **132** different locations throughout the country, in their institutes, engaging students, faculty members, parents, and non-teaching staff. **Over 28,000 Students/Faculties** participated in Yoga sessions.



Figure 33: Participation at ATAL Academy

### 3.4. Startup Yoga Challenge

The Ministry of Ayush organized the ‘**Startup Yoga Challenge**’, which began on the 2<sup>nd</sup> of June 2022, with its theme being ‘**Yoga, and Health and Wellness**’. The purpose

of the challenge was to invite startups and individuals who had developed Yoga-related products (devices or software application, or both) to track the **Treatment Delivery and Outcome Trajectory** over time, and who can provide **Health-related Information** about these interventions.



*Figure 34: Startup Yoga Challenge*

The main objective of this challenge was to identify and nurture **Key Talent and Innovators** in this sector and develop **Smart Novel Products** in this area. The programme was open for the representatives from various **Educational Institutions, Hospitals, Universities, Registered Societies/Trusts NGOs, Yoga Institutions, or any Indian Company**. (List of participants attached as an Appendix).

### **3.5. Prime Minister's Yoga Awards**

The Prime Minister's Award for Outstanding Contribution towards the Development and Promotion of Yoga - one of the most coveted honours in the field of Yoga, was first announced by the Hon'ble **Prime Minister** of India, during the celebration of the 2<sup>nd</sup> IDY, in Chandigarh, on the **21<sup>st</sup> of June 2016**. The guidelines for the said awards were developed by the **Ministry of Ayush**.

A two-stage selection process through a **Screening Committee** (for preliminary evaluation) and **Evaluation Committee** (Jury for final evaluation), is followed in a transparent manner, for finalizing the awards. Nominations for the awards for 2021 were invited through an open advertisement on **MyGov** platform. The start date for the same was the **29<sup>th</sup> of March 2021**, and the end date was the **11<sup>th</sup> of May 2021**.

The Screening Committee chaired by the **Secretary** of the Ministry of Ayush, drew up a list of shortlisted candidates, both, from the **120 Applications** received, as well as the Screening Committee's own inputs. The Jury chaired by the **Cabinet Secretary**, examined the recommendations of the Screening Committee, and also made its own

analysis of the contributions made by the institutions/organizations and individuals shortlisted.

The selection was done after considering the nominations received under 4 different categories, namely –

- ❖ International Institution/Organisation
- ❖ International Individual
- ❖ National Institution/Organisation
- ❖ National Individual

The International and National Institutions/Organizations and Individuals who received the award for 2021, included –

#	Type	Category	Awardee	Domicile
1	Organization	International	British Wheel of Yoga	United Kingdom
		National	The Divine Life Society	Rishikesh (Uttarakhand)
2	Individual	International	Shri Marcus Vinicius Rojo Rodrigues	Sao Paulo (Brazil)
		National	Shri Bhikkhu Sanghasena	Leh (Ladakh)

The winners were felicitated with of a **trophy**, a **certificate**, and a **cash award** each. The value of each cash award was **INR 25,00,000/-** only.

### 3.6. IDY Promotion on Social Media

#### i. Social Media Platform Performance

The social media platforms of the Ministry of Ayush played a pivotal role in generating awareness about the benefits of Yoga, and encouraging people to proactively participate in the IDY celebrations. The prime objective of IDY promotion on the social media was to position IDY as a monumental day in the larger scheme of world health movements, while also positioning India as the focal point for all the things related to Yoga.

Various digital platforms like the **Ministry of Ayush’s website, Yoga Portal, YouTube, Facebook, Twitter, Instagram, Koo, and Josh** were used, with an all-

embracing strategy of providing enlightening and enticing contents which could engage many people, with special focus on the immunity-boosting and stress-reduction aspects of Yoga.

The key messaging was encapsulated in the theme for IDY 2022 i.e., ‘**Yoga For Humanity**’, and that messaging was disseminated through all the social media platforms of the Ministry, while leveraging the USPs of each social media platform. This resulted in widespread outreach among the people.

Numerous **Campaigns** were launched on the Ministry’s social media platforms, to enhance the audience engagement. Some of them included:

- ❖ **Animal Yoga for Kids:** Fun and easy-to-consume contents for children, displaying various **Yogasanas meant for Kids**, and their subsequent benefits.
- ❖ **Common Yoga Protocol:** A series of posts going through the Common Yoga Protocol, developed by the Ministry of Ayush, and its subsequent benefits.
- ❖ **Countdown Programmes:** The 100-day countdown programmes to IDY 2022, which were **live-streamed** by the host organizations, were made available on all the social media platforms of the Ministry.
- ❖ **75 Iconic Locations:** All 75 iconic locations selected for the celebrations of IDY 2022 were showcased on the Ministry’s social media platforms through **Static GFX and Reels and Videos**.
- ❖ **Startup Yoga Challenge:** The Startup Yoga Challenge which was initiated to encourage the users to apply and showcase their **Innovation and Entrepreneurial Spirit in the Yoga Industry**, was popularized through the Ministry’s social media handles.
- ❖ **Yoga Health Benefits:** The health benefits of Yoga were posted under different categories, such as ‘**Yoga for a Healthy Heart**’, ‘**Yoga for a Happier Mood**’ etc.



*Figure 35: ‘Bhekasana’, inspired from frog*

- ❖ **Guardian Ring of Yoga:** The live telecast of Yoga celebrations from across the globe, from east to west, was made available on the Ministry’s social media handles.
- ❖ **IDY Campaign on Josh:** A wide range of **Infographics and Creatives** about **Yoga, IDY 2022, Common Yoga Protocol**, and the theme for IDY 2022 i.e., ‘**Yoga for Humanity**’ were posted on the Ministry’s account on Josh, which is an Indian short video format social media platform with more than **40 million** daily active users.
- ❖ **Yoga Video Challenges on Josh:** Attractive video challenges were initiated on the platform, to prepare the people for IDY celebration. These included –
  - **#YogaAnytime Video Challenge:** The users were encouraged to perform different Yogasanas, by referring to an Alphabet Yoga Filter, and post their videos using the hashtag ‘**#YogaAnytime**’.
  - **#YogaForHumanity Video Challenge:** The users were encouraged to post videos of themselves, performing different Yogasanas and other Yogic exercises, using the hashtag ‘**#YogaForHumanity**’.

These challenges got a great response, with a large number of people engaging and participating in them.

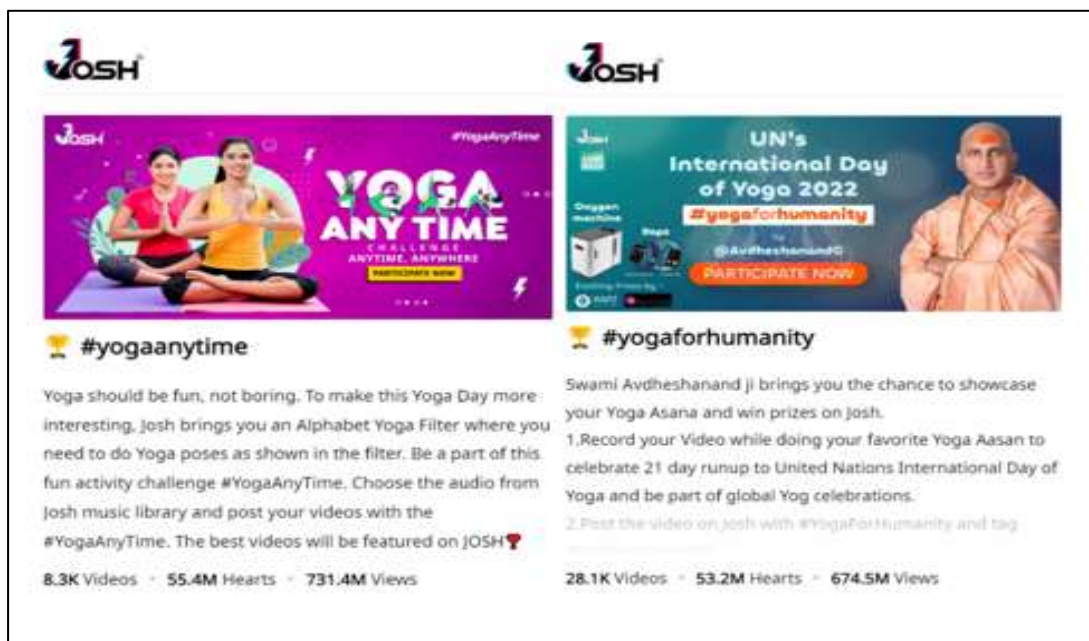
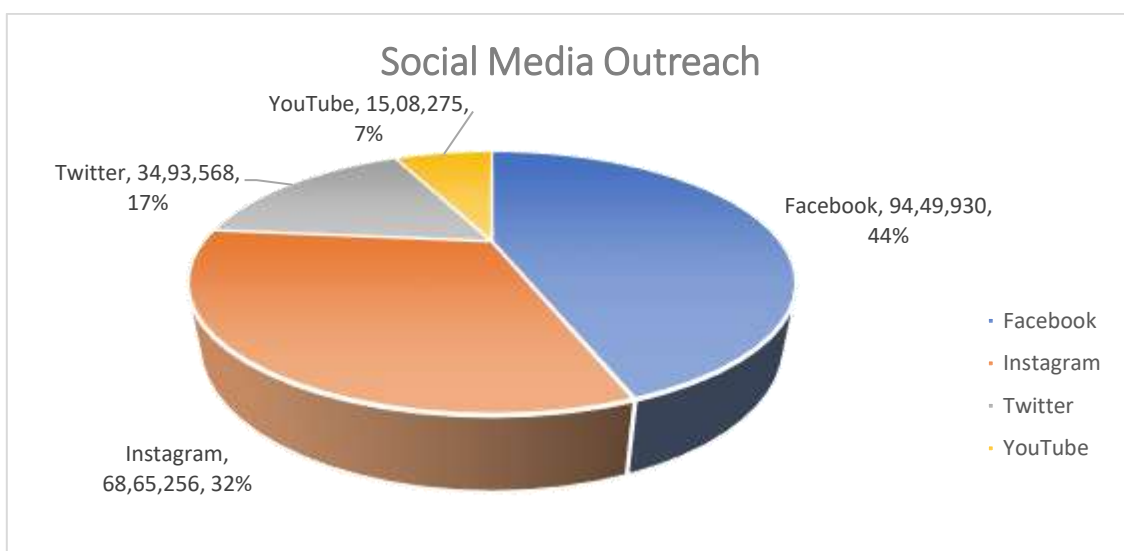


Figure 36: Video campaigns organized on Josh

**The participation figure for these challenges stood at 36,400, while the outreach figure for the same stood at 73,14,00,000.**

A **comparative analysis** of all the leading **Social Media Platforms** highlights that amongst the aforementioned social media platforms, **Josh** remained the **most successful** platform in terms of reaching the targeted audience.



*Figure 37: Outreach through different Social Media Platforms*

Platform	Outreach
Josh	73,14,00,000
Facebook	94,49,930
Instagram	68,65,256
Twitter	34,93,568
YouTube	15,08,275
Koo	2,04,126
<b>Total</b>	<b>75,29,21,155</b>

*Table 1: Summary of Platform-wise Outreach*

### 3.7. Awareness Generation through Ministry of Ayush’s Assets

#### i. Awareness Generation through Yoga Portal

The Yoga Portal (<https://yoga.ayush.gov.in/>) of the Ministry of Ayush, had been created with the express purpose of providing all **Yoga-related Resources** to the visitors at one place. In line with previous years, this year too, it also focussed on **guiding** the people



towards various **Local Events**, and providing **Information** on the previous editions of IDY.

The Yoga portal gave the users, access to a wide range of **contents related to Yoga and IDY**, which included –



Figure 38: Yoga Portal

The **Yoga Billboard**, where the people could post their **Photos and Videos** of practicing Yoga.

- ❖ The **Yoga Dictionary**, which included a list of **Alphabetically Arranged Words** related to Yoga, and its description, usage and pronunciation.
- ❖ The **Digital Yoga Event Calendar** featuring the events hosted by the **Ministry of Ayush and Leading Yoga Institutions** - including various **Webinars and Trainer-led Sessions**.
- ❖ **Common Yoga Protocol Training Videos, Blog Posts, and Latest Updates** to raise awareness about the Common Yoga Protocol, and Yoga-learning.

**1,23,13,316 participants registered on the Yoga portal for 8th IDY celebration.**

## ii. Awareness Generation through Namaste Yoga Application

The Ministry of Ayush had developed the ‘Namaste Yoga’ application, to **raise awareness about Yoga, and make it easily accessible to the community**. ‘Namaste Yoga’ application is an information platform for the public to look for **Yoga Centres, Events, and Trainers**, available in their vicinity.

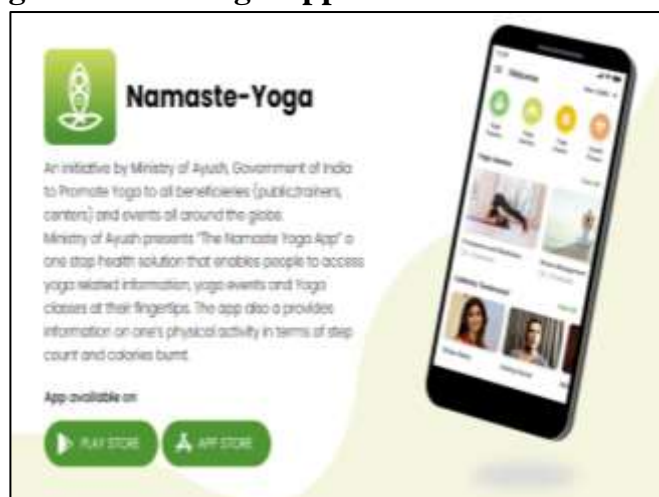


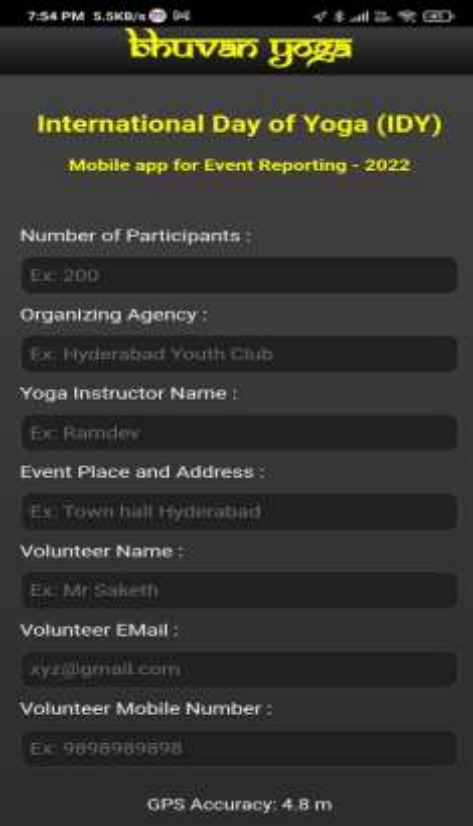
Figure 39: Namaste Yoga Application

The application provides a platform for the Yoga centers and trainers to promote themselves. The certified trainers can register themselves and their business address, on the application that is **Geo-tagged to the Location**.

