



सत्यमेव जयते  
Ministry of AYUSH  
Government of India



75  
आज़ादी का  
अमृत महोत्सव

# IDY 2023

INTERNATIONAL DAY OF YOGA

IDY REPORT



# 1 Table of Contents

<b>1. Introduction</b> .....	10
<b>2. Preparations for IDY Celebration</b> .....	15
<b>2.1. Meetings with Stakeholders on IDY Preparations</b> .....	15
<b>2.2. IDY Countdown Series</b> .....	16
<b>2.3. IDY Branding and Promotion</b> .....	20
<b>i. IDY Promotion at Public Places</b> .....	20
<b>ii. Logo Support for IDY Promotion</b> .....	20
<b>3. Initiatives for IDY 2023</b> .....	20
<b>3.1. Main IDY Event at Jabalpur</b> .....	21
<b>3.2. IDY Celebration at Places of Importance</b> .....	23
<b>i. Initiatives for IDY Celebration at the Global Level</b> .....	23
<b>ii. Initiatives for IDY Celebration in India</b> .....	29
<b>iii. Initiatives by the States and Union Territories (UTs) for IDY Celebration</b> .....	32
<b>iv. Initiatives by other Stakeholders for IDY Celebration</b> .....	37
<b>3.3. IDY Promotion on Social Media</b> .....	39
<b>3.4. Awareness Generation through Ministry of Ayush's Assets</b> .....	44
<b>i. Awareness Generation through Yoga Portal</b> .....	44
<b>ii. Awareness Generation through Namaste Yoga Application</b> .....	45
<b>iii. IDY Participation Tracking through Bhuvan Yoga Application</b> .....	46
<b>3.5. IDY Coverage in Press Releases</b> .....	48
<b>3.6. IDY Coverage in Print Media</b> .....	49
<b>i. English Newspaper Readership:</b> .....	49
<b>ii. Hindi Newspaper Readership:</b> .....	50
<b>3.7. IDY Coverage in E-Newspapers</b> .....	51
<b>3.8. IDY Coverage on Television</b> .....	54
<b>3.9. IDY Promotion through Community Radio Stations (CRSs)</b> .....	55
<b>4. Initiatives by the Central Ministries for IDY Celebration</b> .....	57

4.1.	Ministry of Railways .....	57
4.2.	Ministry of Textiles .....	58
4.3.	Ministry of MSME .....	59
4.4.	Ministry of WCD .....	60
4.5.	Ministry of Heavy Industries.....	61
4.6.	Ministry of Statistics and Program Implementation .....	61
4.7.	Ministry of Defense .....	63
4.8.	Ministry of Tourism .....	64
4.9.	Department of Health & Family Welfare .....	66
4.10.	Ministry of Ports, Shipping, and Waterways .....	67
4.11.	Ministry of Fisheries, Animal Husbandry, and Dairying .....	67
4.12.	Ministry of Civil Aviation .....	69
4.13.	Ministry of Coal.....	71
4.14.	Ministry of Commerce and Industry .....	72
4.15.	Ministry of Consumer Affairs, Food, and Public Distribution .....	73
4.16.	Ministry of Telecommunication.....	74
4.17.	Ministry of Education.....	74
4.18.	Ministry of Electronics & IT .....	75
4.19.	Ministry of External Affairs .....	76
4.20.	Ministry of Finance .....	76
4.21.	Ministry of Skill Development & Entrepreneurship.....	77
4.22.	Ministry of Rural Development.....	78
4.23.	Ministry of Panchayati Raj .....	79
4.24.	Ministry of Information & Broadcasting .....	80
5.	Initiatives in collaboration with Private Partners for IDY Promotion .....	80
5.1.	Initiatives by Nickelodeon India.....	80
6.	Outreach Estimates for IDY 2023 .....	80
7.	Participation Estimates for IDY 2023.....	81

<b>8. IDY Messages and Quotes .....</b>	<b>83</b>
<b>8.1. State-wise participation count captured by Bhuvan App .....</b>	<b>85</b>
<b>8.2. Participation data by Leading Yoga Institutions.....</b>	<b>87</b>
<b>8.3. State-wise participation of facilities under National Ayush Mission.....</b>	<b>88</b>
<b>8.4. Participation in IDY at various locations in Delhi.....</b>	<b>89</b>

## **LIST OF FIGURES**

Figure 1: Yoga Mahotsava Workshop by MDNIY .....	12
Figure 2: Map for the Ocean Ring of Yoga by the Indian Navy .....	13
Figure 3: Photos of IDY 2023 at the Main Event in Jabalpur .....	15
Figure 4: Yoga Mahotsava 2023 - 100 <sup>th</sup> Countdown Day at Talkatora Srtadium, New Delhi .....	17
Figure 5: Yoga Utsava - 75 <sup>th</sup> Countdown Day at Dibrugarh University, Assam.....	18
Figure 6: 50 <sup>th</sup> Countdown Day at Jaipur .....	18
Figure 7: 25 <sup>th</sup> Countdown at Hyderabad, Telangana .....	19
Figure 8: Hoarding 1 .....	20
Figure 9: Hoarding 2 .....	20
Figure 10: IDY 2023 Main event Stage and Celebration .....	21
Figure 11: Har Aangan Yoga at HWC Gwalikhera, UP.....	22
Figure 12: PM Modi addressing the gathering at UN headquarters, New York .....	23
Figure 13: IDY celebrations at the UN Headquarters, New York .....	24
Figure 14: UN Secretary General explaining the importance of Yoga.....	25
Figure 15: PM Narendra Modi receives the Guinness World Record for biggest participation.....	25
Figure 16: IDY celebration at Siachen .....	26
Figure 17: IDY celebration at International Locations .....	27
Figure 18: IDY celebration at Tarawa, Kirbati .....	27
Figure 19: IDY celebration at Naval Base, Dubai.....	28
Figure 20: IDY celebration at Dibrugarh University Playground.....	29
Figure 21: IDY celebration by units of WNC.....	29
Figure 22: IDY celebration by the Indian Army.....	30
Figure 23: IDY celebration by CISF across multiple locations.....	30
Figure 24: IDY celebrations in Uttarakhand .....	30
Figure 25: IDY celebration in Delhi.....	32
Figure 26: IDY celebration in Telangana.....	34
Figure 27: IDY celebrations in Puducherry .....	36
Figure 28: IDY celebration by GSI .....	37
Figure 29: IDY celebrations by Department of Land Resources.....	38
Figure 30: IDY celebrations by prominent Public Figures & Organizations.....	41
Figure 31: IDY Yoga Portal .....	44
Figure 32: Namaste Yoga Application .....	45
Figure 33: Bhuvan Yoga App.....	46

