



**International Day of Yoga 2023  
Inter Ministerial Committee Meeting  
30.05.2023**



# Previous International Days of Yoga



- The UN General Assembly-11<sup>th</sup> December 2014, unanimously adopted.

Year	Venue
2015	Rajpath, Delhi
2016	Chandigarh
2017	Lucknow
2018	Dehradun
2019	Ranchi
2020	Virtual
2021	Virtual
2022	Mysuru
<b>2023</b>	<b>Jabalpur</b>

# IDY Objectives

- **Branding India** Globally and making IDY an international event
- **Awareness** about physical-mental fitness and spiritual benefits
- **"Good Health and Well-being"**- Sustainable Development Goal
- **Scale up** the level of promotional activities
- **Pool the resources** – the entire government as one
- **Joint efforts in Mission Mode** in the coming days to maximize public involvement and participation

## Themes for IDY 2023

Yoga for Vasudhaiva Kutumbakam

- वसुधैव कुटुम्बकम् के लिये योग
- # हर आंगन योग

# Previous Achievements - IDY



- **Two Guinness World Records** achieved in 2015:
  - Footfall of 35,985 from 84 Nationalities**
- **Suryanamaskar for Vitality: 75 Lakh** on Makar Sankranti, 2022
- **Launch of Y-Break, Namaste Yoga, WHO mYoga Portals (2021)**
- **Common Yoga Protocol (CYP)** training programmes ( 2021-22)
- **Launch of programmes on MyGov, CEMCA, DD and CSCs.**
- **Y-break** initiative for **Corporate**
- **Yoga Discourse Webinars**
- **Start-up Yoga challenge**
- **Bhuvan Yoga App** for enumeration of participants
- **PM Letter to Gram Pradhans**

# Previous Achievements- IDY



- **IDY at iconic locations globally - Opera House to Eiffel Tower to the Cathedral of Brasilia to the Dead Sea and base of Mount Everest.**
- **‘The Yoga Ambassadors’ Tour** in collaboration with Kerala Tourism with participants from **22 countries** during 4<sup>th</sup> IDY.
- **My Life My Yoga video blogging contest in 2020, 130 countries, with 44000 entries**
- **Global Yoga Ring: 24 Hr. relay programme of IDY activities across the globe, linked with Hon’ble PM’s “One Sun One Earth campaign”**
- **Physical IDY observance at 75 heritage/iconic in 2022**
- **Yoga programmes, 100-day countdown 100 iconic locations by 100 organizations (2022)**



## आज़ादी के अमृत महोत्सव के अवसर पर देश के 75 प्रख्यात स्थानों पर सामूहिक योग





## GLOBAL YOGA RING FOR INTERNATIONAL DAY OF YOGA - 2022





# 100/75/50<sup>th</sup> days countdown on IDY-2023



- 3 days event On 13<sup>th</sup> March 2023 at Talkatora Stadium, Delhi
- Observing 100 days countdown, 100 cities, 100 organizations
- 75<sup>th</sup> Countdown at Dibrugarh on 7<sup>th</sup> April 2023
- CM/Ministers and MLAs from NER participated with large gathering of Yoga enthusiast from Assam for CYP
- **Ayush Exhibition on 6-7<sup>th</sup> April Showcasing Ayush**
- 50<sup>th</sup> Countdown at Jaipur on 2<sup>nd</sup> May 2023
- Governor, Rajasthan was the Chief Guest
- 25<sup>th</sup> Countdown at Hyderabad on 27<sup>th</sup> May 2023
- Governor, Telangana was the Chief Guest





# IMC meeting on 27<sup>th</sup> March in Parliament House on IDY-2023



- Branding IDY 2023 with LIFE initiatives of MoF&CG ( Lifestyle For Environment)
- Carrying Yoga to the remotest village of the country
- Teaching / training yoga in every village- Vibrant Village Program
- Use of Dist. Administration for such initiative
- Registration of NGOs and Individuals on YCB website
- **Involving all leading Yoga organizations/ Schools, NYKs etc.**
- Yoga for Children may be encouraged
- **Recognizing and awarding best performing HWCs for Yoga propagation**
- Use of advanced IT tools for registration and Clock Selfie
- Involvement of Disability Centers for Yoga Activities