### iii. IDY Participation Tracking through Bhuvan Yoga Application

Developed by the National Remote Sensing Centre (NRSC) of the **Indian Space Research Organisation (ISRO)**, the Bhuvan Yoga application (ISRO's geo-portal for visualisation and analysis services and earth observation data to users in public domain) helps in **capturing the details of any event**, by automatically recording its **Location** (longitude/latitude), clicking two **Photographs**, and capturing other key in specifics like the **Number of Participants**, information about the **Event Organizer**, name of the **Instructor**, and the **Event Venue**.

The Bhuvan Yoga application was designed with a simple GUI and user-friendly workflow, on the Android platform. When the application is activated, the user is taken to the data collection page, where she/he has to enter some mandatory information. The first-time entry attributes will be preserved and can be updated with subsequent observations. This mobile app enables a platform to **crowd source** information of events, and a tool to monitor the progress of any intervention. This enables the decision makers at different Central Government Departments to prioritize their interventions based on the details recorded at the ground-level.

The image shows a screenshot of the Bhuvan Yoga mobile application. At the top, the status bar shows the time as 7:54 PM, signal strength, and battery level. The app's logo, 'bhuvan yoga', is displayed in a stylized font. Below the logo, the text reads 'International Day of Yoga (IDY)' and 'Mobile app for Event Reporting - 2022'. The main form contains several input fields with example text: 'Number of Participants' (Ex: 200), 'Organizing Agency' (Ex: Hyderabad Youth Club), 'Yoga Instructor Name' (Ex: Ramdev), 'Event Place and Address' (Ex: Town hall Hyderabad), 'Volunteer Name' (Ex: Mr Saketh), 'Volunteer EMail' (xyz@gmail.com), and 'Volunteer Mobile Number' (Ex: 9898989898). At the bottom right, it shows 'GPS Accuracy: 4.8 m'.

*Figure 40: Bhuvan Yoga Application*

The users are advised to ensure that their GPS is switched on with high accuracy, before activating the application. There are 3 main tasks in this application. The step-by-step procedure for using the application is as given below –

- ❖ Capturing the event-related information.
- ❖ Clicking 2 photographs of the location.

- ❖ Sending the collected information to the Bhuvan Yoga servers, either immediately or later.

The details required to be entered by the mobile application users/designated volunteers include –

- ❖ Number of Participants - Number field (E.g.: 200)
- ❖ Organizing Agency - Text field (E.g.: Hyderabad Youth Club)
- ❖ Yoga Instructor's Name - Text field (E.g.: Ram Dev)
- ❖ Event Place and Address - Text field (E.g.: Town Hall, Kakinada)
- ❖ Volunteer's Name - Text field (E.g.: Ram)
- ❖ Volunteer's Email ID - Text field (E.g.: xyz@gmail.com)
- ❖ Volunteer's Mobile Number - Number field (E.g.: +91-98989-89898)

After entering these attributes, the user clicks the photographs.

The application has a provision to send the captured data immediately (using 'Send' button), if internet connectivity is available at the site. In case of no internet connectivity, the user can store (using 'Save' button) and send it later to the Bhuvan Yoga application, using the 'Send Later' option under the 'Manage' button.

The application can be downloaded from the link given below –

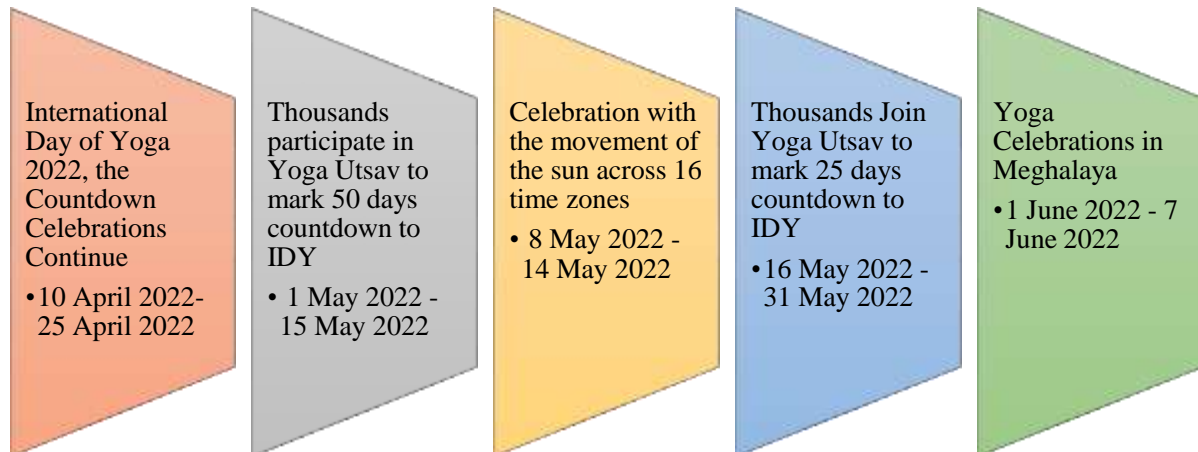
[https://bhuvan-app3.nrsc.gov.in/mobile\\_app/bhuvan\\_mobile\\_app.php?proj\\_code=141](https://bhuvan-app3.nrsc.gov.in/mobile_app/bhuvan_mobile_app.php?proj_code=141)

**As per details recorded by the Bhuvan Yoga application, more than 51,00,680 people celebrated IDY 2022, in 31 States and Union Territories (State/UT-wise location details attached as an Appendix).**

### **3.8. IDY Promotion through Ministry of Ayush's Newsletters**

The Ministry of Ayush launched a series of weekly IDY newsletters in **May 2022**, which consolidated all the **activities** regarding IDY 2022. The same was also shared on the **Ministry's Website and its Social Media Platforms**, for the people who did not follow the Ministry's digital platforms regularly, but were interested in keeping pace

with all the proceedings of IDY 2022. The newsletters also included information on different ways in which one can enhance her/his physical health and mental well-being, through Yoga. A total of **5 Newsletters** have been published so far, in the series, the details of which are available in the figure below, and attached as an Appendix –



*Figure 41: Newsletters published, with title and period of publish*

The newsletters were disseminated by the **Autonomous Bodies** of the Ministry of Ayush, among their stakeholders' group, for an extended reach.

### **3.9. IDY Coverage in Press Releases**

Multiple press releases on **IDY 2022** and the **preparations preceding the main event** were issued for wider circulation by the **Press Information Bureau (PIB)** of the Ministry of Information and Broadcasting. Some of them included –

- ❖ Department of Telecommunications celebrates International Day of Yoga at Sanchar Bhawan today (Published on 21<sup>st</sup> June 2022)
- ❖ Shri Dharmendra Pradhan suggests inclusion of Yoga in school curriculum. Shri Dharmendra Pradhan calls for prioritising Yoga from ECCE to Class 12<sup>th</sup> Union Education and Skill Development Minister inaugurates National Yoga Olympiad - 2022 and quiz competition (Published on 18<sup>th</sup> June 2022)
- ❖ **75,000** youth to perform Yogasanas on the forthcoming International Day of Yoga, on June 21<sup>st</sup>: Dr. L. Murugan (Published on 18<sup>th</sup> June 2022)
- ❖ IDY 2022 will mark a revolution in the way we perceive and approach health and well-being: Shri Sarbananda Sonowal (Published on 17<sup>th</sup> June 2022)

- ❖ “Yoga for Humanity” chosen as theme for 8th edition of International Day of Yoga (Published on 30<sup>th</sup> May 2022)
- ❖ Thousands in Hyderabad join Yoga Utsav to mark 25 days countdown to International Day of Yoga (Published on 27<sup>th</sup> May 2022)
- ❖ IDY 2022 to be held at Mysuru: PM will lead the Mass Demonstration (Posted on 23<sup>rd</sup> May 2022)
- ❖ Raksha Mantri Shri Rajnath Singh attends International Yoga Day countdown event organised by MoD in New Delhi. Calls upon people to practice Yoga for a happy & balanced life (Published on 19<sup>th</sup> May 2022)
- ❖ Thousands participate in Yoga Utsav to mark 50 days countdown to International Day of Yoga at Sivasagar, Assam (Published on 2<sup>nd</sup> May 2022)
- ❖ Ministry of Ayush to celebrate Yoga Utsav to Mark 50 Days countdown to International Day of Yoga 2022 (Published on 1<sup>st</sup> May 2022)
- ❖ Ministry of Civil Aviation organized “Yog Prabha” at Safdarjung Airport. Shri Jyotiraditya M. Scindia and Dr. VK Singh led the Mega Yoga Event (Published on 25<sup>th</sup> April 2022)
- ❖ Coal Secretary Leads Ministry’s Yogotsav Countdown Programme (#67DaysToGo). Celebrations of International Yoga Day 2022 (Published on 15<sup>th</sup> April 2022)
- ❖ Yoga Utsav attracts Global presence as Thousands performed Yoga at the Red Fort (Published on 7<sup>th</sup> April 2022)

Various institutions and offices regularly gave progress updates to the press, which were published in various newspapers.

### **3.10. IDY Coverage in Print Media**

The celebration of IDY 2022, and associated initiatives received widespread coverage in numerous **Pan-India Dailies**. Given, the global importance of the event, articles featuring the **Hon’ble Prime Minister’s Address to the Nation**, and the major **Announcements Regarding IDY Celebrations**, were extensively covered by many foreign and regional language newspapers too. The outreach made through some of the major national-level newspapers published in English and Hindi, has been summarized in the figures below –

**i. English Newspaper Readership:**

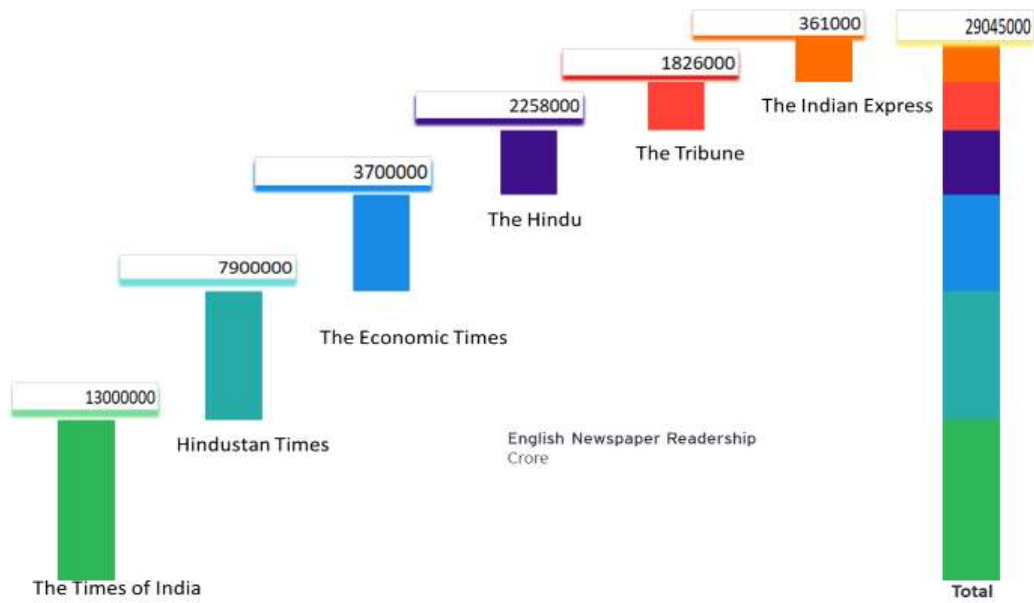


Figure 42: Outreach of more than 3 crore through English newspapers

**ii. Hindi Newspaper Readership:**

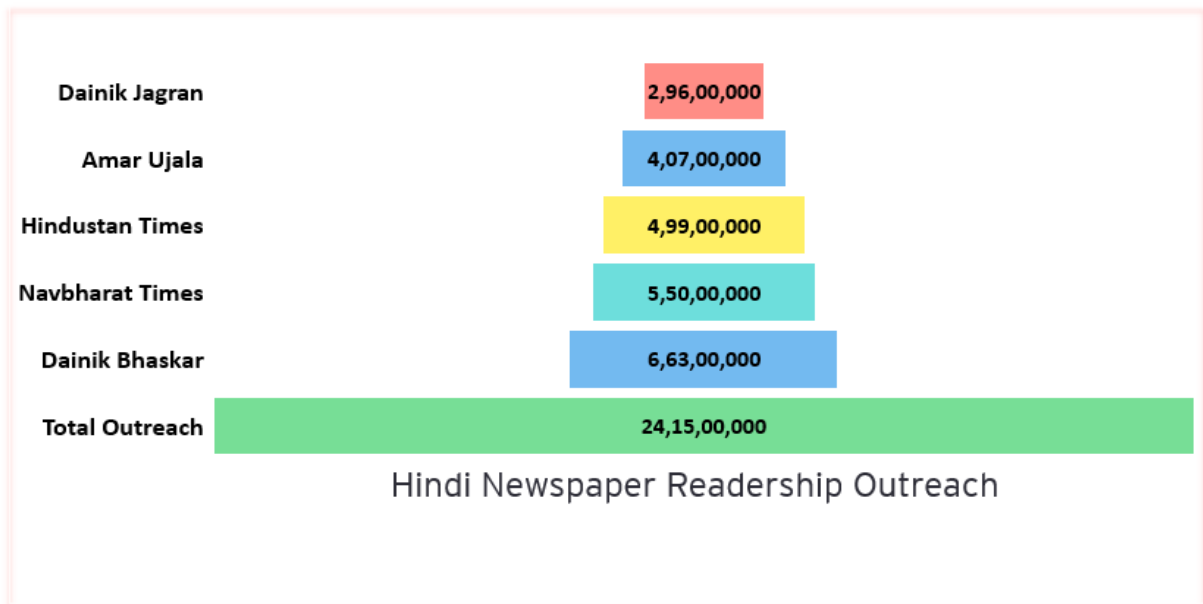


Figure 43: Outreach of more than 24 crore through Hindi newspapers

The consolidated circulation, and therefore, the estimated outreach of these mentions and articles, in the newspapers was 27,05,45,000, according to the average readership of these newspapers.