Figure 34: Participation from Top 5 States.....	47
Figure 35: English Newspapers Outreach .....	49
Figure 36: Hindi Newspapers Outreach .....	50
Figure 37: IDY-specific contents published in different Newspapers.....	53
Figure 38: Live Telecast of IDY 2023 on Doordarshan.....	54
Figure 39: Yoga practice at a gathering by a CRS, IDY 2023 .....	55
Figure 40: IDY Celebrations at Ministry of Railways .....	57
Figure 41: IDY Celebrations at Crafts Museum, Delhi.....	58
Figure 42: IDY Celebrations at MSME.....	59
Figure 43: IDY Celebrations at National Institute of Public Cooperation .....	60
Figure 44: IDY Celebrations at Udyog Bhawan .....	61
Figure 45: IDY Celebrations at National Statistical Systems Training Academy .....	62
Figure 46: IDY Celebrations at various locations in India .....	64
Figure 47: IDY Celebrations at Darbar Hall, Raj Bhawan.....	65
Figure 48: IDY Celebrations at AIIMS, New Delhi.....	66
Figure 49: IDY Celebrations at Nehru Park, New Delhi.....	67
Figure 50: IDY Celebrations at Krishi Bhawan .....	69
Figure 51: IDY Celebrations at Rajiv Gandhi Bhawan, New Delhi.....	70
Figure 52: IDY Celebrations at Ministry of Coal.....	71
Figure 53: IDY Celebrations at Statue of Unity, Kevadia.....	72
Figure 54: IDY Celebrations at Gateway of India .....	73
Figure 55: IDY Celebrations at Sanchar Bhawan, New Delhi .....	74
Figure 56: IDY Celebrations at SavitrabaiPhule Pune University.....	75
Figure 57: IDY Celebrations at Ministry of Electronics & IT.....	76
Figure 58: IDY Celebrations at MEA Office.....	76
Figure 59: IDY Celebrations at Mahabalipuram.....	77
Figure 60: IDY Celebrations at MSDE.....	77
Figure 61: IDY Celebrations at Krishi Bhawan.....	78
Figure 62: IDY Celebrations at Jeevan Prakash Bhawan, New Delhi .....	78
Figure 63: IDY Celebrations at Soochna Bhawan, New Delhi .....	79
Figure 64: Nickelodeon India's creatives .....	80
Figure 65: Year-wise IDY participation .....	81

## **LIST OF TABLES**

Table 1: Summary of Platform-wise Outreach.....	43
Table 2: Estimate of outreach through different initiatives .....	80
Table 3: Participation estimates for different stakeholders in 9 <sup>th</sup> IDY.....	82
Table 4: State-wise Participation data through Bhuvan App .....	85
Table 5: Participation data of Leading Yoga Institutions .....	87
Table 6: State-wise Participation in facilities under National Ayush Mission (NAM).....	88
Table 7: Participation in IDY at various locations in Delhi .....	89





## **List of Abbreviations**

<b>CEMCA</b>	Commonwealth Educational Media Centre for Asia
<b>CRS</b>	Community Radio Station
<b>CSC</b>	Common Service Centre
<b>CYP</b>	Common Yoga Protocol
<b>DD</b>	Doordarshan
<b>IDY</b>	International Day of Yoga
<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 Enterprise
<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>NRSC</b>	National Remote Sensing Centre
<b>NSS</b>	National Service Scheme
<b>NTPC</b>	National Thermal Power Corporation
<b>PIB</b>	Press Information Bureau
<b>PM</b>	Prime Minister
<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 every year, 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.

IDY had been observed virtually in 2020 and 2021, due to the COVID-19 pandemic.

IDY 2022 was held at Mysuru Palace, Karnataka where the Hon'ble Prime Minister led the Nation in observation of IDY.

IDY 2023 was celebrated across the world, on the 21<sup>st</sup> of June 2023. 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; In the post-COVID period, '**Yoga for Vasudhaiva Kutumbakam**' was announced as the theme for IDY 2023. The objective was to project Yoga as a unifying element bringing 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 2023 coincided with the celebration of India's G20 Presidency this year, the celebration was amplified by several events of the G20 Presidency.

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, and Instagram** 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 National celebration of 9<sup>th</sup> International Day of Yoga 2023 was led by **Hon'ble Vice President of India, Shri Jagdeep Dhankhar** on 21<sup>st</sup> June at Jabalpur in Madhya Pradesh. In his address he said that **'it is a matter of great satisfaction that due to the efforts of our Prime Minister; Yoga has now become a global festival. Yoga is not only for any individual but for the whole of humanity. He said that Yoga has also taken an economic form and has positively impacted it. Our trained Yoga teachers are working all over the world and the demand for Yoga teachers is increasing'**.

On this occasion, Governor of Madhya Pradesh, Shri Mangubhai Chhaganbhai Patel, Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan, Union Minister of Ayush and Ports, Shipping & Waterways Shri Sarbananda Sonowal, MoS for Ayush and Women and Child Development, Dr. Munjpara Mahendrabhai , Cabinet Ministers, **Kamlesh D. Patel**, President of Shri Ram Chandra Mission, officials of the Ministry of Ayush were in attendance. **Shri Faggan Singh Kulaste**, Hon'ble MoS for Steel & Rural Development, **Shri Prahlad Singh Patel**, Hon'ble MoS for Jal Shakti and Food Processing Industries, **Shri Ram Kishore (Nano) Kawre**, Hon'ble Minister for Ayush (I/C) & Water Resources, Government of MP; **Shri V.D. Sharma**, Hon'ble MP (Khajuraho Constituency), **Shri Rakesh Singh**, Hon'ble MP (Jabalpur Constituency), **Shri Vivek Tankha**, Hon'ble MP (Jabalpur Constituency), **Smt. Sumitra Valmik**, Hon'ble MP, **Sh. Ajay Vishnoi**, MLA, **Sh. Ashok Rohani**, MLA were also present and also performed the Common Yoga Protocol.

This year the **Hon'ble Prime Minister Shri Narendra Modi led Yoga from the North Lawns at the United Nations Headquarters in New York, USA** where more than 135 countries joined to show their commitment towards yoga. Before leaving for a two-nation visit, Hon'ble Prime Minister Shri Narendra Modi said "I will celebrate the International Day of Yoga 2023 on June 21 at the UNHQ with the UN leadership and members of the international community. I look forward to this special celebration at the very location that supported India's proposal in December 2014 to recognize an International Day of Yoga".

The preparation of IDY 2023 had started on 13<sup>th</sup> March 2023, with **100 days countdown** launched by Hon'ble Minister of Ayush. Since then, every day countdown is being observed by all stakeholders including government bodies, making it a mass movement, culminating on 21<sup>st</sup> June 2023.



*Figure 1: Yoga Mahotsav Workshops by MDNIY*

This year International Day of Yoga witnessed unique feature like **Ocean Ring of Yoga**, where Indian Navy and Merchant ships took the message of peace & tranquillity - underpinned by age-old ethos of Vasudhaiva Kutumbakam - across India's extended neighbourhood. Carrying out IDY 2023 outreach, 19 ships (11 in international ports/waters), 3500 personnel, travelled over 35,000 km.



*Figure 2: Map for Ocean Ring of Yoga by the Indian Navy*

At National level this year International Day of Yoga tried to achieve “**Har Aangan Yoga**” by enabling observation of Yoga at village level. IDY 2023 focused on taking Yoga to each and every village in India along with active participation of Panchayats, Anganwadis, Asha/ANM workers, and Ayush facilities under National Ayush Mission. Health and Wellness Centers established by the Health and Ayush Ministries, along with numerous Amrit Sarovars, hosted yoga demonstrations. Prime Minister Narendra Modi in his letter to village Sarpanchs appealed them to celebrate International Yoga Day on 21<sup>st</sup> June 2023 with their villagers in full strength.

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: Photos of IDY 2023 at the Main Event in Jabalpur*

**The events organized on IDY 2023 saw a massive participation, from over 23.44 crore individuals. The global outreach through the Ministry of Ayush’s initiatives, with various stakeholders, was over 113 crores.**

## **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> March 2023, in which the key **Central Ministries** were invited to plan the activities for IDY 2023.