# CoS meeting 10<sup>Th</sup> May 2023



- Core Organizing committee with Secretary Ayush as Convener
- Ministries/Department to undertake IDY activities with MoA with a “Whole of Government approach”
- MoA to clearly outline roles & responsibility of each stakeholder
- Each Ministry to convene internal meetings to finalize activities taken by them
- MoA to actively engage States/ UT
- MoI&B and MeiTY to fully employ their resources to create awareness



# I&B meeting-15<sup>th</sup> May 2023



- **Streaming of IDY 2023 from Jabalpur**
- Promote AHWCs, Ayush Gram, Advertisement support through BOC
- Ocean Ring of Yoga - programme in Doordarshan studios in Delhi with a separate social media programme like YouTube available to all users to view all over the world
- Daily capsules in the news of All India Radio and Prasar Bharati from 27<sup>th</sup> May, 2023 onwards
- Proposal of **Media awards** for coverage
- Detailed Advertisement plan including all media vehicles: Print, Radio and TV channels, social and Digital Media



# Proposed New Activities for IDY-2023



- Yoga from **Artic to Antarctica, G20 and SCO Countries**
- Yoga at friendly countries Ports- **Ocean Ring of Yoga**
- All **CEMCA stations, All India Radio & CSCs**
- Yoga Programme at OTT Platforms, Instagram Reels, Short videos for Whatsapp and Facebook
- NCC, NSS , NYKS and CSCs: training as Yoga Volunteers
- Yoga at WHO GCTM at interim office as well as main site at Jamnagar
- Yoga at all **HWCs, One Ayush Gram** in each States-
- All Ayush facilities under NAM (Educational institutes, Hospitals etc.)
- Yoga at **beaches & hotels** and **cultural and tourist places**
- **IDY along Amrit Sarovars – MoRD**

# Proposed New Activities for IDY-2023





## Contd.



- Promote Domestic Tag line: “हर आंगन योग”
- Theme of this year of **Yoga for Vasudhaiva Kutumbakam**
- Branding of **India’s Unity** globally.
- Desert to Forest, River to sea, Village to Industry, Toddler to Old Age (Anganwadi to Old Age home- People under palliative care)
- All Ministries/Depts. Social Media Handles- tag and Propagate Yoga as a whole Govt. Approach and IDY in particular.



# Activities on MyGov

- Prime Minister's Award for Yoga
- IDY Quiz
- IDY Theme Discussion
- Poll/Survey
- IDY Jingle
- Poster making on Y-Break
- Poem Writing
- Pledge
- Yoga my Pride Photo Contest – Coming soon \$1000, 750,500 and Rs 100K, 75k &50k ( Youth, Adult, Yoga professional)

<https://www.mygov.in/campaigns/international-yoga-day/?target=webview&type=campaign&nid=0>



# Google Drive

- We have created a Google Drive for International Day of Yoga 2023.

link- <https://bit.ly/45OC60n>

- G-Drive has folder named-

- 1. IDY hoardings
- 2. IDY resource
- 3. Image assets
- 4. Infographics
- 5. Logos
- 6. Video
- 7. Audio

- Creatives for Open Use. The content in these folders can be further shared with different Ministries of Government of India, State governments and other stakeholders for amplification of IDY related content. If anyone requires open files of hoardings, website banners, they can send a mail on "idy2023ministryofayush@gmail.com"\*These folders will be updated on regular basis as we approach 21st June, 2023

- <https://bit.ly/45OC60n>





## The IDY Handbook

Reference for organizers of promotional activities for  
International Day of Yoga (IDY) 2023