### 3.11. IDY Coverage in E-Newspapers

Articles related to IDY 2022, and associated initiatives, were extensively published in English, Hindi, and other regional languages, in various e-newspapers run by different media houses like **Hindustan Times**, **India TV**, **NDTV**, **News 18**, **The Indian Express**, **Dainik Jagran**, **Zee News**, **Asianet**, **Lokmat** etc., to make the readers aware about the ongoing preparations and plan for IDY celebration.

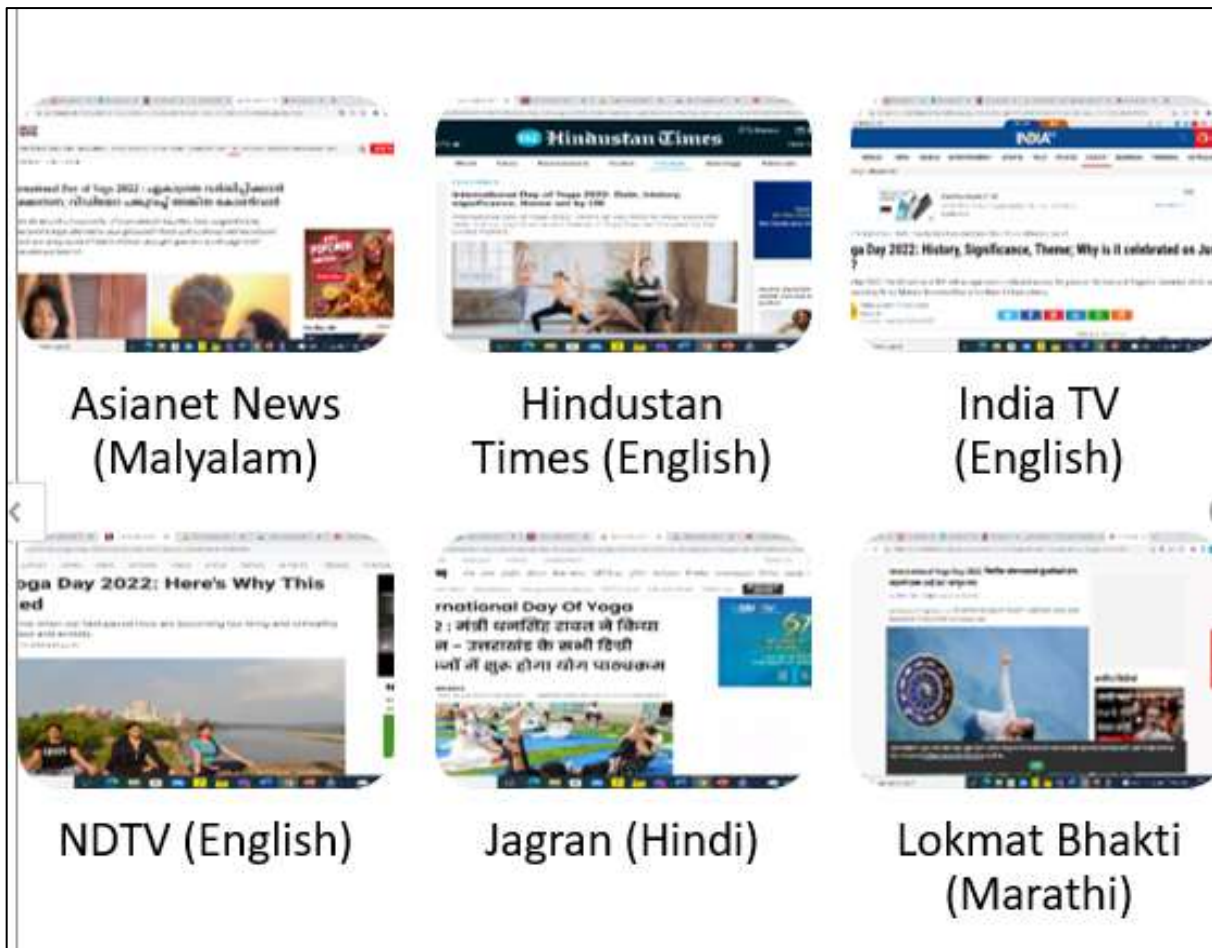


Figure 44: IDY-specific contents published in different E- Newspapers

### 3.12. IDY Coverage on Television

The major programmes associated with IDY 2022 were telecasted on **Doordarshan** and some other TV channels (Aaj Tak, Zee News, etc), in order to cater to a large audience base, and reach out to the people not having



Figure 45: Live Telecast of IDY 2022 on Doordarshan

access to internet. To this end, the following events were televised –

- ❖ 75<sup>th</sup> countdown-day event held at Red Fort, Delhi.
- ❖ 50<sup>th</sup> countdown-day event held in Shivdol, Assam.
- ❖ 25<sup>th</sup> countdown-day event held at Lal Bahadur Shastri Stadium, Hyderabad.
- ❖ Main IDY event held in Mysuru, on the 21<sup>st</sup> of June 2022, which was led by Hon'ble PM, Shri Narendra Modi.
- ❖ Guardian Ring of Yoga, in which visuals of IDY celebration in different parts of the world, from east to west, were telecasted from 03:00 hrs IST to 22:00 hrs IST.
- ❖ Glimpses of IDY celebration at 75 national-level iconic locations, which were shown amidst the Guardian Ring programme.
- ❖ Glimpses of Ayush exhibition organized at Dussehra ground, Mysuru, on the 21<sup>st</sup> of June 2022.
- ❖ Glimpses of IDY events organized by different States and Union Territories.
- ❖ Glimpses of Start-up Yoga Challenge.

### 3.13. IDY Promotion through Community Radio Stations (CRSs)

The Ministry of Ayush collaborated with an international organization - **Commonwealth Educational Media Centre for Asia (CEMCA)**, to organize and coordinate activities related to IDY promotion, with the Community Radio Stations. The promotional activities were undertaken from the 8<sup>th</sup> of June 2022 to the 21<sup>st</sup> of June 2022. **Yoga and IDY-specific contents** were broadcasted at least **4 to 5 times** in a day, on numerous CRSs situated across the length and breadth of the nation.



*Figure 46: Yoga practice at a gathering organized by a CRS, on IDY 2022*

Some of the key promotional activities undertaken by CRSs included –



- ❖ Broadcasting the **Yoga Jingles** developed by the Ministry of Ayush, in multiple languages, including **Bangla, Bhojpuri, Dogri, Himachali, Kannada, Koshur, Maithili, Malayalam, Odia, Punjabi, Rajasthani, Tamil, Telugu** etc.
- ❖ Promotion of the **Common Yoga Protocol**, in between their **programmes**, through social media platforms like **Facebook, Twitter, and WhatsApp**, through **Narrowcast and Internet Radio**.
- ❖ Promoting the **Common Yoga Protocol** course and helping the interested people to register for the course, by guiding them through the process.
- ❖ Conducting a **Short Survey**, which collected **Basic Demographic Details** of the participants, and intended to draw upon the participants' satisfaction about the **Common Yoga Protocol** course. A total of **3,799** respondents from the **5** geographical zones filled the survey. The survey consisted of **17** generic questions, such as –
  - Do you practise Yoga?
  - Do you have a Yoga centre near you?
  - Would you like to practice Yoga if you have a Yoga instructor?

**More than 200 Community Radio Stations, across India, reached out to over 20,48,26,000 people, and over 1,00,000 people participated in small gatherings organized by the Community Radio Stations across the country, on the 21<sup>st</sup> of June 2022.**

#### **4. Initiatives by the Central Ministries, for IDY Celebration**

##### **4.1. Ministry of Agriculture and Farmers Welfare**

The Hon'ble Minister of Agriculture and Farmers Welfare - **Shri Narendra Singh Tomar** led the IDY celebration at **Morena** (Madhya Pradesh).

The Ministers of State for Agriculture and Farmers' Welfare, **Ms. Shobha Karandlaje** participated in the **Common Yoga Protocol** session at the **Halebeedu Temple Complex**, in Hassan (Karnataka), while **Shri Kailash Choudhary** joined the enthusiasts in the **Common Yoga Protocol** session at the **Kumbhalgarh Hill Forts**, in Rajsamand (Rajasthan).

#### 4.2. Ministry of Animal Husbandry, Dairying, and Fisheries

The Ministry jointly organized a **Countdown Programme** for IDY 2022, with the **Department of Animal Husbandry, Dairying, and Fisheries Welfare** (Government of Tamil Nadu), on the 17<sup>th</sup> of June 2022.

The programme was organized at **Vivekananda Kendra**, in the backdrop of Vivekananda rock, and the confluence of three seas, in the heritage city of Kanyakumari (Tamil Nadu), which is the southern-most tip of the Indian sub-continent.



*Figure 47: IDY Countdown Programme at Vivekananda Kendra, in Kanyakumari (Tamil Nadu)*

The Hon'ble Minister of State for Fisheries, Animal Husbandry, and Dairying - **Dr. L Murugan** spoke about the usefulness of Yoga in daily life, and the way Yoga reduces stress and improves the health of an individual. The programme was studded with cultural events viz., **Yoga Dance, Classical Dance, and Traditional Dances** of Tamil Nadu, followed by **Yoga Practice**. More than **500 Dairy Farmers, Students, Fisherman, and Livestock Farmers** practiced Yoga during the programme.

#### 4.3. Ministry of Chemical and Fertilizers

The Hon'ble Minister of State for Chemicals and Fertilizers - **Shri Bhagwanth Khuba** led the IDY celebration at **Gol Gumbaz**, in Vijayapura (Karnataka). While addressing on the occasion of IDY 2022, the MoS highlighted the importance of Yoga for healthy living, and urged the people to do Yoga, and to inspire others as well.



*Figure 48: IDY celebration at Gol Gumbaz, in Vijayapura*

#### 4.4. Ministry of Civil Aviation (MoCA)

The Ministry of Civil Aviation extended their support in IDY promotion, by publicizing it at the **Major Airports** in India, with the help of **Banners, Hoardings, and Digital Display** of IDY activities and messages.



*Figure 49: Participants praying during 'Yoga Prabha' mega programme*

The Ministry organized 'Yog Prabha' - a mega Yoga programme, at the **Safdarjung Airport**, in New Delhi, on the 25<sup>th</sup> of April 2022. The programme was inaugurated and led by the Hon'ble Minister of Civil Aviation - **Shri Jyotiraditya M. Scindia** and the Hon'ble Minister of State for Civil Aviation - **Gen. (Dr). V.K. Singh (Retd)**. Over **900 Officials of MoCA and its Attached Organizations/PSU/Autonomous Bodies** participated in this mega programme.

Yoga instructors from the Morarji Desai Institute of Yoga guided the participants in performing various **Yogasanas and Pranayama** techniques as well as simultaneously stating their benefits. Yog Prabha helped in creating wider **awareness** among the people, about the importance of Yoga, and will help in keeping them **motivated to do Yoga** regularly.

#### 4.5. Ministry of Coal

The Ministry of Coal organized the 'Yogotsava Countdown Programme', at **Shastri**



*Figure 50: Participants doing Yoga during 'Yogotsava Countdown Programme*

**Bhawan**, in New Delhi, on the 15<sup>th</sup> of April 2022. The programme was inaugurated by the Secretary for Ministry of Coal - **Dr. Anil Kumar Jain**. The countdown programme was attended by **Senior Officials and Other Staff** of the Ministry. More than **100** people practiced Yoga under the guidance of experts from Morarji Desai National Institute of Yoga.

#### 4.6. Ministry of Commerce and Industry

The Hon'ble Minister of State for Commerce and Industry - **Shri Som Prakash** joined the IDY celebration at the famed **Rock Garden**, in Chandigarh. The Administrator of the Union Territory of Chandigarh - **Shri Banwarilal Purohit** also performed Yoga on the occasion.

More than **2,000** people, including participants from the **Directorate of Ayush - Chandigarh, CRPF, Patanjali, Brahma Kumaris** etc., performed the **Common Yoga Protocol** Yogasanas, during the celebration.

#### 4.7. Ministry of Consumer Affairs, Food and Public Distribution

The Hon'ble Minister of State for Consumer Affairs, Food, and Public Distribution - **Shri Ashwini Kumar Choubey** performed Yoga at the **Enchey Monastery** in Gangtok (Sikkim), along with the Governor of Sikkim - **Shri Ganga Prasad**, and Chief Minister - **Shri Prem Singh Tamang**, on the occasion of IDY 2022.



*Figure 51: IDY celebration at Enchey Monastery, in Gangtok (Sikkim)*

#### 4.8. Ministry of Communications

##### i. Department of Telecommunications



*Figure 52: IDY celebration by the Department of Telecommunication*

**Staff** of the Department joined the celebration.

IDY 2022 was celebrated by the Department of Telecommunications, of the Ministry of Communications, at its premises in **Sanchar Bhawan**, in New Delhi. Yoga instructors from the Moraraji Desai National Institute of Yoga demonstrated and led the **Common Yoga Protocol** session during the celebration. About **150 Officials and**

#### 4.9. Ministry of Culture

The Ministry organized ‘Yoga Mahotsava’, at **Purana Qila**, in New Delhi, on the 18<sup>th</sup> of June 2022, to familiarize its staff with the paybacks of regular practice of Yoga, and to encourage them to make Yoga an essential part of their lives.



Figure 53: ‘Yoga Mahotsava’ at Purana Qila, New Delhi

#### 4.10. Ministry of Defence (MoD)

The Ministry organized a **Countdown Programme** for IDY 2022, in **New Delhi** on the 19<sup>th</sup> of May 2022, which was attended by the Hon’ble Minister of Defence - **Shri Rajnath Singh**. Shri Rajnath Singh performed different **Yogasanans** during the programme, along with the Hon’ble Minister of State for Defence - **Shri Ajay Bhatt**, Financial Advisor for Defence Services - **Shri Sanjiv Mittal**, Director General of Defence Estates - **Shri Ajay Kumar Sharma**, other senior officials of MoD, and general public.