Further, the **Ministry of Ayush** organized a series of meetings with various **Stakeholders**, to discuss the role to be played by them for making IDY 2023, 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 2023. In this regard, other meetings organized were –

- ❖ Meeting with the **Inter-Ministerial Committee (IMC)** (27th March 2023)
- ❖ Meeting chaired by **Cabinet Secretary with group of Secretaries** for IDY 2023 (10<sup>th</sup> May 2023)
- ❖ Meeting with the **Ministry of Information & Broadcasting** (15<sup>th</sup> May 2023)
- ❖ **2<sup>nd</sup> Inter-Ministerial Committee** meeting (30<sup>th</sup> May 2023)
- ❖ **Meeting with leading Yoga Organizations** (30<sup>th</sup> May 2023)
- ❖ Meeting of the **Core Organizing Committee** (14<sup>th</sup> June 2023)

During these meetings, it was unanimously decided to focus on **Branding India on the Global Stage**, and attracting participation of around 25 crore people, during IDY celebrations across the globe. To mobilize the masses, across the nation, for participation in IDY 2023, 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.

## **2.2 IDY Countdown Series**

The Ministry of Ayush initiated a 100-day countdown series, on the **13<sup>th</sup> of March 2023**, leading up to the **21<sup>st</sup> of June 2023**. The social media platforms (like YouTube, Facebook, Twitter, Instagram, etc) of the Ministry and its affiliated institutions, were used extensively to promote various initiatives around IDY 2023. MDNIY in collaboration with various Yoga organizations conducted 100 Days Countdown, in 100 Cities, for 100 Days. 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 2023.

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 (13.03.2023)



*Figure 4: Yoga Mahotsava 2023 - 100<sup>th</sup> Countdown Day: Talkatora Stadium, New Delhi*

Yoga Mahotsav 2023, the three days event to commemorate **100 days countdown** to International Day of Yoga 2023 was inaugurated by Hon'ble Union minister for Ayush and Ports, Shipping & Waterways **Shri Sarbananda Sonowal** at New Delhi. In his inaugural address the Minister talked about how the promotion of yoga and its widespread acceptance, has positioned India as a global leader in the health and wellness industry. **Shri Sarbananda Sonowal** also launched a one-minute video on “**Y Break**” Yoga for enabling larger mass, particularly for workaholics, to include Yoga in their lifestyle.

Inauguration ceremony of Yoga Mahotsav was attended by **Shri G. Kishan Reddy**, Union Minister of Culture, Tourism, and DoNER, **Shri N. Biren Singh**, Chief Minister, Manipur, **Smt. Meenakshi Lekhi**, Union Minister of State for External Affairs and Culture and **Dr. Munjpara Mahendrabhai**, Union Minister of State for Ayush and Women and Child Development. **Vaidya Rajesh Kotecha**, Secretary, Ministry of Ayush and other officials were also present to grace this occasion.

On this occasion, **Shri Sarbananda Sonowal** said, “The continued efforts of our Prime Minister have enabled India’s leadership in Yoga, Ayurveda and traditional knowledge healthcare systems.

### **75<sup>th</sup> Countdown Day (07.04.2023)**

The event was graced by the Union Minister of Ayush and Ports, Shipping & Waterways, Shri Sarbananda Sonowal; Chief Minister of Tripura, Dr Manik Saha; Deputy Chief Minister of Arunachal Pradesh, Shri Chowna Main; Union Minister of State for Petroleum & Natural Gas & MP of Dibrugarh; Shri Rameshwar Teli; Union



*Figure 5: 75th Countdown event*

Minister of State for External Affairs, Dr Rajkumar Ranjan Singh; Health & Family Welfare Minister of Assam, Shri Keshab Mahanta; former minister & Chairman, HOUSEFED, Shri Bhabesh Kalita; Health & Family Welfare Minister of Manipur, Shri Sapam Ranjan Singh; Minister of Power of Meghalaya, Shri A T Mondal; Vice Chancellor of Dibrugarh University, Prof Jiten Hazarika; and Secretary, Ministry of Ayush, Vaidya Rajesh Kotecha. A two- day exhibition of Ayush systems of medicine was also exhibited on 6<sup>th</sup> and 7<sup>th</sup> April,2023 in the University Campus.

### **50<sup>th</sup> Countdown Day (02.05.2023)**

The 50<sup>th</sup> countdown day to IDY 2023 was marked by an exhilarating atmosphere as more than 15,000 enthusiasts performed Common Yoga Protocol (CYP), along with dignitaries, at the sprawling ground of Shri Bhawani Niketan Shiksha Samiti at Jaipur. The event was graced by the Governor of



*Figure 6: 50th Countdown event*

Rajasthan, Shri Kalraj Mishra and Hon’ble Union Minister of Ayush and Ports, Shipping & Waterways, Shri Sarbananda Sonowal.

Minister of Industry & Commerce, Assam, Shri Bimal Borah; the Health & Family Welfare Minister, Arunachal Pradesh, Shri Alo Libang; the Health & Family Welfare Minister, Meghalaya, Dr Mazel Ampareen Lyngdoh; Minister of Urban Development, Sikkim, Shri

L B Das; the Minister of Labour Welfare Department, Assam, Shri Sanjay Kishan; the MLA of Dibrugarh & Chairman, AIDC, Shri Prashanta Phukan; MP Horen Singh Bey; MLA Teros Gowala, Binod Hazarika, Chakra Gogoi among many other prominent personalities attended the Yoga Mahotsav.

Apart from thousands of Indian students, International students from Tanzania, Uganda, Kenya, Togo, Nepal, Nigeria, Lesotho, Botswana, Egypt, Namibia & Korea along with yoga enthusiasts participated at the Yoga Mahotsav making it a grand success. At the event, the audience was guided to perform CYP by Dr Ishwar V. Basavaraddi, Director, MDNIY.

### **25<sup>th</sup> Countdown Day (27.05.2023)**

The 25<sup>th</sup> countdown day to IDY 2023 was organized at the **NCC Parade Ground**, in Hyderabad. Hon'ble Governor of Telangana, Dr. Tamilisai Soundararajan graced the occasion as the Chief Guest, as the Union Minister of Ayush Shri Sarbananda Sonowal; the Union Minister of

Culture, Tourism & DoNER Shri G Kishan Reddy; the Union Minister of State for Ayush and Women and Child Development, Dr Munjpara Mahendrabhai actively participated in making this grand event a great success. Celebrities from the city like Padma Bhushan awardee & noted Badminton player & coach Pullela Gopichand; cine actors Srileela, Vishwak Sen, Krishan Chaitanya among other dignitaries were also witness to the electrifying atmosphere. Dr Ishwar V Basavaraddi, Director, MDNIY conducted the Common Yoga Protocol (CYP)



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

## 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 2023, 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.

### ii. Logo Support for IDY Promotion



Figure 8: Hoarding 1



Figure 9: Hoarding 2

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

## 3. Initiatives for IDY 2023

The 9<sup>th</sup> edition of International Day of Yoga 2023 was successfully celebrated on much larger scale and witnessed new initiatives which were special for this year's IDY in parallel with this year's theme: '**Yoga for Vasudaiva Kutumbakam**'. The main National event at Garrison Ground, Jabalpur, Madhya Pradesh saw enthusiastic participation of more than 15,000 people, who participated in the Common Yoga Protocol (CYP).