Ministry of Ayush

### Table of Contents

Preface	3
A. What is IDY and how is it observed?	4
B. What is the Common Yoga Protocol (CYP)?	7
C. Creating a buzz: Initiatives for IDY Promotion by the Ministry of Ayush	9
D. How Can You Get Involved in the Global IDY Movement?	12
- Citizens	12
- Yoga Professionals	13
- Central Ministries/Departments and State/UT Administrations	13
- Yoga Organizations and NGOs	14
- Private Companies and PSUs	15
- Schools, Colleges and Universities	15
- Gram Panchayats, Municipal Corporation, Housing Societies, and Other Civil Society Bodies	16
E. "हरआगनयोग"	17
F. Digital Resources for Yoga	18
G. [mYoga] App	21
H. Yoga Break (Y-Break)	21
I. Tracking Participation in IDY 2023	21
J. Appendices	23
Appendix 1: UN Resolution on IDY	
Appendix 2: DoPT Y Break O.M.	

Link for IDY Resources:  
<https://bit.ly/45OC60n>

# Digital Resources of Ministry of Ayush

## Links of MoA's Website, Social Media Platforms and Institutions

S. No.	MinistryOf Ayush/ Institutes	Website Links
1.	Ministry of Ayush Website	<a href="https://main.ayush.gov.in/">https://main.ayush.gov.in/</a>
2.	Yoga Portal – Ministry of Ayush	<a href="https://yoga.ayush.gov.in/yoga/">https://yoga.ayush.gov.in/yoga/</a>
3.	Ministry of Ayush- YouTube Channel	<a href="https://www.youtube.com/channel/UR2qs-1BzrNcE1so4TogQ">https://www.youtube.com/channel/UR2qs-1BzrNcE1so4TogQ</a>
4.	Ministry of Ayush- Facebook Page	<a href="https://www.facebook.com/moayush">https://www.facebook.com/moayush</a>
5.	Ministry of Ayush- Twitter	<a href="https://twitter.com/moayush">https://twitter.com/moayush</a>
6.	Ministry of Ayush- Instagram	<a href="https://www.instagram.com/ministryayush/?hl=en">https://www.instagram.com/ministryayush/?hl=en</a>
7.	Morarji Desai National Institute of Yoga (MDNIY)	<a href="http://www.yogamdniy.nic.in/">http://www.yogamdniy.nic.in/</a>
8.	Central Council for Research in Yoga & Naturopathy (CCRYN)	<a href="http://ccryn.gov.in/">http://ccryn.gov.in/</a>
9.	National Institute of Naturopathy (NIN), Pune	<a href="http://pune.nin.org/index.htm">http://pune.nin.org/index.htm</a>

## CYP Videos (Hindi, English and 14 Regional Languages)

S. No.	IDY Videos – Common Yoga Protocol	YouTube Video Links
1.	International Day of Yoga 2019   Common Yoga Protocol- HINDI	<a href="https://www.youtube.com/watch?v=ZLyNLRiw">https://www.youtube.com/watch?v=ZLyNLRiw</a>
2.	International Day of Yoga 2019   Common Yoga Protocol- ENGLISH	<a href="https://www.youtube.com/watch?v=I6jh9GeOxE">https://www.youtube.com/watch?v=I6jh9GeOxE</a>
3.	Common Yoga Protocol- Manipuri, International Day of Yoga - 2016	<a href="https://www.youtube.com/watch?v=Kza5C9yhI">https://www.youtube.com/watch?v=Kza5C9yhI</a>
4.	Common Yoga Protocol- Kannada, International Day of Yoga – 2016	<a href="https://www.youtube.com/watch?v=Iw4sR7Ercs">https://www.youtube.com/watch?v=Iw4sR7Ercs</a>
5.	Common Yoga Protocol- Sanskrit, International Day of Yoga - 2016	<a href="https://www.youtube.com/watch?v=IDVngTkslo">https://www.youtube.com/watch?v=IDVngTkslo</a>
6.	Common Yoga Protocol- Marathi, International Day of Yoga - 2016	<a href="https://www.youtube.com/watch?v=JfyanlOYTY">https://www.youtube.com/watch?v=JfyanlOYTY</a>
7.	Common Yoga Protocol- Malayalam, International Day of Yoga - 2016	<a href="https://www.youtube.com/watch?v=Aw-XO8">https://www.youtube.com/watch?v=Aw-XO8</a>
8.	Common Yoga Protocol- Bengali, International Day of Yoga - 2016	<a href="https://www.youtube.com/watch?v=0ZzBbXz_U">https://www.youtube.com/watch?v=0ZzBbXz_U</a>