Shri Singh threw light on the invaluable contribution of Yogasanans and Pranayama to boost immunity to fight the COVID-19 pandemic. He lauded the **Armed Forces, Indian Coast Guard, Defence Public Sector Undertakings, and all the Departments of MoD** for participating enthusiastically in the celebration, since 2015, and appealed to the people to practice Yoga in their quest towards a happy and balanced life.

#### 4.11. Ministry of Education

##### i. National Council for Educational Research and Training (NCERT)

The National Council for Educational Research and Training (NCERT) jointly organized the **National Yoga Olympiad - 2022**, and a **Yoga Quiz Competition**, with the Ministry of Education (Government of India), from 18<sup>th</sup> June 2022 to 20<sup>th</sup> June 2022, which were inaugurated by the Honb’le Minister of Education, and Skill Development and Entrepreneurship - **Shri Dharmendra Pradhan**.



Figure 54: NCERT’s creative for the National Yoga Olympiad, organized from 18<sup>th</sup> June 2022 to 20<sup>th</sup> June 2022

Shri Pradhan highlighted that the reason behind choosing ‘**Yoga for Humanity**’ as the theme for the IDY 2022 is to encourage healthier choices and bring people even closer, together. He placed emphasis on the role of Yoga in serving humanity, alleviating sufferings, and building resilience, especially during the post-Covid era. More than **600** students from **26 States/UTs** participated in the National Yoga Olympiad.

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#### **4.12. Ministry of Electronics and Information Technology (MEITY)**

##### **i. MyGov**

The Ministry of Ayush undertook several activities and campaigns in association with MyGov, for promotion and engagement of people in IDY 2022.

❖ **IDY Quiz:** The Ministry launched a quiz competition to commemorate the occasion of IDY 2022, and make more and more people aware about **Yoga, Past IDY Observances, and Various IDY Initiatives**, being organized by the Ministry. The quiz was hosted on the MyGov platform.

❖ **IDY Jingle Contest:** The Ministry organized a jingle contest on the MyGov platform, with the aim to drive **awareness** about Yoga, and encourage the **adoption** of Yoga by the people of all the age-groups. The jingles submitted highlighted the cause of Yoga to serve as a tool in the **betterment of the health and wellbeing** of the community, especially **boosting immunity**.



Figure 55: IDY Jingle Contest

- ❖ **IDY Pledge:** The Ministry, in order to encourage people to integrate Yoga with their daily routines, hosted a Yoga pledging drive on the MyGov platform.



Figure 56: IDY Pledge

## ii. Common Service Centres (CSCs)

The Ministry of Ayush associated with the Common Service Centres, in order to reach the **Rural Areas**, for IDY 2022. The mobilization took place at **two levels**, as mentioned below –

- ❖ **The Village Level Entrepreneurs (VLEs)** received **training** in the **Yoga Volunteer Training Course (YVTC)**.
- ❖ The Village Level Entrepreneurs further **mobilized** the citizens to **adopt Yoga** and **celebrate IDY 2022**.



Figure 57: IDY participation at the CSCs

As reported by the CSCs, more than 64,47,201 people were mobilized, with the help of 1,54,082 VLEs.

#### 4.13. Ministry of External Affairs (MEA)

The Hon'ble Minister of State for External Affairs - **Shri V Muraleedharan** led the IDY celebration at **Kizhakkenada** i.e., the east entrance of Shri Padmanabha Swami Temple, in Thiruvananthapuram (Kerala).

The Ministry collaborated with the Ministry of Ayush, for organizing 'Guardian Ring of Yoga' programme, based on the concept 'One Sun, One Earth'.

#### 4.14. Ministry of Finance (MoF)

The Hon'ble Finance Minister of Finance - **Smt. Nirmala Sitharaman** led the IDY celebration at **Jantar Mantar**, in New Delhi. Addressing the participants, she highlighted the benefits of doing Yoga in everyday life.



Figure 58: IDY celebration at Jantar Mantar, in New Delhi

The Finance Minister highlighted how Yoga is a typical example of so much that India has to offer. She was happy to note that the efforts of the Government of India at the United Nations have been able to provide the much-needed recognition to Yoga as a global knowledge asset which it really is.

#### 4.15. Ministry of Heavy Industries and Public Enterprises (MHI)

The Hon'ble Minister of Heavy Industries - **Dr. Mahendra Nath Pandey** led the IDY celebration at **Puri** (Odisha). The celebration was attended by many senior officials from **Bharat Heavy Electricals Limited (BHEL)**, representatives from the **District Administration**, with participation from a large number of people, including **School-going Children**.



Figure 59: IDY celebration at Puri (Odisha)



The IDY celebration at Puri was **live streamed** from Puri, across all units and offices of **BHEL**, and other **Central Public Sector Enterprises (CPSEs)** under **MHI**.

#### 4.16. Ministry of Home Affairs (MHA)



*Figure 60: IDY celebration at Kargil (Ladakh)*

The Hon'ble Minister of State for Home Affairs - **Shri Ajay Kumar Mishra** led the IDY celebration at **Kargil** (Ladakh). The celebration was attended by many **Officials of the Union Territory** of Ladakh, and other dignitaries, with participation from a large number of **Students**.

Shri Ajay Kumar Mishra appreciated the role and contribution of the people of Ladakh in the development of the country, and urged them to make Yoga a part of their daily routine, for a healthy living.

#### 4.17. Ministry of Housing and Urban Affairs (MoHUA)

The Hon'ble Minister of Housing and Urban Affairs - **Shri Hardeep S. Puri** led the IDY celebration at the historic **Red Fort**, in Delhi, by practicing the **Common Yoga Protocol** with more than **12,000** Yoga enthusiasts.



*Figure 61: IDY celebration at the Red Fort, in Delhi*

Besides the **Officials of the Ministry** of Housing and Urban

Affairs, participants from **Patanjali Yogpeeth** took part in large number, in the celebration. **Acharya Bal Krishan** from Patanjali Yogpeeth was also present on stage, with the Minister.

#### 4.18. Ministry of Information and Broadcasting (MoI&B)



Figure 62: CYP session at Panaji (Goa)

A **Common Yoga Protocol** session was organized by the **Press Information Bureau (PIB) - Panaji**, and **Field Outreach Bureau (FOB) - Goa**, in **Panaji (Goa)**, on the 13<sup>th</sup> of May 2022, as a countdown to IDY 2022.

The staff from **Press Information Bureau (PIB)**, **Field Outreach Bureau (FOB)**, **Doordarshan (DD)**, and **All India Radio (AIR)** practised the art of Yoga and meditation, along with their families, under the guidance of Yoga practitioner and instructor, **Shri Suresh Kumar**.

#### 4.19. Ministry of Jal Shakti (MoWR)

##### i. Department of Water Resources, River Development, and Ganga Rejuvenation

The Department organized a ‘**Yoga Lecture and Demonstration by Experts**’ at the **National Media Centre**, in Raisina Road (New Delhi), on the 28<sup>th</sup> of April 2022, to mark the **54<sup>th</sup> Countdown Day** to IDY 2022. The session was attended by all the officers of the Department, **at and above the level of Section Officer**

##### ii. National Mission for Clean Ganga (NMCG)

The National Mission for Clean Ganga celebrated IDY 2022, at the **Signature Bridge Ghat**, in New Delhi, by organizing a Common Yoga Protocol session. The occasion was graced by the Director General of NMCG - **Shri G. Ashok Kumar**.

#### 4.20. Ministry of Labour and Employment

The Ministry organized a Common Yoga Protocol session led by the Hon’ble Minister of Labour and Employment - **Shri Bhupendra Yadav**, at the **Constitution Club of India**, in New Delhi, on the 7th of June 2022. The same was attended by the staff of the Ministry, and its affiliated institutions. The session was streamed live on the **YouTube Channel of Employees’ State Insurance Corporation**.



Figure 63: CYP session at Constitution Club of India

#### 4.21. Ministry of Law and Justice

##### i. Department of Justice

The Department celebrated IDY 2022, at its premises in the **Jaisalmer House** - a heritage building in New Delhi. The Secretary of the Department - **Shri SKG Rahate**, along with the other **Senior Officials and Staff** from the Department, joined the celebration.

The Department and the **Judiciary** worked in close coordination for smooth conduct of IDY 2022, at the **Supreme Court** of India, all the **25 High Courts**, and **District and Subordinate Court Complexes** across the country. The celebration took place at an unprecedented scale, with the participation of over **30,000** members from the Judiciary, including the Hon'ble **Judges of Supreme Court**, the Hon'ble **Judges of High Courts**, the **Judicial Officers of the District and the Subordinate Courts**, the **Court Officials and Staff**, and the **Members of the Bar**, at various court complexes. The Supreme Court of India and the High Courts located in the iconic buildings, with unique architecture, added to the grandeur of the occasion. The demonstration of the **Common Yoga Protocol**, and **awareness generation** about the benefits of various **Yogasanas**, by the experts, were some of the activities undertaken during the celebration.



*Figure 64: IDY celebration at various court premises in India*

#### 4.22. Ministry of Mines

The Ministry organized ‘Yoga Utsava’ - a countdown programme to IDY 2022, at **Shastri Bhawan**, in New Delhi, on the 25<sup>th</sup> of May 2022. The Hon’ble Minister of Mines - **Shri Pralhad Joshi**, joined the nation in celebrating the countdown programme to IDY 2022.

The programme witnessed active participation from the officers and staff members of the **Ministries of Coal, Mines, and Parliamentary Affairs**, with around **250** people practicing the Common Yoga Protocol, by following the demonstration by experts from the Ministry of Ayush’s Morarji Desai National Institute of Yoga.

#### 4.23. Ministry of Minority Affairs

The Hon’ble Minister for Minority Affairs - **Shri Mukhtar Abbas Naqvi** performed Yoga with a large number of people from all the sections of the society, at the historic **Panch Mahal**, in Fatehpur Sikri (Agra, Uttar Pradesh) on the occasion of IDY 2022.

Fatehpur Sikri’s Lok Sabha MP - **Shri Rajkumar Chahar**, MLA - **Shri Babulal Chaudhary**, Uttar Pradesh Minority Commission Chairman - **Shri Ashfaq Saifi**, and other people’s representatives and prominent people from different fields were also present on the occasion.

#### 4.24. Ministry of Panchayati Raj

The Ministry organized a lecture-cum-demonstration session on ‘**The Importance of Yoga in Daily Life**’, at its premises in **New Delhi**, on the 1<sup>st</sup> of June 2022, as part of the ‘**Yoga Utsava**’. The session was chaired by the Secretary of the Ministry - **Shri Sunil Kumar**, and moderated the Economic Advisor of the Ministry - **Dr. Bijaya Kumar Behera**.

The Yoga Utsava witnessed enthusiastic participation from all the **Officers and Staff-members** of the Ministry. To maximize the outreach of the programme, the **Web-link** was shared with the **State/UT Departments of Panchayati Raj and**



*Figure 65: Yoga Utsava celebration by the Ministry of Panchayati Raj*

**Panchayati Raj Institutions**, to facilitate participation in the programme through **virtual** mode and to sensitize the major stakeholders regarding the IDY celebration.

The Yoga instructors deputed by the Morarji Desai National Institute of Yoga, Ministry of Ayush made a brief presentation on ‘**The Importance of Yoga in Daily Life**’. A lecture on ‘The Importance of Yoga in Daily Life’, was delivered during the session, accompanied by the demonstration on different **Yogasanas**, related to the **Yoga Break**.

#### **4.25. Ministry of Parliamentary Affairs (MPA)**

A **Yoga workshop** was organized by the Ministry, under the guidance of Yoga Guru - **Dr. Surakshit Goswami**, at the **Parliament House Annexe**, in New Delhi, on the 15<sup>th</sup> of June 2022. The Additional Secretary of the Ministry of Parliamentary Affairs - **Dr. Satya Prakash**,



*Figure 66: Yoga workshop at the Parliament House Annexe, in New Delhi*

Director - **Smt. Suman Bara**, and other staff of the Ministry participated in the workshop. Dr. Satya Prakash inaugurated the workshop, and highlighted the importance of Yoga in our daily lives. Dr. Surakshit Goswami guided all the officers and employees of the Ministry to practice Yoga and Pranayama, and imparted information about increasing work efficiency by reducing stress through Yoga, during the office hours.

#### **4.26. Ministry of Petroleum and Natural Gas (MoP&NG)**

A Common Yoga Protocol session was organized by the Ministry, at the world's oldest, and Asia's first refinery, in **Digboi** (Assam), on the 3<sup>rd</sup> of May 2022, as a countdown to IDY 2022. The Secretaries and other officers from the Ministry and associated offices participated in the session.

The session was attended virtually by the Hon'ble Minister of Petroleum and Natural Gas - **Shri Hardeep Singh Puri**, and physically by the Minister of State for Petroleum and Natural Gas - **Shri Rameshwar Teli**.

**Shri Puri** appreciated the initiative of the Ministry of Ayush Ministry for organizing the countdown to the International Yoga Day in which the two ministries took part whole-heartedly at places spread all over the country, including overseas locations.

#### **4.27. Ministry of Power**

The Ministry organized ‘**Yoga Utsava**’ at the **Nehru Park**, in New Delhi, on the 29<sup>th</sup> of April 2022. The programme was led by the Union Minister for Power - **Shri R.K. Singh**. A live demonstration of the Common Yoga Protocol Yogasanas was done under the guidance of Yoga Gurus from the Morarji Desai National Institute of Yoga. The **One-hour Yoga Programme** saw participation from more than **400** people.



*Figure 67: Yoga Utsava at the Nehru Park, in New Delhi*

The Minister of State for Power - **Shri Krishan Pal**, along with the **Senior Officials** from the Ministry of Power, and various public sector companies such as **REC, PFC, NTPC, THDC, PGCIL, and NHPC**, also participated in the programme.

#### **4.28. Ministry of Ports, Shipping, and Waterways**

The **Sagarmala Development Company Limited** (A Government of India enterprise under the Ministry of Ports, Shipping, and Waterways) organized an **IDY Countdown Programme** on the 21<sup>st</sup> of April 2022, aimed at **awareness generation** among its staff, about the multi-faceted **benefits of Yoga**, and to encourage them to make Yoga a part of their daily routine.