### 3.1. Main IDY Event at Jabalpur, Madhya Pradesh

The main IDY event took place in **Jabalpur, Madhya Pradesh**, on June 21, 2023, organized by the Ministry of Ayush. Governor of Madhya Pradesh, **Shri Mangubhai Patel**, Chief Minister of Madhya Pradesh, **Shri Shivraj Singh Chauhan**, Union Minister of Ayush & Ministry of Ports Shipping & Waterways, **Shri Sarbananda Sonowal**, Union Minister of State for Ayush and Women & Child Development, **Dr. Munjpara Mahendrabhai**, **Kamlesh D. Patel**, President of Shri Ram Chandra Mission, officials of the Ministry of Ayush were in attendance. Also,



*Figure 10: IDY 2023 Main event Stage at Jabalpur*

**Shri Faggan Singh Kulaste**, Hon'ble MoS for Steel & Rural Development, **Shri Prahlaad Singh Patel**, Hon'ble MoS for Jal Shakti and Food Processing Industries, **Shri Ram Kishore (Nano) Kawre**, Hon'ble Minister for Ayush (I/C) & Water Resources, Government of MP; **Shri V.D. Sharma**, Hon'ble MP (Khajuraho Constituency), **Shri Rakesh Singh**, Hon'ble MP (Jabalpur Constituency), **Shri Vivek Tankha**, Hon'ble MP (Jabalpur Constituency), **Smt. Sumitra Valmik**, Hon'ble MP, **Sh. Ajay Vishnoi**, MLA, **Sh. Ashok Rohani**, MLA were present.

Vice President **Shri Jagdeep Dhankhar** in his address said that it is a matter of great satisfaction that due to the efforts of our Prime Minister, "Yoga has now become a global festival"

**Prime Minister Shri Narendra Modi** addressed the nation through a video message and remarked -

**“What a remarkable day to gather here for Yoga. I remember 9 Years ago, I had the privilege here to propose International Day of Yoga. I am grateful to all the Nations for contributing to this Noble cause.”** while touring the United States of America and leading the IDY 2023 event from the UN headquarters in New York.

The highlight of 9<sup>th</sup> International Day of Yoga was unique concepts of creation of **Ocean Ring of Yoga**, which was envisaged as a coordinated yoga demonstration in which Indian naval ships stationed at different ports around the world and countries with which India has maritime cooperation and merchant shipping agreements participated in the CYP demonstration.

**More than 15,000 people, led by Hon’ble Vice President Sh. Jagdeep Dhankhar , participated in the 45-minute Common Yoga Protocol session, at the Garrison Ground, Jabalpur, Madhya Pradesh.**

### **Har Aangan Yoga**

The Ministry of Ayush had a detailed plan to effectively connect with rural communities in order to promote the message of "Har Aangan Yoga." They arranged yoga demonstrations in various settings such as Panchayats, Anganwadi centers, Health and Wellness Centres, and schools.



*Figure 11: Har Aangan Yog at HWC Gwalikhera, Uttar Pradesh*

They covered a wide range of locations including around 200,000 common service centers, Ayush Gram Units, and areas near Amrit Sarovar.



### 3.2. IDY Celebration at Places of Importance

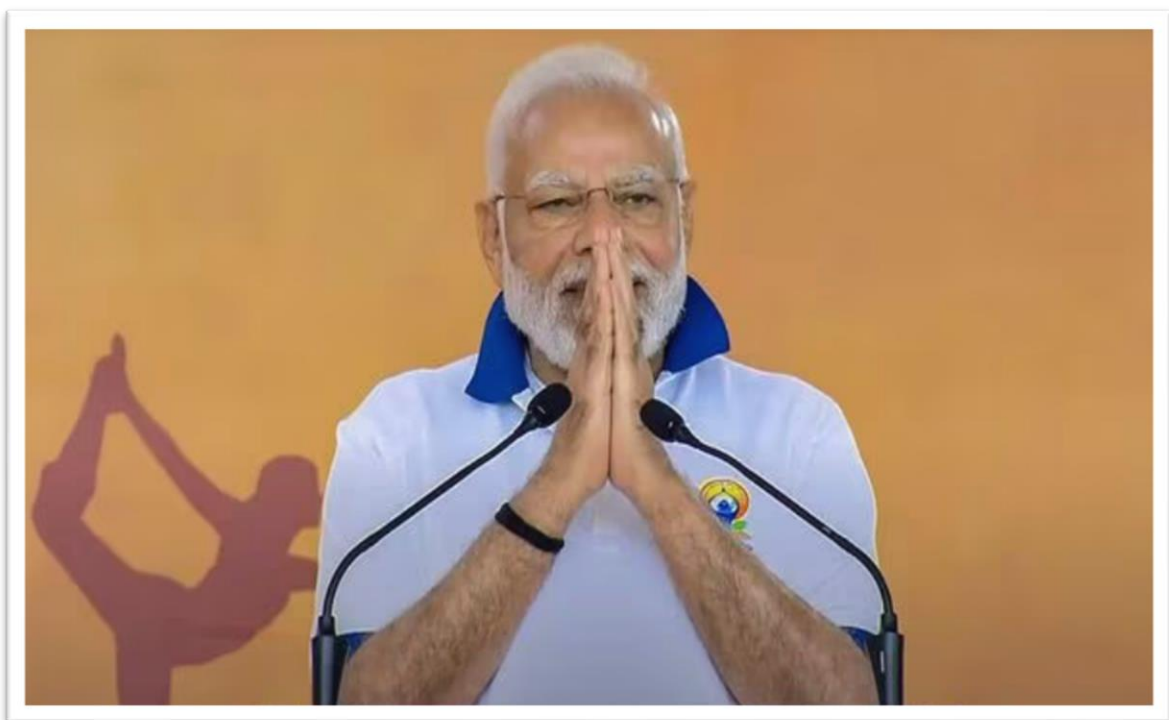
As India holds **the G20 Presidency** this year, in parallel and with this year's theme of '**Yoga for Vasudaiva Kutumbakam**', India decided to showcase its heritage and values with the chosen theme.

#### 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.

#### Yoga Day celebration in New York

Our Hon'ble Prime Minister, Shri Narendra Modi spearheaded the festivities at the United Nations (UN) headquarters, graced by delegates from over 135 nations.



*Figure 12: PM Narendra Modi addressing the gathering at UN Headquarters, New York*

The President of the United Nations General Assembly (UNGA), **Csaba Korosi**, together with **Ruchira Kamboj**, India's Permanent Representative to the United Nations, and **Eric Adams**, the Mayor of New York City, welcomed and spoke at the event commemorating the 9th International Day of Yoga. They warmly received Hon'ble Prime Minister Shri Narendra Modi, who arrived at the UN headquarters to lead a special Yoga session.

Madam Ruchira Kamboj said, **"Today's celebration is, indeed, very special as PM Modi will lead us in doing yoga here. It is under his leadership that June 21 was declared International Yoga Day. It is only fitting that the inspiration behind the idea is with us today in the scenic multicultural setting of the UN."**



*Figure 13: IDY celebrations at the UN Headquarters, New York*

UNGA President **Csaba Korosi** weighed in on the importance of Yoga, saying, **"Yoga changes our physical performance but it can spark in us different mental and intellectual performance. I have been an admirer of Yoga. Our world needs balance and self-control. Yoga is one of the means of achieving this."**

**United National Secretary General, Antonio Guterres** also highlighted the **Importance of Yoga for Humanity**:



*Figure 14: UN Secretary General explaining the importance of Yoga*

**New York Mayor Eric Adams** also expressed his pride at being a part of the event, saying, "This International Yoga Day is a call for us to stand up for humankind across the globe and all living being. I am proud to be here and I am proud to represent this city symbolically. International Yoga Day is an international call that we will be a leader here in New York City as you are a leader in your own environments..."