# Role of Key Ministries



## MHA

- CYP training programme for all Police, Paramilitary ( 25<sup>th</sup> Countdown onward)-  
Phyigital Mode, Yoga-Break at all workplaces (New version-launched- on Chair)
- MHA's Visa application website to carry info about IDY and significance of Yoga  
(Banner on Gol websites)
- Participation of Paramilitary forces in IDY
- **Yoga at hebetate islands out of 21 islands in A&N after Param Vir Chakras  
Awardees**

## Education

- Request UGC/ VCs of all Central Universities
- Run Program of Youth Engagement- competition
- Universities may Adopt nearby villages
- Yoga Olympiad
- Promotion of Yogasana as a competitive sport

## MoD



### • Ocean Ring of Yoga

- “YOG BHARATMALA” event on 21<sup>st</sup> June, 2023 by Indian Army, Indian Navy, Indian Air Force, Indian Coast Guard & Border Road Organization in their respective formations/offices at borders/coasts/islands
- CYP and other Yoga events by all field units
- IDY observation with families of Freedom fighters/ War Heroes
- Involvement of NCC

## MEA

- Yoga from **Artic to Antarctica**,
- Yoga at friendly countries Ports- **Ocean Ring of Yoga**
- Yoga at WHO GCTM at interim office as well as main site at Jamnagar
- All UN member countries through Missions abroad, **G20 and SCO Countries , UNESCO & WHO**
- Yoga Programme at OTT Platforms, Instagram Reels, Short videos, for Whatsapp and Facebook

# MEA/ICCR



- Coordination with Indian Missions abroad and engagement of Indian Diaspora may be done by MEA with the help of ICCR
- Identification of iconic destinations/locations across the world to promote IDY
- Indian missions abroad may conduct Yoga programmes in Parliaments of the respective countries/regions
- Identification of prominent location like Times Square, Alps and possibility of performing Yoga (with tricolour) on IDY
- **Conduct Yoga Ambassador tour** for IDY 2023
- Live programme/ feeds by select Indian Missions/ locations/ ports on 21<sup>st</sup> June 2023

# Role of Key Ministries



## Railways, Civil Aviation, Transport

- CYP/Y break videos at Railway Stations, Airport waiting area/room, Bus Stands, Toll Plaza-onboard train and flight-Pamphlets
- **Branding and Hoarding**
- Info on IDY/ PM's quotation on tickets, boarding passes
- IEC campaigns (independent flyers, columns in airline magazines, announcement on pilot/staff speaker system) on aircrafts

## Postal

- Y-Break in Post offices
- Conduct CYP in Yoga Camps for employees of Post Offices across the country

# Role of Key Ministries



## Tourism & Culture

- All key Tourist spots, Beaches, Hill Station, Heritage/Iconic places
- Promotion of Yoga/ Spiritual Tourism
- **Yoga Ambassadors Tour** (in coordination with MEA and Culture)
- Promotional videos through endorsements by cultural icons

## Youth Affairs and Sports

- All Sport / SAI Centers, Yoga for Millennials
- **NSS, NYKS**
- Prominent sports personalities to promote IDY activities among masses
- Raahgiri Day (Cycle rally and Yoga-in collaboration with local Municipalities)

# Role of Key Ministries



## Health and Family Welfare

- All Ayushman Bharat- HWC- Training wef 25<sup>th</sup> Countdown
- All medical colleges and AIIMS institutes
- Promotion at Jan Aushadhi Kendra
- **ASHA/ANM workers**