*Figure 68: Employees doing the Common Yoga Protocol during the Countdown Programme*

#### **4.29. Ministry of Railways**

The Ministry of Railways extended their support in IDY promotion, by **publicizing it at the Major Railway Stations** in India, with the help of **Banners, Hoardings, and Digital Display** of IDY activities and messages.

A ‘**Yoga Practice Session**’ was organized by Indian Railways, at **Karnail Singh Stadium**, in New Delhi, on the 24<sup>th</sup> of April 2022, to encourage the staff to practice Yoga for a healthy and disease-free life.



*Figure 69: Yoga session at Karnail Singh Stadium, in New Delhi*

The session was attended by the Hon’ble Minister of Railways - **Shri Ashwini Vaishnaw**, Chairman and CEO Railway

Board - **Shri VK Tripathi**, and other **Senior Officers** of the Northern Railway. **Sportspersons, Railway Staff, and their Family Members** also participated in the programme. The **Yogic asanas** were performed under the guidance of Yoga Guru - **Shri Shyam Gupta**, Prabhari - Delhi Prant (**Patanjali Yogpith**). Similar sessions were also simultaneously held in other **Zonal Railway Headquarters, Divisions, Units, Workshops, and Railway PSUs**.

#### **4.30. Ministry of Rural Development**

The Hon’ble Minister of Rural Development - **Shri Giriraj Singh** led the IDY celebration at **Har Ki Pauri**, in the holy city of Haridwar (Uttarakhand).

The Hon’ble Ministers of State for Rural Development, **Shri Faggan Singh Kulaste** led the IDY celebration, at the **Golden Pagoda**, in Namsai (Arunachal Pradesh), while **Sadhvi Niranjan Jyoti** led the celebration at the **Residency** in Lucknow (Uttar Pradesh).

#### **4.31. Ministry of Science and Technology**

The Hon’ble Minister of State for Science and Technology - **Dr. Jitendra Singh** performed Yoga at the **Suchetgarh Border**, in Jammu (J&K). The celebration was organised by the **Survey of India (SoI)**, on behalf of the Department of Science and Technology (DST).



*Figure 70: IDY celebration at the Suchetgarh Border*

Placing emphasis on the theme for IDY 2022 - ‘Yoga for Humanity’, Dr. Jitendra Singh thanked the PM for initiating the International Day of Yoga, and for harnessing this Indian wisdom for peace and prosperity of the humanity.

#### 4.32. Ministry of Skill Development and Entrepreneurship

##### i. Beauty and Wellness Sector Skill Council (B&WSSC)

The Ministry of Skill Development and Entrepreneurship has been working closely with the Beauty and Wellness Sector Skill Council, to build awareness regarding various career prospects in the field of Yoga, and encourage the youth to embrace Yoga for a promising future. B&WSSC organized a programme to celebrate IDY 2022. The



Figure 71: IDY celebration by B&WSSC

theme of the programme was ‘Say Yes to Yog and No to Rog’. It was followed by a first-of-its-kind ‘Convocation Ceremony’ for students passing out from short term **Yoga Training Courses** of B&WSSC under the Skill India Mission.

#### 4.33. Ministry of Social Justice and Empowerment

The Hon’ble Minister of State for Social Justice and Empowerment - **Shri A Narayanasamy** led the IDY celebration at the **Mamallapuram Beach Temple** (Tamil Nadu). The celebration was organized by the Department of Social Justice and Empowerment, jointly with the **National Institute of Siddha** (NIS), Chennai.



Figure 72: IDY celebration at the Mamallapuram Beach Temple

The Deputy Director General of the Directorate General of Light, Houses, and Lightships (Noida) - **Shri RK Verma**, the Director of the Software Technology Parks of India (MEITY) - **Dr. Sanjay Tyagi**, the Director of the Directorate of Lighthouses and Lightships (Chennai) - **Shri Karthick Chensundar**, the Director of National



Siddha Institute - **Prof. Dr. R Meenakumari**, and other dignitaries, also joined the celebration.

#### 4.34. Ministry of Steel

The Hon'ble Minister of Steel - **Shri Ram Chandra Prasad Singh** led the IDY celebration at the **Mahabodhi Temple**, in Bodh Gaya (Bihar), by practicing the Common Yoga Protocol with more than **1,000** Yoga enthusiasts, under the supervision of a trainer from the Bihar Chapter of **Art of Living**.



*Figure 73: IDY celebration at the Mahabodhi Temple*

#### 4.35. Ministry of Textiles (TEXMIN)

The Hon'ble Minister of Textiles - **Shri Piyush Goyal** led the IDY celebration at **Marine Drive**, in Mumbai (Maharashtra). More than **6,000** people joined the celebration. The celebration also saw the presence of the Director of '**The Yoga Institute**' (the world's oldest organized Yoga institute) - **Dr. Hansaji J. Yogendra**.

#### 4.36. Ministry of Tribal Affairs (MoTA)



*Figure 74: IDY celebration by the Ministry of Tribal Affairs*

The Ministry celebrated IDY 2022 by organizing mass Common Yoga Protocol demonstrations at **3** iconic places, namely the **Birsa Munda College**, in Khunti (Jharkhand); **Maan Kishakeshwari Temple Site**, in Khiching (Mayurbhanj, Odisha); and **Bhoramdeo Temple**, in Chouragaon (Kabirdham, Chhattisgarh).

The Hon'ble Minister of Tribal Affairs - **Shri Arjun Munda** led the IDY celebration at the Birsa Munda College. The celebration witnessed a gathering of more than **5,500** participants.

The Hon'ble Minister of State for Tribal Affairs - **Smt. Renuka Singh Saruta** led the IDY celebration at the Boramdeo Temple. The Joint Secretary and Financial Advisor of MoTA - **Smt. Yatinder Prasad**, the Deputy Secretary of MoTA - **Shri Manoj Kumar Singh**, and other eminent officials joined the celebration, which saw participation from more than **2,500** people.

The Hon'ble Minister of State for Tribal Affairs - **Shri Bisweswar Tudu** led the IDY celebration at the Kishakeswari Temple. The MLA of Jashipur - **Shri Ganesh Ram Singh Khuntia**, and the MLA of Rairangpur - **Shri Naba Charan Majhi** also joined the celebration.

The Ministry also organized a session on '**The Technique of the Rajyoga Meditation**', in association with the **Om Shanti Retreat Centre**.

The students and faculty members from various **Eklavya Model Residential Schools**, across India, celebrated IDY 2022.

The Secretary of MoTA - **Shri Anil Kumar Jha**, the Additional Secretary - **Smt. R Jaya**, and the Joint Secretary - **Dr. Naval Jit Kapoor** also participated in the IDY celebration, along with other officials from the Ministry.

#### **4.37. Ministry of Women and Child Development (MWCD)**

The Ministry organized a **Countdown Programme** for IDY 2022, at the campus of the **National Institute of Public Cooperation and Child Development (NIPCCD)**, in New Delhi, on the 8<sup>th</sup> of June 2022. The programme was led by the Minister of State for Women and Child Development - **Dr. Munjpara Mahendrabhai**, and was attended by the **Secretary** of MWCD, and other officials of the Ministry.

#### **4.38. Ministry of Youth Affairs and Sports (MoYAS)**

The Ministry organized the '**Yoga Mahotsava 2022**', on the 20<sup>th</sup> of June 2022. More than **250** young Yoga enthusiasts gathered at the **Major Dhyan Chand National Stadium**, in New Delhi, to practise the Common Yoga Protocol, and embrace its beauty and benefits.



*Figure 75: Yoga Mahotsava 2022, organized by MoYAS*

## 5. Initiatives in collaboration with Private Partners, for IDY Promotion

### 5.1. Initiatives by Ernst & Young India

Ernst & Young (EY) India undertook various promotional activities to promote Yoga among its employees and mobilize them for participating in IDY 2022. Some of those activities included –

- ❖ Organizing Yoga sessions with expert trainers, for its employees.
- ❖ Organizing Yoga webinars on different Yogasanas and their benefits.



*Figure 76: Mr. Prakash Singh, Executive Director, EY India, doing Chakrasana*

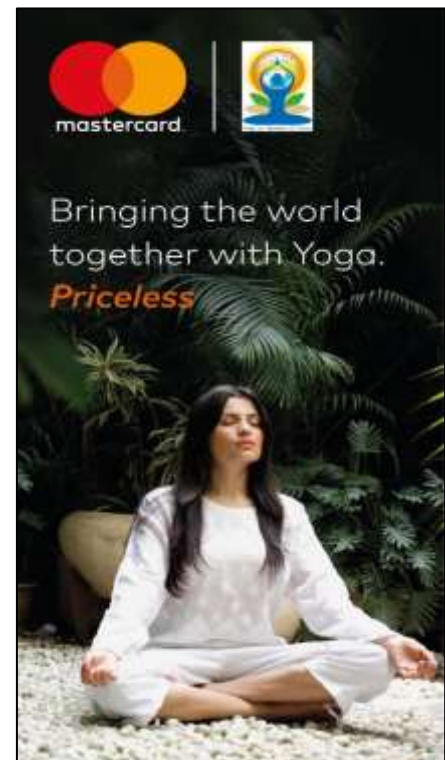
Additionally, **Mr. Prakash Singh, Executive Director at Ernst & Young India** gave a motivational message encouraging the EY employees to make Yoga a part of their daily routine to stay fit and healthy. He also emphasized on the multifaceted benefits of Yoga.

**More than 10,000 employees participated in observing IDY 2022 through various office events on the 21<sup>st</sup> June 2022.**

### 5.2. Initiatives by Mastercard India

Mastercard India undertook various promotional activities to promote Yoga among its employees and mobilize them for participating in IDY 2022. Some of those activities included –

- ❖ Developing an **Audio-Visual Clip** about Yoga and IDY 2022, placing emphasis on the following points –
  - Yoga – A part of India’s rich **Cultural Heritage.**
  - Yoga – Closely intertwined with the concept of **Vasudhaiva Kutumbakam.**



*Figure 77: Mastercard India's creatives for IDY 2022*

- Celebration of IDY 2022 across 75 iconic locations.
- Theme for IDY 2022 i.e., ‘Yoga for Humanity’.
- Importance of Yoga for **Wellness and Harmony**.

❖ Posting **creatives** about Yoga and IDY 2022 on its **Social Media Platforms**.

❖ Posting a **Montage of 75 National-level Iconic Locations**, selected by the central government, for organizing IDY events on the 21<sup>st</sup> of June 2022, on its **Social Media Platforms**.

**The outreach count for Mastercard’s IDY campaign, on its social media platforms, stood over 45,00,000.**

### 5.3. Initiatives by Nickelodeon India

The Ministry of Ayush collaborated with Nickelodeon – a leading channel oriented towards children, with popular cartoons such as Motu Patlu and Spongebob SquarePants. Nickelodeon India posted multiple **Promotional Messages** on its **Social Media Handles**, including Videos of **Cartoons doing Yoga**, and encouraging children to participate in IDY 2022.



Figure 78: Nickelodeon India’s creatives for IDY 2022

**Nickelodeon India’s social media platforms have more than 55,00,000 followers.**

## 6. Outreach Estimates for IDY 2022

Total number of people who were reached out in the run up to the International Day of Yoga, through various initiatives undertaken by the Ministry, stood at over **125 crores**.

#	Stakeholder/Organization	Effective Outreach
<b>Social Media</b>		
1	Social Media Outreach (YouTube, Facebook, Twitter, Instagram, Koo, Josh)	75,29,21,155

Ministry of Ayush Initiatives		
2	Print Media	27,05,45,000
3	MoA Assets (Website, Yoga Portal, Namaste Yoga App, Campaigns)	1,23,13,316
4	Pledge	77,18,030
Initiatives in collaboration with Private Partnerships		
6	CEMCA (Community Radio Stations)	20,48,26,000
7	Nickelodeon	55,00,000
8	Mastercard	45,00,000
<b>Total</b>		<b>125,83,23,501</b>

Table 2: Estimate of outreach through different initiatives

## 7. Participation Estimates for IDY 2022

It is estimated that IDY 2022, celebrated on the 21<sup>st</sup> of June 2022, saw an estimated participation of **22.13 crore** persons. The stakeholder-wise breakdown of the estimate has been provided in table 4. Certain stakeholder groups have been highlighted separately due to significant mobilization efforts undertaken by them.