### **World Record**

Prime Minister Narendra Modi created history with **Guinness World Record** at UN Headquarters in New York with **135 Nations** participating in Yoga Celebration.



*Figure 15: PM Narendra Modi receives the Guinness World Record for biggest Participation*

Another Guinness World Record was created at **Surat** with a remarkable **1.53 lakh** individuals engaging in single day Yoga event.

### **Yoga from Arctic to Antarctica**

Yoga from Arctic to Antarctica was another facet of this year's IDY where Yoga demonstration was organized in countries falling in and around Prime Meridian line and on North Pole and South Pole regions. Scientists/Researchers at India's research bases in Arctic and Antarctica namely **Himadri and Bharati** also participated in Yoga demonstration.

### **Yoga Bharatmala & Sagarmala**

Indian Army, Indian Navy, Indian Air Force along with ITBP, BSF, and BRO made a chain of Yoga demonstration in unison named **Yoga Bharatmala**. Similarly, yoga demonstration along Indian coastline and islands termed **Yoga Sagarmala** was also formed.



*Figure 16: Yoga Day celebration at Siachen*

## Yoga Day 2023 celebration across the globe:



*Figure 17: Glimpses of IDY celebrations at International Locations*

## Ocean Ring of Yoga

The highlight of 9<sup>th</sup> International Day of Yoga was unique concepts of creation of **Ocean Ring of Yoga**, which was envisaged as a coordinated yoga demonstration in which Indian naval ships stationed at different ports around the world and countries with which India has

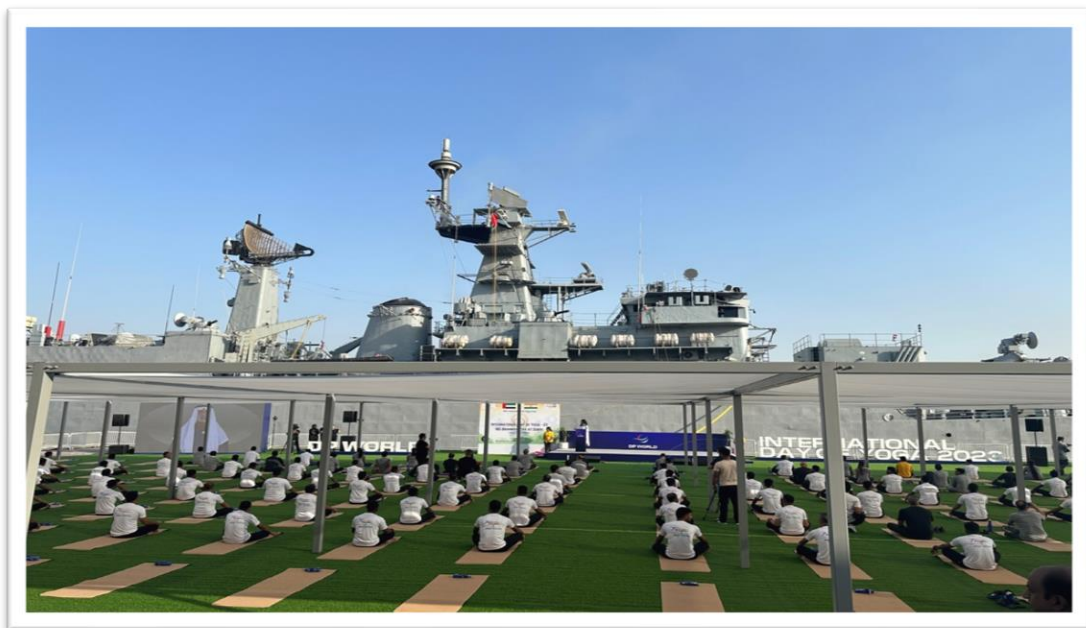


*Figure 18: Yoga Day celebration in Tarawa, Kiribati*

maritime cooperation and merchant shipping agreements participated in the CYP demonstration.

Nearly **3500 naval personnel onboard 19 Indian Naval ships travelled over 35,000 km** as ambassadors of Yoga in both national and international waters, in **34 countries** including the **USA, Russian, Portugal, and Morocco**. This includes over **2400 personnel on 11 IN ships** at foreign ports/international waters. Notably, IDY 2023 was celebrated onboard ships of several foreign Navies in concert with our overseas Missions, involving over **1200 foreign Navy personnel**.

India naval ships were stationed at nine ports around the world and participated in a Common Yoga Protocol demonstration. Ministry of Ports, Shipping and Waterways also organised CYP demonstrations in countries with whom they have signed MoUs.



*Figure 19: IDY celebration Naval Base in Dubai*

ii. IDY Celebration in India



Figure 20: Yoga Mahotsav at Dibrugarh University Playground



Figure 21: Yoga camps conducted by units of WNC



*Figure 22: Celebrations by the Indian Army at 106 locations across India*



*Figure 23: IDY Celebration by CISF across multiple locations*



*Figure 24: IDY celebrations in Uttarakhand*





*Hon'ble President of India, Smt. Droupadi Murmu performing yoga at Rashtrapati Bhavan, New Delhi*



### iii. Initiatives by the States and Union Territories (UTs)

Apart from the IDY events organized by the Central Government, at numerous locations in India and abroad, several States and Union Territories also celebrated IDY 2023 at different important 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 –

**Delhi:** International Yoga Day celebrations were organized at 28 major sites across Delhi on June 21 by the Ministry of Ayush in association with New Delhi Municipal Council (NDMC), Delhi Development Authority (DDA) and Yoga organizations. These 28 sites include key locations such as Kartavya Path, – Major Dhyan Chand Sports Complex attended by Dr. Harshvardhan, Former Union Minister and Member of Parliament, Red Fort, Connaught Place Central Park, Commonwealth Games Complex and major green spaces such as Nehru Park attended by Secretary, Ports, Govt. of India, Talkatora Garden – Chairman NDMC, Lodhi Garden and Coronation Park, among others.



*Figure 25: IDY celebration in Delhi*





**Telangana** - International Day of Yoga 2023 was celebrated coinciding with the theme of “Yoga for Vasudhaiva Kutumbakam”. **Shri. Parshottam Rupala**, Union Minister of Fisheries, Animal Husbandry & Dairying launched International Day of Yoga in LN Convention Hall at Kandi Village, Sangareddy, Telangana, Hyderabad, commemorating 9 Years of service, good governance, and welfare of the poor. Hon’ble Union Minister participated in the Common Yoga Protocol (CYP) along with approx. 400 participants from local panchayat members, fisheries association members, MPs and MLA, fish farmers and agriculture farmers of Sangareddy. Hon’ble **Shri. Parshottam Rupala**, Union Minister of fisheries addressed that there is a direct relationship between the theme "Yoga: A Path Towards Wellness" with the fisheries sector. However, upon closer examination, he discussed that how practicing yoga could benefit individuals working in fishery sector.