## Parliamentary Affairs

- All political representatives
- Encourage MPs to promote yoga in their respective constituencies
- Organize an event to celebrate International Yoga Day in Parliament. MPs can participate in a yoga session to mark the occasion



# Role of Key Ministries



## Panchayati Raj/ Rural Development/ Tribal

- **PM Letter to Gram Pradhans**
- Audio message (mygov, MeitY) Database of Gram Pradhans
- **Exploring Village tourism and Yoga as a skill in all Distts**
- All Gram Pradhans/ councilors to lead IDY 2023 observation
- Participation of Village Sarpanchs in nearby HWCs
- **Participation of Self Help Groups for IDY activities in grass-root level**
- Ayush Gram in each state-achieving Sampurn Yoga Gram
- Mats of Tribal artisans be promoted

# Role of Key Ministries



## MeitY

- Y- Break in Big IT Industries, NASSCOM Members
- Banner on each GoI websites, Digital Media propagation
- My Gov
- CSCs participation and Digital training through them

## Earth Sciences

- Arctic and Antarctic initiative

## Shipping, Ports & Waterways

- **Ocean Ring of Yoga**
- Indian and friendly foreign Ports

# Role of Key Ministries



## W&CD

- Focus of Yoga for Anganwadis
- Provision of charts and Yoga training to Anganwadi, Asha & healthworkers to be disseminated among pregnant and lactating mothers
- 3000 functional bodies, right from ground level to Central ministry level ,Child Welfare committees, Juvenile Justice Boards, Commission for Protection of Child Rights and many others. These channels can be leveraged to conduct Yoga Activities across all levels

## Law and Justice

- IDY at SC, HCs and lower courts
- Yoga breaks maybe encouraged for administration staff, lawyers & other people working in the courts on the International Yoga Day, and countdown days
- **Special training of common yoga protocol for judges and lawyers**
- **Branding at all court buildings**

# Role of Key Ministries



## Corporate Affairs, Cooperation

- Big Corporate & Industry houses, Chambers, Cooperatives
- Start Ups/Unicorns
- Encouraging **companies to promote Y-Breaks** for their employees
- Encourage cooperative societies for Y-Break to promote the practice of yoga among cooperative society members

## Petroleum and Natural Gas

- **Petrol pumps and CNG outlets-IDY T shirt**
- Promotional banners & IEC material to be put up/made available at Petrol Pumps/Gas stations by co-operation between Ministry of P&NG and Oil Marketing Companies
- Yoga-break during key countdown days and live feed of IDY proceedings on main event day at offices of oil refining & marketing companies

# Role of Key Ministries



## DPIIT

- Organize yoga-themed exhibitions & expo, inviting yoga institutes, wellness product vendors, & industry experts to showcase their offerings
- Conduct specialized yoga workshops tailored to the needs of startups and entrepreneurs
- Conduct yoga sessions for its employees and stakeholders to encourage the practice of yoga

## DONER

- **Promotion of Yoga in NE-special focus**
- Promotion on Tribal Products of NER- Yoga Mats
- Yoga products stalls in schools and colleges to promote local businesses

# Role of Key Departments



## NDMC

- NDMC may organize outdoor yoga sessions in prominent public spaces, such as parks, gardens, or designated areas within the city encouraging residents & visitors to participate
- Combine yoga with cleanliness drives to promote both physical and environmental well-being
- Launch awareness campaigns to spread the message of yoga and its benefits to the wider community

## Delhi Police

- Yoga Camps for police personnel in Police Stations across the city
- **Yoga for Community Policing:** Delhi Police can integrate yoga into its community policing initiatives , Observation of IDY in Delhi
- Y-Break in Police stations
- Yoga sessions for prisoners

# Role of Key Departments



## DDA

- **Awareness campaigns** to promote the benefits of yoga & encourage its practice among the general public
- Share **yoga-related content, testimonials from individuals** in the official social media handle
- Conduct **CYP & Y-Break for its employees to promote** their well-being and foster a healthy work environment