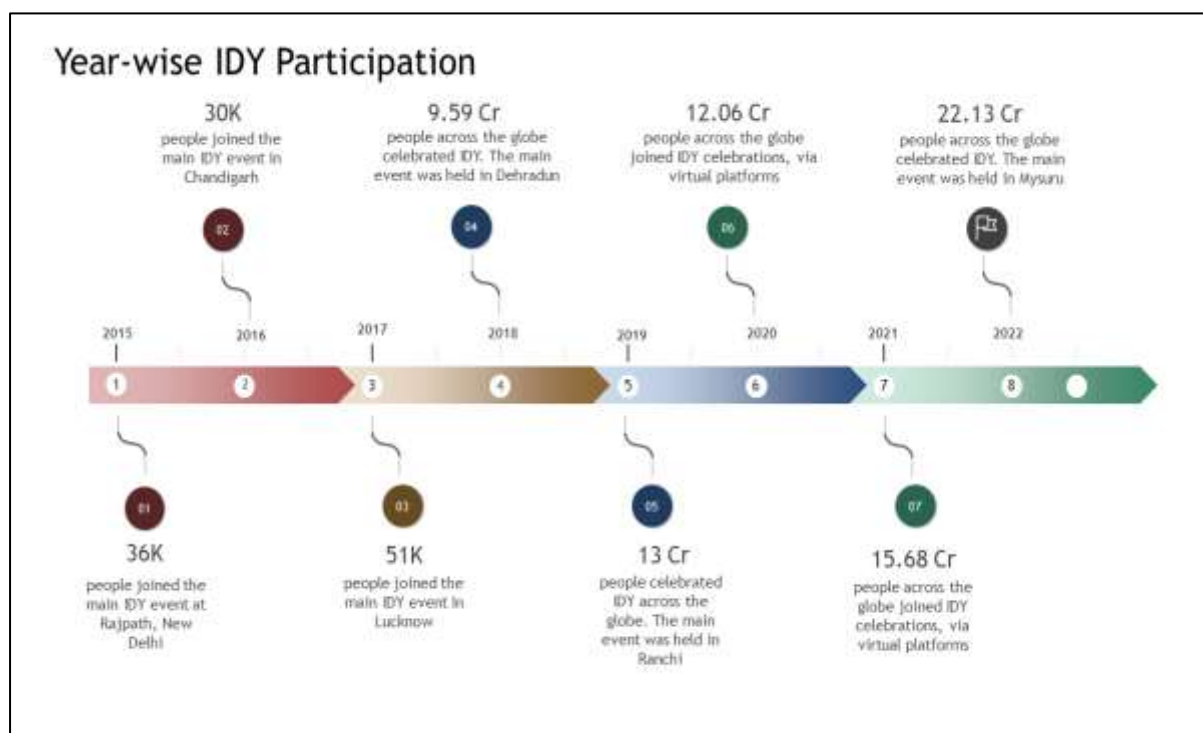


Figure 79: Year-wise IDY participation

#	Stakeholder Group	Estimated Participation
1	Ministry of Youth Affairs and Sports (includes Nehru Yuva Kendra Sangathan i.e 27,55,928)	4,64,51,608
2	Anganwadi Centres	3,07,60,000
3	Other Central Govt. and State (Ex. Forces, Police, Railways, and Post)	3,04,47,500
4	Schools (Public & Private)	1,88,64,200
5	Public and Private Companies (Total)	1,68,10,713
6	Initiatives by State/UT Administration	1,62,06,927
7	Railways	93,92,603
8	Medical Colleges/District Hospitals/Sub District Hospital/Community Health Centre/Primary Health Centre/Sub Centres	88,83,100
9	Govt. Hospitals and Ayush Medical Facilities & Ayush Dispensaries	85,13,946
10	Uniformed Armed Forces	75,66,250
11	Private and Charitable Hospitals	64,70,331
12	Common Service Centres	57,52,118
13	Colleges and Research Institutions	55,85,725
14	Police	51,67,500
15	Village Panchayats	25,53,600
16	National Cadet Corps	9,36,696
17	Post Offices	5,63,163
18	75 Iconic Locations (national)	1,98,496
19	CEMCA (Community Radio Stations)	1,00,000
20	International Location (Guardian Ring of Yoga)	50,000
21	Social Media Contests	36,400
22	Ernst & Young Global	10,000
<b>Total</b>		<b>22,13,20,876</b>

Table 3: Participation estimates for different stakeholders in 8<sup>th</sup> IDY

\*The figures are based on self-reporting by various organizations and are estimates only. Further, dual counting cannot be ruled out, as the participants counted by two or more organizations may be the same. The estimates are based on the average expected participation from different units of each aforementioned stakeholder.

The estimated participation reported by the **Leading Yoga Institutions** stood over 34 million. The details of the same are given in the table below –

#	Name of Yoga Institutions/Organizations	Estimated Participation
1	Brahma Kumaris	1,30,00,000
2	Art of Living, Bengaluru	50,00,000
3	Yoga Certification Board (YCB)	47,49,165
4	Mokshayatan Yogashram, Saharanpur (Uttar Pradesh)	35,00,000
5	International Naturopathy Organizations	35,00,000
6	SVYASA	15,00,000
7	The Yoga Institute, Mumbai	12,50,000
8	Heartfulness	6,70,000
9	Om Arham Social Welfare Foundation	6,00,000
10	MDNIY (including 100 Days, 100 Cities & 100 Organizations)	3,55,390
11	Amrita Yoga, Delhi, and Chennai	80,000
12	Delhi Edition (Ayush)	75,000
13	Ramamani Iyengar Yoga Institute	61,000
14	Vivekanand Yoga Ashram, Delhi	50,000
15	Hira Yogi Foundation	50,000
16	Dev Sanskriti University	43,000
17	Navyoga	40,000
18	Krishnamacharya Yoga Madiram	23,000
19	Kaivalyadhama, Lonavla, Pune	17,000
20	Bhartiya Yoga Sansthan	13,000
21	Shivananda	12,000
22	Shwaasa Yoga Centre	8,000

23	National Institute of Holistic Health	2,500
24	Parmarth Niketan	2,000
25	ICYER and Yoganijali Natyalayam, Pondicherry	1,500
26	Sivananda Yoga	1,000
<b>Total Estimated Participation</b>		<b>3,46,03,555</b>

Table 4: Participation estimates for the Leading Yoga Institutions

## 8. IDY Messages and Quotes



*“Yoga is an asset for humanity. Yoga brings peace to self, then it spreads to the society, and then to all the human beings in the world.”*

- Shri Narendra Modi, Hon'ble Prime Minister, at Mysuru Palace, on IDY 2022



*“IDY 2022 will mark a revolution in the way we perceive and approach health and well-being.”*

- Shri Sarbananda Sonowal, Hon'ble Minister of Ayush



*“Yoga brings us together, Yoga narrows down distances.”*

- Shri G. Kishan Reddy, Hon'ble Union Minister for Culture, Tourism and Development of North-Eastern Region



*“The celebration of Yoga today, is the result of the active participation, active taking-up and going-over the entire world, with the idea of Yoga, by the Hon'ble Prime Minister - Shri Narendra Modi.”*

*“Yoga is a very evolved, mind and body unifying exercise. It is one of the biggest assets of India. Over the millennia, it has been practiced by those who were aware of its virtues and has remained intact. There has been no corrosion to its inherent teachings. The way it has been practiced also stays intact.”*

- Smt. Nirmala Sitharaman, Hon'ble Minister of Finance





*“The nation is grateful to the Hon’ble Prime Minister for making this ancient Indian practice, an internationally recognised celebration, through the International Day of Yoga. International Day of Yoga. The International Day of Yoga is many of the new beginnings which have been made under the PM’s dynamic leadership, which will continue to define India for several decades.”*

**- Shri Ram Chandra Prasad Singh, Hon’ble Minister of Steel**



*“Today, Yoga has spread globally, and as a result, Indian culture has further strengthened its identity in the world.”*

**- Dr. Mahendra Nath Pandey, Hon’ble Minister of Heavy Industries**



*“Yoga Day is a symbolic celebration of our everyday commitment to performing Yoga in our everyday lives.”*

*“2014 was a milestone for India, as this year, the proposal to observe the 21<sup>st</sup> of June as the International Day of Yoga, was accepted by the United Nations, due to the effort of PM - Shri Narendra Modi, and this has led to the celebration of the Yoga Day every year on 21<sup>st</sup> of June.”*

**- Dr. Jitendra Singh, Hon’ble Minister of State for Science and Technology**



*“The nation is grateful to the Prime Minister for making this ancient Indian practice, an internationally recognized celebration, through the International Yoga Day.”*

*“Yoga is an Indian tradition known to us for over 5000 years. It has now become popular the world over, and today innumerable people in the world are taking part in the Yoga events.”*

*“Yoga is good not only for body and mind, but also is known for its healing powers. Besides health and general well-being, Yoga also helps in spiritual awakening.”*

*“Yoga is a form of body-mind fitness that involves combination of muscular activity, and is also internally directed towards mindful focus on the Self, the Breath and the Energy.”*

*“Yoga is an ancient practice, which is now universally recognized and documented as a holistic approach, and an alternative system of medicine.”*

**- Shri Hardeep S. Puri, Hon’ble Minister of Housing and Urban Affairs**



*“Yoga is essential for leading a balanced life, both for physical and mental well-being. The popularity of Yoga has transcended boundaries, and is practiced across the world today.”*

*“Besides being an avid practitioner of Yoga himself, it is the vision of the Prime Minister - Shri Narendra Modi which has captured the imagination, and galvanised the people to adopt Yoga as a way of life. The sheer scale at which Yoga is practiced now in India and across the globe, is unprecedented.”*

**Shri Pralhad Joshi, Hon’ble Minister of Mines**



*“Yoga has been recognized and adopted by crores of people across the world, due to the efforts of the Prime Minister - Shri Narendra Modi. Due to these efforts, on this day crores of people across the world are taking part in the International Day of Yoga.”*

**- Shri Ajay Kumar Mishra, Hon'ble Minister of State for Home Affairs**



*“The Prime Minister - Shri Narendra Modi, through his efforts, has extended the acceptance of this priceless gift of Indian culture, to entire humanity, across the globe. The whole world has adopted Yoga, today, and through Yoga, we are connecting globally. With regular Yoga, we can keep the body healthy.”*

**- Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Consumer Affairs, Food, and Public Distribution**



*“A healthy body, stable mind, and consensus are the essence of Yoga. Yoga is a combination of meditation, karma and devotion. With great effort from Prime Minister - Shri Narendra Modi, India's proudest traditional practice, Yoga was recognized by the United Nations on 11<sup>th</sup> December 2014. With that, the United Nations declared the 21<sup>st</sup> of June as the International Day of Yoga. With this, the Prime Minister has made the world celebrate the wonderful art that emerged in our Nation.”*

*“PM Modi has been working tirelessly for the past eight years, for the country. Yoga is the secret behind the PM staying fit, to work tirelessly. Yoga practice is a solution to various ailments, including depression, caused by the modern sedentary lifestyle.”*

**- A . Narayanaswamy, Hon'ble Minister of State for Social Justice and Empowerment**



*“Yoga is an exercise for mind and body. It involves movement, meditation, and breathing techniques to promote mental and physical health. Yoga has always been a part of our cultural-spiritual consciousness.”*

**- Shri Bhagwanth Khuba, Hon'ble Minister of State for Chemicals and Fertilizers**

## 9. Appendices

### 9.1. List of 79 Locations for the ‘Guardian Ring of Yoga’ Initiative

#	City/Country	IST Timing	Countries’ Local Timing
1	Brisbane, Australia	03:00-04:00	07:30-09:00
2	Fiji	03:00-04:00	09:30
3	New Zealand	03:00-04:00	09:30-10:00
4	UN, PMI New York (20 June)	03:00-04:00	18:00
5		04:00-05:00	
6	CGI, Guangzhou	05:00-06:00	
7	Vietnam	05:00-06:00	06:00-07:30
8	Jakarta, Indonesia	05:00-06:00	07:00-08:00
9	Malaysia	06:00-06:30	08:30-09:30
10	CGI, Chiang Mai, Thailand	06:00-06:30	07:30-08:30
11	Seoul, South Korea	06:00-06:30	09:30-10:30
12	Bangkok, Thailand	06:00-06:30	07:30-08:30
13	CGI, Vladivostok	06:00-06:30	
14	Philippines	06:00-06:30	08:30-09:30
15	CGI Birgunj, Nepal	06:00-06:30	06:00-07:00
16	<b>PM's Address/Yoga Event</b>	<b>06:30-07:45</b>	<b>06:30-07:45</b>
17	Mongolia	07:00-08:00	09:30-10:15
18	Maldives	07:00-08:00	06:30-07:30
19	Kathmandu, Nepal	07:00-08:00	07:00-08:00
20	Cambodia	07:00-08:00	08:30-09:30
21	Singapore	07:00-08:00	09:30-10:30
22	Sri Lanka	07:00-08:00	07:00-08:00
23	Kuwait	08:00-09:00	06:00-07:00
24	Kazakhstan	08:00-09:00	07:30
25	EoI, Riyadh	09:00-10:00	06:30-07:30
26	Bangladesh	09:00-10:00	09:30-10:30
27	CGI, Jeddah	09:00-10:00	06:30-07:30

28	Abu Dhabi, UAE	09:00-10:00	07:30-08:00
29	<b>EAM Yoga Event</b>		
30	Mauritius	10:00-11:00	08:30-09:30
31	Poland	10:00-11:00	07:00
32	Seychelles	10:00-11:00	08:30-09:30
33	Uzbekistan	10:00-11:00	09:30-10:30
34	Moscow, Russia	11:00-12:00	08:30-09:30
35	CGI, Dubai	11:00-12:00	09:30-10:30
36	Cyprus	11:00-12:00	08:30-09:30
37	Finland	11:00-12:00	08:30-09:30
38	Egypt	11:00-12:00	07:30-08:30
39	Bulgaria	11:00-12:00	08:30-09:30
40	Berne, Switzerland	12:00-13:00	08:00-10:00
41	Austria	12:00-13:00	08:30-09:00
42	St. Petersburg, Russia	12:00-13:00	09:30-10:30
43	Slovenia	12:00-13:00	08:30-09:30
44	Jordan	12:00-13:00	09:30-10:30
45	Sweden	12:00-13:00	09:30-10:30
46	Croatia	12:00-13:00	08:30-09:30
47	Czech Republic	12:00-13:00	08:30-09:30
48	CGI, Johannesburg, South Africa	13:00-14:00	09:30-10:30
49	Denmark	13:00-14:00	09:30-10:30
50	Morocco	13:00-14:00	08:00-09:00
51	CGI, Durban	13:00-14:00	09:30-10:30
52	PMI Geneva	13:00-14:00	09:30-10:30
53	Hungary	13:00-14:00	09:30-10:15
54	France	13:00-14:00	09:30-10:30
55	Nigeria	14:00-15:00	09:30-10:30
56	Zambia	14:00-15:00	10:30-11:30
57	United Kingdom	14:00-15:00	09:30-10:30

<b>58</b>	Germany	14:00-15:00	10:30-12:00
<b>59</b>	Ghana	15:00-16:00	09:30-10:30
<b>60</b>	Abidjan - Côte d'Ivoire	15:00-16:00	09:30-10:30
<b>61</b>	Tokyo, Japan	15:00-16:00	07:30
<b>62</b>		16:00-17:00	
<b>63</b>	Suriname	17:00-18:00	08:30-09:30
<b>64</b>	Colombia	17:00-18:00	06:30-07:30
<b>65</b>	Brazil	17:00-18:00	08:30-09:30
<b>66</b>	Guyana	18:00-19:00	08:30-09:30
<b>67</b>	Buenos Aires, Argentina	18:00-19:00	09:30-10:30
<b>68</b>	Niagra Falls, CGI Toronto	18:00-19:00	08:30-09:00
<b>69</b>	Cuba	19:00-20:00	09:30-10:30
<b>70</b>	Santiago, Chile	19:00-20:00	09:30-10:30
<b>71</b>	Mozambique	19:00-20:00	16:00
<b>72</b>	CGI, New York	19:00-20:00	09:30-10:30
<b>73</b>	Venezuela	19:00-20:00	09:30-10:30
<b>74</b>	CGI, Istanbul, Turkey	20:00-21:00	17:30-18:30
<b>75</b>	Mexico City, Mexico	20:00-21:00	09:30-10:30
<b>76</b>	Jamaica	20:00-21:00	09:30-10:30
<b>77</b>	Panama	20:00-21:00	09:30-10:30
<b>78</b>	Iceland	20:00-21:00	15:30-16:30
<b>79</b>	Guatemala	21:00-22:00	09:30-10:30
<b>80</b>	Oman	21:00-22:00	08:30-09:30
<b>81</b>	Israel	21:00-22:00	08:30-09:30
<b>82</b>	CGI, San Francisco	21:00-22:00	
<b>83</b>	CGI, Toronto, CN Tower	21:00-22:00	
<b>84</b>	Senegal	21:00-22:00	16:30-17:30