*Figure 26: Glimpses of IDY celebration in Telangana*

- **Puducherry** - The International Yoga Day was celebrated on 21st June 2023 at the National Institute of Technology Puducherry, Karaikal. The basic theme of International Yoga Day 2023 is “Yoga for Vasudhaiva Kutumbakam”. The yoga session began with a prayer by **Dr.S.Babu**, Students Activity and Sports Officer, NIT Puducherry followed by **Mr. Sivanesan**, Yoga Instructor, Karaikal conducted practical yoga classes for NIT Puducherry students, faculty and staff members. He performed yogic postures, pranayama and meditation

Chief guest **Shri. Govind Narayan Goyal**, General Manager (GM-NETWORK II), State Bank of India delivered a speech while highlighting the benefits of yoga. He instructed all the students, faculty and staff members to practice yoga every day in their life. The positive response of the NIT Puducherry faculty, staff, students and NCC Cadets were evident from their enthusiastic participation in the International Yoga Day 2023. Totally 250 NCC cadets, students, faculty and staff members were participated in the International Yoga Day 2023. Finally, the programme ended with vote of thanks by **Dr.S.Babu**, Students Activity and Sports Officer.





*Figure 27: IDY celebration in Puducherry*

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

IDY 2023 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.

**The Central University of Tamil Nadu** in Thiruvavur witnessed a spectacular celebration of the International Day of Yoga in CUTN premises with the theme of “Yoga for Vasudhaiva Kutumbakam”. The event, organized by the newly formed Department of Physical Education and Sports, bringing together 100 enthusiastic participants, including students, faculty members and esteemed University officials.

International Yoga Day was celebrated by **Geological Survey of India (GSI)**, Western Region, Jaipur at Dr. B.R. Ambedkar Hall. Leading the program, the Additional Director General and Head of the Department, Shri Jaya Lal himself demonstrated importance of yoga activities and different asanas in day-to-day life. On this occasion, the Deputy Director General and Regional Mission Heads, I, III, IV along with senior Directors, officers and employees of GSI, participated in the yoga sessions. Dr L.S. Shekawat Retd. DDG, GSI, demonstrated meditation practice through Yoga asanas.



*Figure 28: IDY celebration by GSI*

**Archaeological Survey of India (ASI)** marked the International Yoga Day with utmost zeal and fervor across all 37 circles in the country. The event witnessed notable highlights, including a captivating program by Ministry of Culture at Purana Qila, New Delhi, where the Minister of State for External Affairs and Culture, Smt. Meenakshi Lekhi, led a mesmerizing yoga session. The event attracted a crowd of approximately 500 individuals, including Ministry of Culture staff, ASI members, delegates from various embassies, and enthusiasts from all walks of life. In parallel, at Nur Mahal Sarai in Jalandhar, the Minister of State for Culture and Law, Shri Arjun Ram Meghwal, led an invigorating yoga session, inspiring the participants to embrace the holistic practice.

**Department of Land Resources (DoLR), Ministry of Rural Development** celebrated IDY - 2023 at its Health Rejuve Centre at Shivaji Stadium, New Delhi on 21<sup>st</sup> June 2023. The program was inaugurated by **Sh. Ajay Tirkey**, Secretary DoLR in the presence of other officers of DoLR by lighting of lamp. This was followed by a comprehensive Yoga Session conducted by instructor from Morarji Desai National Institute of Yoga with active participation of Officers from DoLR and **Shri Ajay Tirkey**, Secretary, Dept. of Land Resources leading the Yoga session.



*Figure 29: Celebration of International Day of Yoga 2023 by Department of Land Resources*



### 3.3. IDY Promotion on Social Media

#### i. Social Media Platform Performance

The social media strategy to amplify the IDY 2023 messaging through Ministry of Ayush social media platform have played a crucial role in generating awareness about highlights of International Day of Yoga 2023 celebrations and specifically the benefits of Yoga, scientific research, integration of Yoga in integrative medicine initiatives and encouraging people to proactively participate in the IDY celebrations.





Delhi Times @DelhiTimesTweet · Jun 21



"Breathe. Believe. Be. 🧘"

In this episode of #SidFit, @SidMalhotra gives a peek into his #yoga routine

#SidharthMalhotra #Fitness #YogaDay #YogaDay2023  
#InternationalDayofYoga2023 #SidharthMalhotraFans #yogainspiration



Sidharth Malhotra and 5 others

👍 47 🗨️ 25 📌 2000 🔄





*Figure 30: IDY 2023 Promotion by prominent Public Figures & Organizations*

The prime objective of IDY promotion through the social media platform was to position IDY as an important day and also amplify the need for holistic approach for addressing world health issues and role of Yoga in achieving this.

The messaging was amplified through various digital platforms like Ministry of Ayush's website, Yoga Portal, YouTube, Facebook, Twitter, Instagram, Koo etc. were used, with an all-inclusive strategy of providing enlightening and enticing contents which could engage audience.

The key messaging was encapsulated in the theme for IDY 2023 i.e., 'Yoga for Vasudhaiva Kutumbakam', and that messaging was promoted relentlessly on all the social media platforms of the Ministry, while leveraging the unique USPs of each social media platform. This resulted in widespread outreach among the people.

**Following media activities executed successfully:-**

- ❖ PIB Headquarter and its Regional & Branch Offices have widely disseminated relevant information regarding Yoga and its importance on 9<sup>th</sup> International Day of Yoga. PIB has ensured that the message of Yoga for wellness reaches every corner of the country.

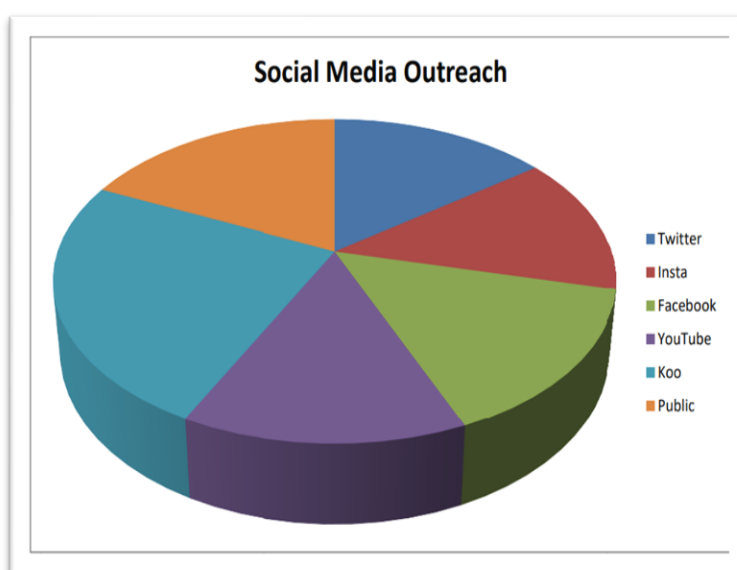
- ❖ Press Releases on IDY were issued by PIB HQ, translated in regional languages, and shared with media by both Headquarters and Regional/Branch offices to ensure maximum dissemination across the country.

Numerous campaigns were launched on social media platforms like YouTube, Facebook, Twitter, Instagram, Koo, to enhance the audience engagement and disseminate content related to IDY 2023.

- ❖ **Common Yoga Protocol:** A series of posts explaining Yoga asana through the Common Yoga Protocol developed by the Ministry of Ayush, and its subsequent benefits.
- ❖ **Countdown Programmes:** The 100-day countdown to IDY 2023 featured various yoga event organizations in different cities across the country. The main countdown event like 100 days, 75 days, 50 days and 25 days were live streamed on YouTube and Facebook. Related content in form of posts/reels/ videos were shared across the social media platforms.
- ❖ **Y-Break – Yoga in Chair:** A video series Yoga@Workspaces, explaining different asanas which could be performed on chair and its benefits was showcased on the Ministry's social media platforms through static GFX and reels/videos.
- ❖ **Yoga Health Benefits:** The health benefits of Yoga were showcased in different categories such as Yoga for a healthy heart, Yoga for a happier mood etc.
- ❖ **Yoga & Research:** Content based on various scientific research and studies to show positive effects of yoga was posted across the social media platform. How yoga has benefitted people with hypertension, Anxiety & Depression, diabetes, coronary heart diseases and others.
- ❖ **Highlights of IDY 2023:** Yoga from Arctic to Antarctica, Ocean Ring - Yoga at Indian Naval, Coast Guard and friendly foreign countries, Yoga Bharatmala and Sagarmala these special features of this year's IDY were prominently highlighted **through videos/reels and static posts across the social media platform.**

- ❖ **Interactive Campaign** – Quiz, Jingle, Essay, Poster Making and others were part of Ministry of Ayush social media strategy to engage with the audience and disseminate content related to IDY 2023.