## NCC

- NCC may organize a mass yoga demonstration involving cadets from different units across the country
- Conduct CYP in yoga camps specifically for its cadets, focusing on their physical & mental fitness
- Organize **yoga competitions** at various levels, including inter-unit, inter-district, or inter-state competitions
- NCC cadets **may lead community yoga drives** in their local areas (public parks, schools, or community centers), inviting residents to participate

# Delhi Locations for IDY-2023



Sl No	Event Venue	Organizing Agency	Supporting Agency	Technical Support Organization
01	Rajpath	NDMC	Art of Living	MDNIY
02	Nehru Park	NDMC	Art of Living	CCRYN
03	Lodhi Garden	NDMC	Patanjali	MDNIY
04	Talkatora Garden	NDMC	MDNIY	CCRYN
05	Dwarka	DDA	Patanjali Yoga Samiti	CCRYN
06	Rohini	DDA	Art of Living	CCRYN
07	Yamuna Sports Complex	DDA	Vivekananda Yogashram Hospital	MDNIY
08	Lal Quila	Brahmakumaris		CCRYN



# Common Activities



- **Awareness campaigns** to promote the benefits of yoga and participation of Public
- Promotion of IDY creatives in the respective Ministries/Department's official website and social media handle
- Promotion of “हर आंगन योग” & “वसुधैव कुटुम्बकम्”
- Co branding of LIFE Mission along with the IDY creatives
- CYP/ Yoga Break training of respective stakeholders
- Follow social Media of MoAyush
- Participate in IDY on 21<sup>st</sup> June 2023
- Reporting of participation to MoAyush

- Link for IDY Resources:

<https://bit.ly/45OC60n>

# Summary



- **Ocean Ring of Yoga-** MoD(Navy, Coast Guard including friendly foreign countries vessels and ports), MEA, MoPSW(Merchant ships and Ports)
- **Yoga from Arctic to Antarctica-** Countries falling in Prime Meridian line in collaboration with MEA besides in UN Member countries
- **Yoga on North Pole and South Pole regions- Himadri-the** Indian research base in Svalbard, **Arctic** and at **Bharati** - the third Indian research base in Antarctica (Indian team and Wintering team nearby Russia, China and Australia are also invited - M/o Earth Sciences
- **SCO and G-20 countries**
- UNESCO wall
- **WHO Global Centre for Traditional Medicine Jamnagar, Gujarat**

# Summary



- National
- Flight deck of INS Vikrant or INS Vikramaditya
- Indian Army, Indian Navy, Indian Air Force, Indian Coast Guard and Border Road Organisation at the Borders/Coasts/Islands thereby making a '**Yog Bharatmala**'
- Families of Ex-Servicemen and War widows
- All education and training establishments including NCC, Sainik School
- Heritage sites, Major Tourist Places
- Railway Stations, Air Ports, Bus Stands, Petrol Pump and CNG outlets, Toll Plaza
- Paramilitary forces, NCC and NSS Cadets, Youth volunteers
- Corporates
- Public representatives

# Summary



- Panchayats-Ayush Gram Unit- Amrit Sarovar-AHWC-Anganwadi/ASHA/ANM
- CEMCA and CSCs
- All National Ayush Mission supported facilities
- All Health and Wellness Centres including Ayush Health & Wellness Centres
- **Habitant Islands among 21 Islands in Andaman Nicobar Named After Param Vir Chakra Awardees**
- Local Public representatives



# Reporting of participation

<b>S. No.</b>	<b>Name Of the Organizing Body</b>	<b>Location</b>	<b>Number Of Individuals Participated (IDY Observance )</b>	<b>Contact Details (Name, Designation, Phone Number, And E-mail Address of The SPOC)</b>

Link for IDY Resources:

<https://bit.ly/45OC60n>

**Further suggestions and discussions**

**Thank You**