## 9.2. 75 Iconic Locations in India

#	Name	Designation	Venue	Participation
1	Shri Narendra Modi	Hon'ble Prime Minister	Mysuru, Karnataka	15000
2	Shri Raj Nath Singh	Hon'ble Minister of Defence	Sulur Station, Coimbatore	1200
3	Shri Amit Shah	Hon'ble Minister of Home Affairs and Cooperation	Triambhakeshwar Temple, Nasik	
4	Shri Nitin Jairam Gadkari	Hon'ble Minister of Road Transport and Highways	K. P. Ground, Nagpur, Maharashtra (Kasturchand Park, Nagpur)	4000
5	Smt. Nirmala Sitharaman	Hon'ble Minister of Finance and Minister of Corporate Affairs	Jantar Mantar, New Delhi	500
6	Shri Narendra Singh Tomar	Hon'ble Minister of Agriculture and Farmers Welfare	Bateshwar Hindu Mandir, Bateshwar Distt, Morena,MP	3000
7	Dr. Subrahmanyam Jaishankar	Hon'ble Minister of External Affairs	Purana Qila (Old Fort), Delhi	950
8	Shri Arjun Munda	Hon'ble Minister of Tribal Affairs	Khunti, Jharkhand	5100
9	Smt. Smriti Zubin Irani	Hon'ble Minister of Women and		

		Child Development		
<b>10</b>	Shri Piyush Goyal	Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles	Brahma Sarovar, Kurukshetra, Haryana	5000
<b>11</b>	Shri Dharmendra Pradhan	Hon'ble Minister of Education, and Skill Development and Entrepreneurship	Old Kangra Fort, Kangra, Himachal Pradesh	400
<b>12</b>	Shri Pralhad Joshi	Hon'ble Minister of Parliamentary Affairs, Coal and Mines	Hampi, Karnataka	7800
<b>13</b>	Shri Narayan Tatu Rane	Hon'ble Minister of Micro, Small and Medium Enterprises	Phugewadi Metro Station, Pune, Maharashtra	12000
<b>14</b>	Shri Sarbananda Sonowal	Hon'ble Minister of Ports, Shipping and Waterways and Ayush	Mysuru, Karnataka	

<b>15</b>	Shri Mukhtar Abbas Naqvi	Hon'ble Minister of Minority Affairs	Panch Mahal, Fatehpur Sikri, Uttar Pradesh	6000
<b>16</b>	Dr. Virendra Kumar	Hon'ble Minister of Social Justice and Empowerment	Narmada Udgam Sthal, Amarkantak, Madhya Pradesh	2000
<b>17</b>	Shri Giriraj Singh	Hon'ble Minister of Rural Development and Panchayati Raj	Har ki pauri, Haridwar, Uttrakhand	1360
<b>18</b>	Shri Jyotiraditya M. Scindia	Hon'ble Minister of Civil Aviation	Gwalior Fort, Gwalior, Madhya Pradesh	2000
<b>19</b>	Shri Ramchandra Prasad Singh	Hon'ble Minister of Steel	Mahabodhi Temple, Bodhgaya (Bihar)	1040
<b>20</b>	Shri Ashwini Vaishnav	Hon'ble Minister of Railways, Communications, and Electronics and Information Technology	Konark temple, Odisha	2800
<b>21</b>	Shri Pashu Pati Kumar Paras	Hon'ble Minister of Food Processing Industries	Hastinapur, Meerut, UP	2000
<b>22</b>	Shri Gajendra Singh Shekhawat	Hon'ble Minister of Jal Shakti	Jaisalmer Sand Dunes, Rajasthan	116



23	Shri Kiren Rijiju	Hon'ble Minister of Law and Justice	Dong, Arunachal Pradesh	800
24	Shri Raj Kumar Singh	Hon'ble Minister of Power and New and Renewable Energy	Nalanda Mahavihar, Nalanda, Bihar	1400
25	Shri Hardeep Singh Puri	Hon'ble Minister of Petroleum and Natural Gas and Housing and Urban Affairs	Red Fort Complex (Old Delhi)	12000
26	Shri Mansukh Mandaviya	Hon'ble Minister of Health and Family Welfare and Chemicals and Fertilizers	Statue of Unity (Kevadia)	3700
27	Shri Bhupender Yadav	Hon'ble Minister of Environment, Forest and Climate Change, and Hon'ble Minister of Labour and Employment	Ayodhya, UP	5000
28	Dr. Mahendra Nath Pandey	Hon'ble Minister of Heavy Industries	Puri Beach, Puri, Odisha	2000

29	Shri Parshottam Rupala	Hon'ble Minister of Fisheries, Animal Husbandry and Dairying	Modhera Sun Temple (Modhera Village)	4865
30	Shri G. Kishan Reddy	Hon'ble Minister of Culture, Tourism and Development of North Eastern Region	Parade Grounds, Secunderabad	15000
31	Shri Anurag Singh Thakur	Hon'ble Minister of Information and Broadcasting and Youth Affairs and Sports	Sunjanpur Tira Fort, Sujanpur Dist Hamirpur, HP	400
32	Rao Inderjit Singh	Hon'ble Minister of State (Independent Charge) of Statistics and Programme Implementation, Planning and Corporate Affairs		

33	Dr. Jitendra Singh	Hon'ble Minister of State (Independent Charge) of Science and Technology, Earth Sciences, Prime Hon'ble Minister's Office, Personnel, Public Grievances and Pensions Department of Atomic Energy and Department of Space	Suchetgarh Border, RS Pura, Jammu	1500
35	Shri Faggansingh Kulaste	Hon'ble Minister of State for Steel, and Rural Development	Golden Pagoda, Namsai, Arunachal Pradesh	600
36	Shri Prahalad Singh Patel	Hon'ble Minister of State for Jal Shakti, and Food Processing Industries	Fort Auguda, Goa	400

<b>37</b>	Shri Ashwini Kumar Choubey	Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution, and Environment, Forest and Climate Change	Enchey Monestry, Sikkim	250
<b>38</b>	Shri Arjun Ram Meghwal	Hon'ble Minister of State for Parliamentary Affairs, and Culture	Jantar Mantar, Jaipur, Rajasthan	733
<b>39</b>	General (Retd.) V. K. Singh	Hon'ble Minister of State for Road Transport and Highways, and Civil Aviation	Kochi Fort, Kochi	500
<b>40</b>	Shri Krishan Pal	Hon'ble Minister of State for Power, and Heavy Industries	Rakhigarhi, Hisar Haryana	2200
<b>41</b>	Shri Danve Raosaheb Dadarao	Hon'ble Minister of State for Railways, Coal and Mines	Diu Fort, Daman and Diu	4000
<b>42</b>	Shri Ramdas Athawale	Hon'ble Minister of State for Social	Kushinagar, Uttar Pradesh	10000

		Justice and Empowerment		
43	Sadhvi Niranjan Jyoti	Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution, and Rural Development	Residency, Lucknow, U.P	1055
44	Dr. Sanjeev Kumar Balyan	Hon'ble Minister of State for Fisheries, Animal Husbandry and Dairying	Kedarnath, Rudraprayag, Uttarakhand	482
45	Shri Nityanand Rai	Hon'ble Minister of State for Home Affairs	Nashik (Trimbhakeshwar Jyotirling Mandir), Maharashtra	163
46	Shri Pankaj Chaowdhary	Hon'ble Minister of State for Finance	Parashar lake, Mandi, Himachal Pradesh	230
47	Smt. Anupriya Singh Patel	Hon'ble Minister of State for Commerce and Industry	Shahi Quila, Jaunpur	2000
48	Prof. S. P. Singh Baghel	Hon'ble Minister of State for Law and Justice	Nainital, Uttarakhand	1000

49	Shri Rajeev Chandrasekhar	Hon'ble Minister of State for Skill Development and Entrepreneurship, and Hon'ble Minister of State for Electronics and Information Technology	Pattadakal Temple Complex, Bagalkote, Karnataka	3000
50	Sushri Shobha Karandlaje	Hon'ble Minister of State for Agriculture and Farmers Welfare	Halebidu, Hassan Dist, Karnataka	1500
51	Shri Bhanu Pratap Singh Verma	Hon'ble Minister of State for Micro, Small and Medium Enterprises	Buddhist Vihar, Sanchi, Raisen, Madhya Pradesh	3800
52	Smt. Darshana Vikram Jardosh	Hon'ble Minister of State for Textiles, and Railways	Darjeeling Himalayan Railways, Batasia Loop, West Bengal	569
53	Shri V. Muraleedharan	Hon'ble Minister of State for External Affairs, and Parliamentary Affairs	East Gate, Padmanabhaswamy Temple, Thiruvananthapuram	400

54	Smt. Meenakashi Lekhi	Hon'ble Minister of State for External Affairs, and State for Culture	Vivekanand Rock Memorial, Kanyakumari, Tamil Nadu	1500
55	Shri Som Parkash	Hon'ble Minister of State for Commerce and Industry	Rock Garden, Chandigarh	250
56	Smt. Renuka Singh Saruta	Hon'ble Minister of State for Tribal Affairs	Bhoramdeo Temple, Chouragaon Kabirdham Distt, Chhattisgarh	3000
57	Shri Rameswar Teli	Hon'ble Minister of State for Petroleum and Natural Gas, and Labour and Employment	Ranghar, Joysagar, Sivasagar, Assam	600
58	Shri Kailash Choudhary	Hon'ble Minister of State for Agriculture and Farmers Welfare	Hill Forts of Rajasthan (Kumbhalgarh)	683
59	Smt. Annpurna Devi	Hon'ble Minister of State for Education	Thanjavur, Tamil Nadu	650
60	Shri A. Narayanaswamy	Hon'ble Minister of State for Social Justice and Empowerment	Mahabalipuram, Tamil Nadu	1000

<b>61</b>	Shri Kaushal Kishore	Hon'ble Minister of State for Housing and Urban Affairs	Heritage Village Kisama, Kohima, Nagaland	1000
<b>62</b>	Shri Ajay Bhatt	Hon'ble Minister of State for Defence, and Tourism	Ministry of Defence	300
<b>63</b>	Shri B. L. Verma	Hon'ble Minister of State for Development of North Eastern Region, and Cooperation	Loktak Lake, Bishnupur, Manipur	550
<b>64</b>	Shri Ajay Kumar	Hon'ble Minister of State for Home Affairs	Kargil	2500
<b>65</b>	Shri Devusinh Chauhan	Hon'ble Minister of State for Communications	Dholavira, Gujarat	500
<b>66</b>	Shri Bhagwanth Khuba	Hon'ble Minister of State for New and Renewable Energy and for Chemicals and Fertilizers	Golgumbaz, Vijayapura, Karnataka	10,500
<b>67</b>	Shri Kapil Moreshwar Patil	Hon'ble Minister of State for Panchayati Raj	SKICC, Srinagar, J&K	1400



68	Sushri Pratima Bhoumik	Hon'ble Minister of State for Social Justice and Empowerment	Neermahal, Tripura	300
69	Dr. Subhas Sarkar	Hon'ble Minister of State for Education	Belur Math, West Bengal	1400
70	Dr. Bhagwat Kishanrao Karad	Hon'ble Minister of State for Finance	Sabarmati Riverfront, Ahmedabad	10,000
71	Dr. Rajkumar Ranjan Singh	Hon'ble Minister of State for External Affairs and Education	Angkor Wat in Cambodia	500
72	Dr. Bharati Pravin Pawar	Hon'ble Minister of State for Health and Family Welfare	Martand Temple, Anantnag	2800
73	Shri Bishweswar Tudu	Hon'ble Minister of State for Tribal Affairs and Jal Shakti	Khichakeswari Temple, (Mayur Bhanj District)	3200
74	Shri Shantanu Thakur	Hon'ble Minister of State for Ports, Shipping and Waterways	Rushikonda Beach, (Vishakhapatnam)	1000

75	Dr. Munjapara Mahendrabhai	Hon'ble Minister of State for Women and Child Development and Hon'ble Minister of State for AYUSH	Cellur Jail, Port Blair, Andaman and Nicobar	200
76	Shri John Barla	Hon'ble Minister of State for Minority Affairs	NEHU, Meghalaya, Shillong	1000
77	Dr. L. Murugan	Hon'ble Minister of State for Fisheries, Animal Husbandry and Dairying, and Information and Broadcasting	Puducherry	3500
78	Shri Nisith Pramanik	Hon'ble Minister of State for Home Affairs, Youth Affairs and Sports	Atal Tunnel, Rohtang, Himachal Pradesh	600
79	Shri Shripad Naik	Hon'ble Minister of state for Ports, Shipping, Waterways and Tourism	Churches and Convents of Goa (Old Goa)	600

### 9.3. Allocation of Stalls

#	Name of Organization	Stall Allotted	Stalls Allocated
1	K&L Wellness Technology Private Limited	2	1 and 2
2	Ayurythm	1	3
3	Dozee	1	4
4	Neuphony	1	5
5	Terrablue XT	1	6
6	Central Silk Technological Research Institute	1	7
7	Areno	1	8
8	Trish	1	9
9	Godaura	1	10
10	JSS Academy of Higher Education & Research (Deemed to be University), The Department of Yoga	1	13
11	Govt Ayurveda Medical College & Hospital	1	38
12	Govt. Homoeopathic Medical College and Hospital Basaveshwara	1	39
13	Hebsur Herbals	1	40
14	Ayur Drugs & Pharmaceuticals	1	41
15	Government Central Pharmacy	1	42
16	Sarvahitha Ayurvedalaya Pvt. Ltd.	1	43
17	MEN-TSEE-KHANG SOWA-RIGPA COLLEGE @The Dalai Lama Institute for Higher Education Sheshagirihalli, Bidadi Hobli Distt. Ramanagara Bengaluru Rural-562109, Karnataka	1	44
18	Pentacare Ayurpharma	1	45

<b>19</b>	Arar Pharmaceutical Research Center Pvt. Ltd	1	46
<b>20</b>	New Bhuvanendra Ayurveda Pharmacy	1	47
<b>21</b>	Solumiks Herbaceuticals Limited	1	48
<b>22</b>	Amritalire	1	49
<b>23</b>	Kent Pharmaceuticals	2	50 and 51
<b>24</b>	SDM College of Naturopathy & Yogic Sciences	2	52 and 53
<b>25</b>	National Institute of Mental Health and Neurosciences	2	54 and 55
<b>26</b>	SKRSPM Shri Veda Vyasa Yoga Pratisthana (R), Mysuru	3	56-58
<b>27</b>	Bharath Hospital and Institute of Oncology	2	59 and 60
<b>28</b>	Government Nature Cure and Yoga Medical College and Hospital, Mysore	1	61
<b>29</b>	Swami Vivekananda Yoga Anusandhana Samsthana	5	62-66
<b>30</b>	Shri Pathanjali Yoga Study and Research Center, Tumkur	1	67
<b>31</b>	Swadeshi Oushadha Bhandara	1	68
<b>32</b>	Sanskriti Foundation (R), Mysuru	1	69
<b>33</b>	Alva Pharmacy	1	70
<b>34</b>	B.M.S. College of Engineering	1	71
<b>35</b>	Ayururveda Remedies Pvt. Ltd.	1	72
<b>36</b>	The Nikhila Karnataka Central Ayurvedic Pharmacy Limited	1	73
<b>37</b>	Vivitra Pharmacy India Private Limited	1	74
<b>38</b>	Nandini's Care and Cure clinic	1	75

<b>39</b>	Mysore Vivekananda Yoga Education and Research Institution	1	76
<b>40</b>	Mysuru Yogalaya	1	77
<b>41</b>	Wemca Remedies Pharmaceuticals & Research Centre	1	78
<b>42</b>	Youth for Seva	1	79
<b>43</b>	Valyou Products Private Limited	1	80
<b>44</b>	JSS Institute of Naturopathic and Yogic Sciences	1	81
<b>45</b>	Center for Integrative Medicine and Research, All India Institute of Medical Sciences, New Delhi	1	82
<b>46</b>	Dr Willmar Schwabe India Private Limited	1	83
<b>47</b>	Himalaya Wellness Company	2	84 and 85
<b>48</b>	HCG Cancer Center Enterprises Ltd.	1	86
<b>49</b>	Naturefit	1	87
<b>50</b>	Queen Pharma	1	88
<b>51</b>	The Sadvaidyashala Private Limited	1	104
<b>52</b>	Shathayu Ayurveda Pvt. Ltd.	1	105
<b>53</b>	G. Madegowda Institute of Naturopathy and Yogic Sciences	1	107
<b>54</b>	Nanjangud Suruchi Khadi & Gramodyoga Sangha (R)	1	108
<b>55</b>	Ayush	1	109
<b>56</b>	Yenepoya Naturopathy and Yogic Science College and Hospital	1	110
<b>57</b>	Patanjali Arogya Kendra	1	111
<b>58</b>	Techbyte Pvt. Limited	1	112
<b>59</b>	SPYS&RC, Mysuru	1	114

<b>60</b>	Mysore Yoga Okkuta (R)	1	115
<b>61</b>	Namo Yoga Bhavana (Myuru Yogashala)	1	116
<b>62</b>	Shri Upanishath Yoga Centre Trust (Regd.)	1	117
<b>63</b>	Ashtanga Yoga, Mysuru	1	118
<b>64</b>	Pranavashya Yogashala	1	119
<b>65</b>	Rashtrorathana Parishath	1	120
<b>66</b>	JSS Ayurveda Medical College & Hospital, Mysuru	1	121
<b>67</b>	KLE Ayurveda Pharmacy	1	122
<b>68</b>	Tapovana Medical College of Naturopathy and Yogic Sciences, Doddabathi, Davanagere	1	123
<b>69</b>	Aryavaidyasala Kottakkal	1	124
<b>70</b>	Karnataka Samskrit University	1	125
<b>71</b>	Ambara Wellness Clinic	1	126
<b>72</b>	MVM College of Naturopathy & Yoga	1	127
<b>73</b>	Alva's College of Naturopathy and Yogic Science and Hospital	1	128
<b>74</b>	Nisargopchar Ashram, Urulikanchan Pune	1	129
<b>75</b>	GSS Yogic Research Foundation (R) and Organics	1	130
<b>76</b>	Scientific Pranayama	1	131
<b>77</b>	Kaivalyadhama Yoga Institute	1	132
<b>78</b>	Srinifarm	1	133
<b>79</b>	Excel Medical College for Naturopathy and Yoga	1	134
<b>80</b>	Guduchi Ayurveda Pvt. Ltd.	1	135

<b>81</b>	Bangalore Pharmaceutical and Research Laboratory Private Limited	1	136
<b>82</b>	Krida Bharathi	1	139
<b>83</b>	Guru Sai Yoga Foundation	1	140
<b>84</b>	Shri Pathanjali Yoga Shikshana Samithu (R)	1	141
<b>85</b>	Natural Remedies Pvt. Ltd.	1	143
<b>86</b>	Tapovana Ayurveda Medical College, Doddabathi, Davangere	1	143
<b>87</b>	Sri Sri Tattva (Shriveda Sattva Pvt. Ltd.)	2	146 and 147

#### **9.4. List of MSME Developing Institutes Participation**

<b>#</b>	<b>Name of the Institute</b>	<b>No. of participants</b>
<b>1</b>	MSME-DI, Solan	7
<b>2</b>	MSME-DI, Bengaluru	35
<b>3</b>	MSME-DI, Karnal	23
<b>4</b>	MSME-DI, Hyderabad	21
<b>5</b>	MSME-DI, Kanpur	30
<b>6</b>	MSME-DI, Haldwani	11
<b>7</b>	MSME-DI, Allahabad	35
<b>8</b>	MSME-DI, Mumbai	1000
<b>9</b>	MSME-DI, Ranchi	16
<b>10</b>	MSME DI, Cuttack	30
<b>11</b>	MSME-DI, Indore	30

<b>12</b>	MSME-DI, Jaipur	55
<b>13</b>	MSME-DI, Kolkata	100
<b>14</b>	MSME-DI, Agartala	10
<b>15</b>	MSME-DI, Guwahati	11
<b>16</b>	MSME-DI, Nagpur	12
<b>17</b>	MSME-DI, Dhanbad	8
<b>18</b>	MSME-DI, Ptana	36
<b>19</b>	MSME-DI, Thrissur	62
<b>20</b>	MSME-DI, Ahmedabad	11
<b>21</b>	MSME-DI, New Delhi	50
<b>22</b>	Br. MSME-DI, Bhiwani	5
<b>23</b>	Br. MSME DI, Rourkela	4
<b>24</b>	Br. MSME DI, Rayagada	6
<b>25</b>	MSME-TC, Bhopal	57
<b>26</b>	MSME-TC, Mumbai	15
<b>27</b>	MSME-TC, New Delhi	50
<b>28</b>	MSME-TC, Bhiwadi	249
<b>29</b>	MSME-TC, Kolkata	30
<b>30</b>	MSME-Testing Centre , Chennai	25
<b>31</b>	MSME-Technology Centre, Ramnagar, Nainital (Uttarakhand)	100
<b>32</b>	IGTR Indore	120
<b>33</b>	IGTR-Aurangabad	88




<b>34</b>	National Coir Training and Design Centre, Coir Board, Kalavoor, Alappuzha	36
<b>35</b>	Tool Room & Training Centre, Guwahati	45
<b>36</b>	MSME-Tool Room, Kolkata	23
<b>37</b>	Central Tool Room, Ludiana	40
<b>38</b>	FFDC Kannauj	44
<b>39</b>	IDEMI, MUMBAI	100
<b>40</b>	CTTC, Bhuwaneshwar	473
<b>Total</b>		<b>3103</b>


**9.5. Yoga Newsletters Published for IDY'2022**


**i. 10<sup>th</sup> April 2022 – 25<sup>th</sup> April 2022**



ii. 1<sup>st</sup> May 2022 – 15<sup>th</sup> May 2022

  
संस्कार  
Ministry of Ayush  
Government of India


  
संस्कार  
AYUSH  
SANCHAAH

  
योग-संस्कार  
योग-संस्कार

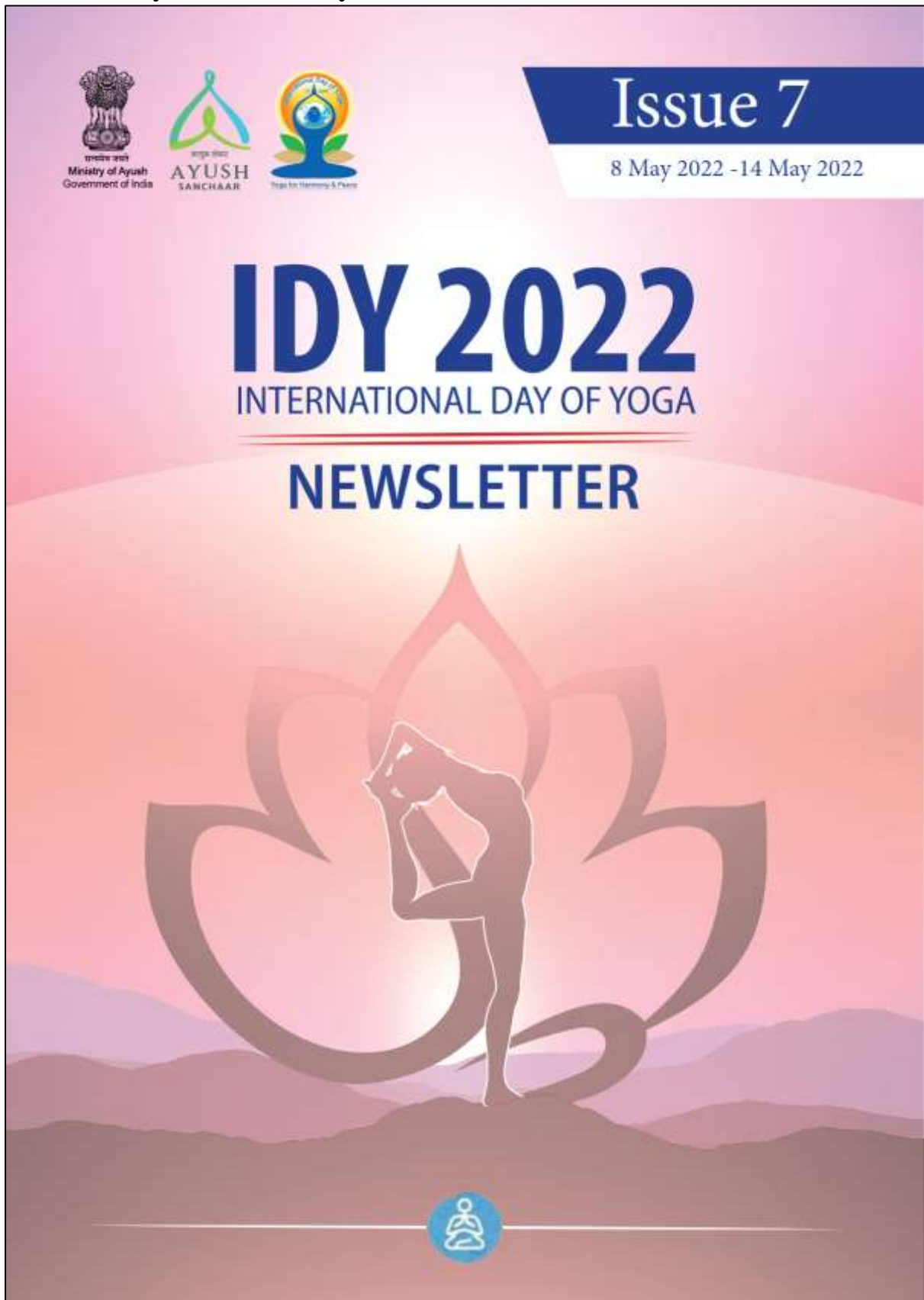
**Issue 4**  
1 May 2022 - 15 May 2022

**IDY 2022**  
INTERNATIONAL DAY OF YOGA

**NEWSLETTER**



iii. 8<sup>th</sup> May 2022 – 14<sup>th</sup> May 2022



iv. 16<sup>th</sup> May 2022 – 31<sup>st</sup> May 2022



v. 1<sup>st</sup> June 2022 – 7<sup>th</sup> June 2022



सत्यमेव जयते



आयुष संघ



Yoga for Harmony & Peace

# Issue 6

1 June 2022 - 7 June 2022



# IDY 2022

INTERNATIONAL DAY OF YOGA

NEWSLETTER



**9.6. State-wise participation count, captured by Bhuvan App.**

#	State	No. of Locations	No. of Participants
1	Uttar Pradesh	1235	4066305
2	Jammu & Kashmir	376	283289
3	Delhi	147	185228
4	Karnataka	83	156129
5	Gujarat	466	92808
6	Puducherry	27	76664
7	Madhya Pradesh	397	61944
8	Jharkhand	184	42680
9	Maharashtra	206	19746
10	Bihar	120	18695
11	Uttarakhand	42	16735
12	Andhra Pradesh	78	11830
13	Dadra-Nagar Haveli & Daman-Diu	2	8504
14	Tamil Nadu	87	7670
15	Sikkim	32	6227
16	Punjab	58	5866
17	Himachal Pradesh	83	5684
18	West Bengal	34	5486
19	Chandigarh	30	5452
20	Odisha	3	5105
21	Haryana	35	4483
22	Rajasthan	28	4041
23	Goa	34	2760
24	Telangana	15	1970
25	Assam	21	1734
26	Chhattisgarh	20	1065
27	Nagaland	1	1000
28	Arunachal Pradesh	2	540

<b>29</b>	Kerala	12	503
<b>30</b>	Manipur	3	338
<b>31</b>	Meghalaya	3	198
<b>Total</b>		<b>3864</b>	<b>5100679</b>