These activities got a great response, with millions of people engaging and participating in them. A comparative analysis of all the leading social media platforms highlights that all social media platform performed equally well in terms of reaching the targeted audience.



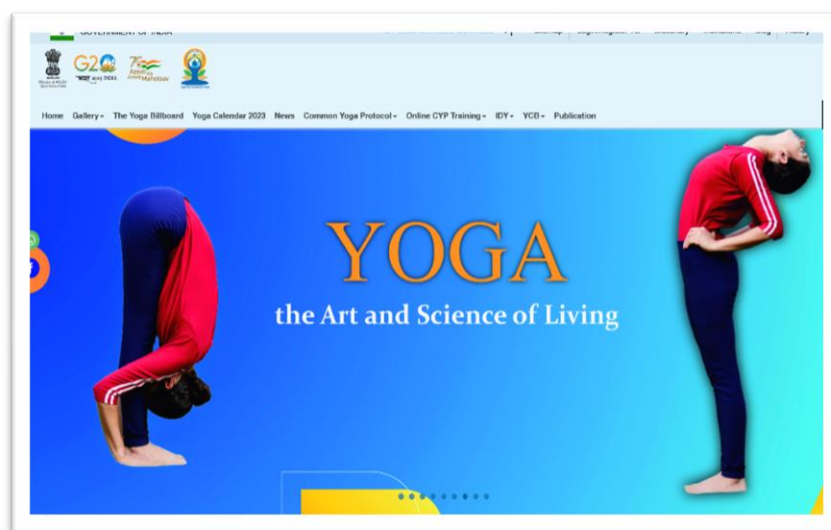
Platform	Outreach
Koo	2,56,05,675
Facebook	62,24,307
Instagram	73,20,814
Twitter	50,61,014
YouTube	13,30,042
Public	1,90,60,900
<b>Total</b>	<b>6,46,02,752</b>

*Table 1: Summary of Platform-wise Outreach*

### 3.4. 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, was created with the express purpose of providing all **Yoga-related Resources** to the visitors at one place. In line with previous years, this year also focused on **guiding** the people towards various **Local Events** and providing **Information** on the previous editions of IDY.



*Figure 31: IDY Yoga Portal*

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

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.

Impressive contribution was made on part of Ekal Yoga Arogya Yojana with training sessions and grand scale celebration being held for IDY 2023.

**1,36,33,799 participants registered on the Yoga portal for 9th 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 32: 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. 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 smartphone screen displaying the Bhuvan Yoga application interface. At the top, the status bar shows the time as 7:54 PM, signal strength, and battery level. The app title "bhuvan yoga" is displayed in a stylized font. Below the title, the text "International Day of Yoga (IDY)" and "Mobile app for Event Reporting - 2022" are visible. The main form contains several input fields with labels and 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 Sakeeth), "Volunteer EMail:" (xyz@gmail.com), and "Volunteer Mobile Number:" (Ex: 9898989898). At the bottom of the form, it indicates "GPS Accuracy: 4.8 m".

*Figure 33: Bhuvan Yoga App*

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.

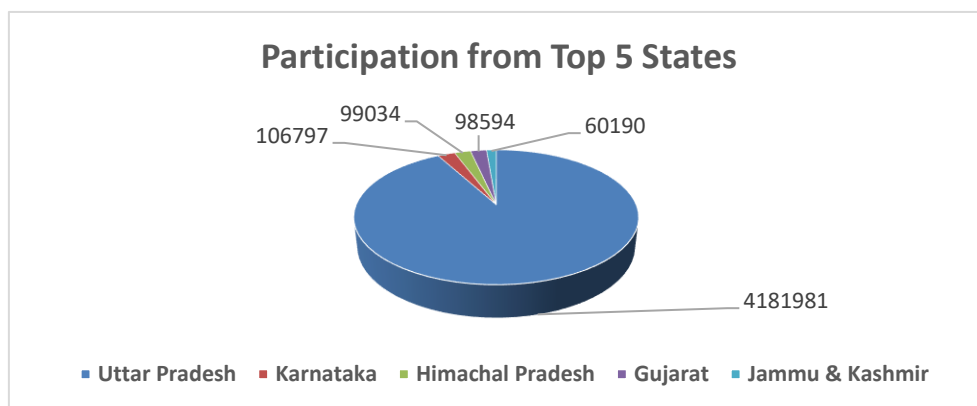


- ❖ Sending the collected information to the Bhuvan Yoga servers, either immediately or later.

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.



*Figure 34: Participation from Top 5 States*

**As per details recorded by the Bhuvan Yoga application, more than 47,98,687 people celebrated IDY 2023, in 31 States and Union Territories (State/UT-wise location details attached further).**

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

Multiple press releases on **IDY 2023** 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 2023)
- ❖ Vice President to lead more than 15,000 yoga enthusiasts in main event of 9<sup>th</sup> IDY at Garrison Ground, Jabalpur, MP (Published on 20<sup>st</sup> June 2023)
- ❖ Celebration of International Day of Yoga 2023 by Department of Land Resources (Published on 21<sup>st</sup> June 2023)
- ❖ Department of Food and Public Distribution celebrates 9<sup>th</sup> International Day of Yoga (Published on 21<sup>st</sup> June 2023)
- ❖ “Yoga for Vasudhaiva Kutumbakam” chosen as theme for 9<sup>th</sup> edition of International Day of Yoga.
- ❖ 9<sup>th</sup> International Day of Yoga commemorated at Western Naval Command
- ❖ Raksha Mantri Sh. Rajnath Singh to attend International Day of Yoga event onboard INS Vikrant at Kochi tomorrow (Published on 20<sup>th</sup> June 2023)
- ❖ India has emerged as a world leader through Yoga: Giriraj Singh (Published on 21<sup>st</sup> June 2023)
- ❖ Special Session on International Day of Yoga organized by Department of Justice (Published on 21<sup>st</sup> June 2023)
- ❖ Archaeological Survey of India, Ministry of Culture, celebrate International Yoga Day with great Enthusiasm (Published on 21<sup>st</sup> June 2023)
- ❖ Over 11 lakh NCC Cadets across the country perform Yoga on International Day of Yoga 2023 (Published on 21<sup>st</sup> June 2023)

- ❖ Ministry of Culture to celebrate International Day of Yoga on 21<sup>st</sup> June 2023 (Published on 20<sup>th</sup> June 2023)
- ❖ Shri Bhupender Yadav says Yoga and Discipline are the mantras for a healthy life (Published on 21<sup>st</sup> June 2023)

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

### 3.6. IDY Coverage in Print Media

The celebration of IDY 2023, 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 Message 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:

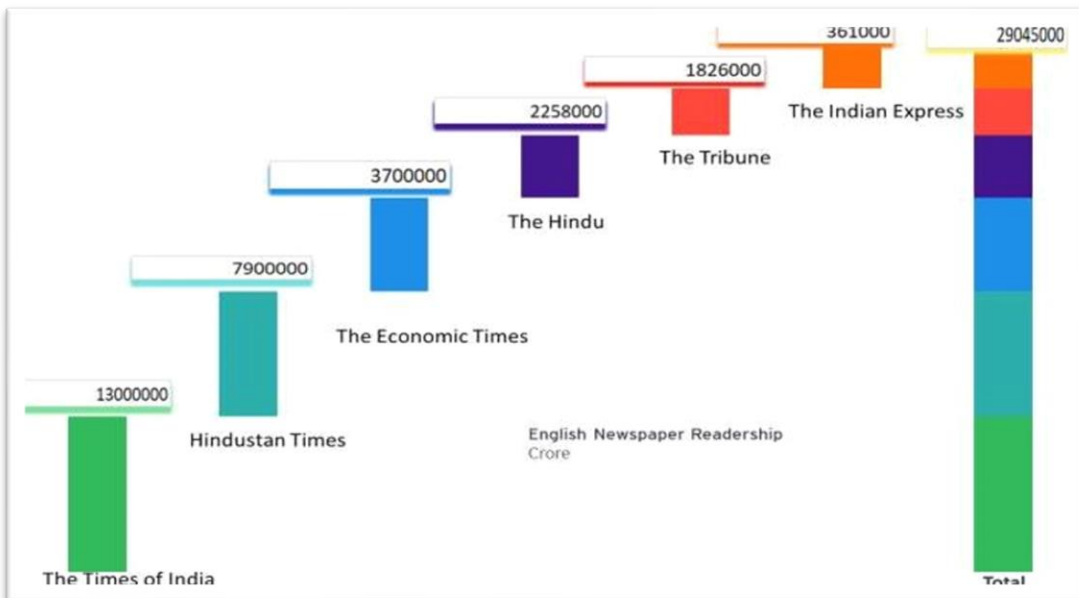
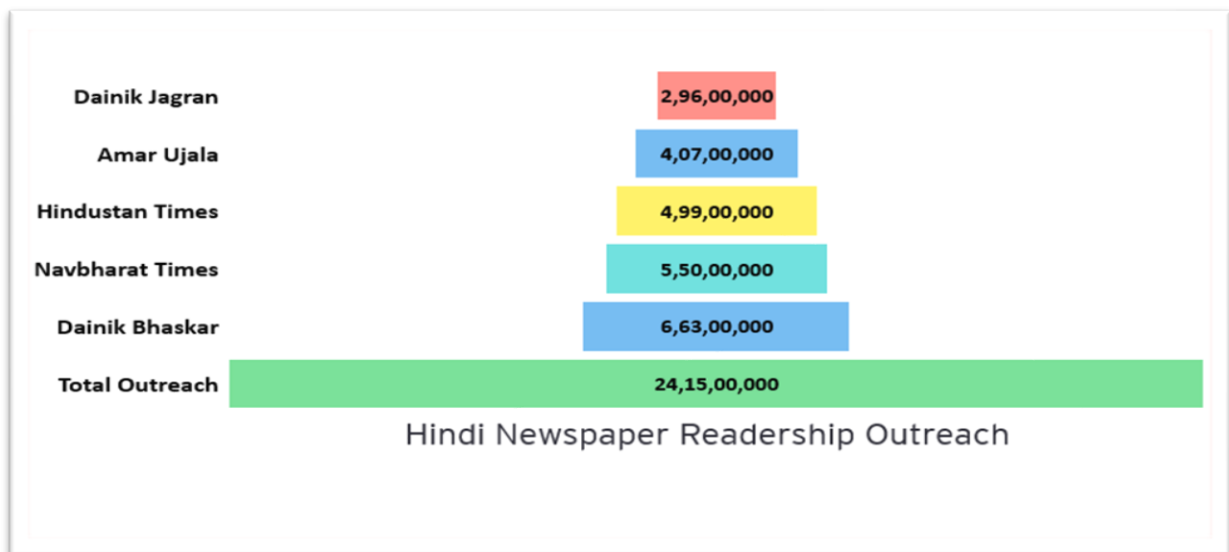


Figure 35: Outreach of more than 3 crore through English newspapers

**ii. Hindi Newspaper Readership:**

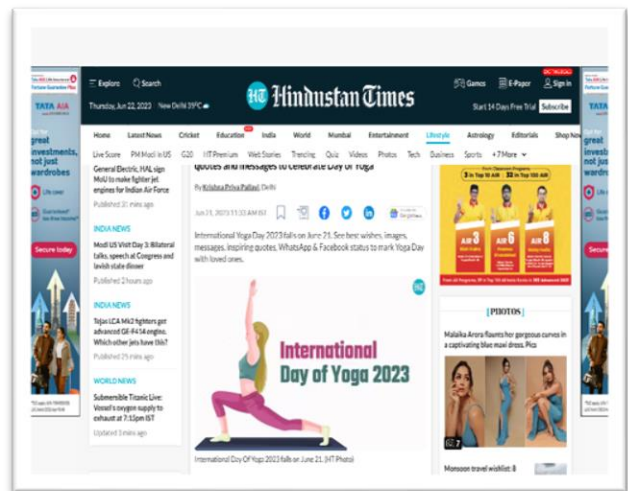
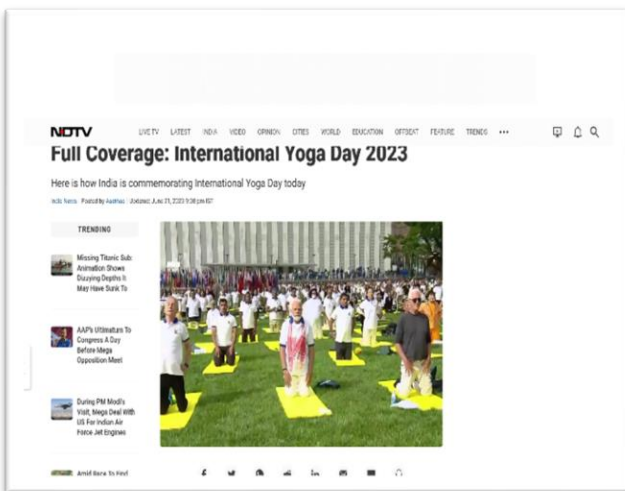


*Figure 36: Outreach of more than 24 crore through Hindi newspapers*

**The consolidated circulation, and therefore, the estimated outreach of these mentions and articles, in the newspapers was 29,10,00,000, according to the average readership of these newspapers.**

### 3.7. IDY Coverage in E-Newspapers

Articles related to IDY 2023, 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.







### 3.8. IDY Coverage on Television

The major programmes associated with IDY 2023 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 access to the Internet.



Figure 38: Live Telecast of IDY 2023 on Doordarshan



**To this end, the following events were televised –**

- ❖ 75th countdown-day event held at Dibrugarh, Assam.
- ❖ 50th countdown-day event held in Jaipur, Rajasthan.
- ❖ 25th countdown-day event held at Hyderabad.
- ❖ Main IDY 2023 event held in Jabalpur, on the 21<sup>st</sup> June 2023, which was led virtually by Hon'ble PM, Shri Narendra Modi.
- ❖ Glimpses of IDY events organized by different States and Union Territories.

### **3.9. 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



*Figure 39: Yoga practice at a gathering organized by a CRS, on IDY 2023*

activities for **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.

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**.

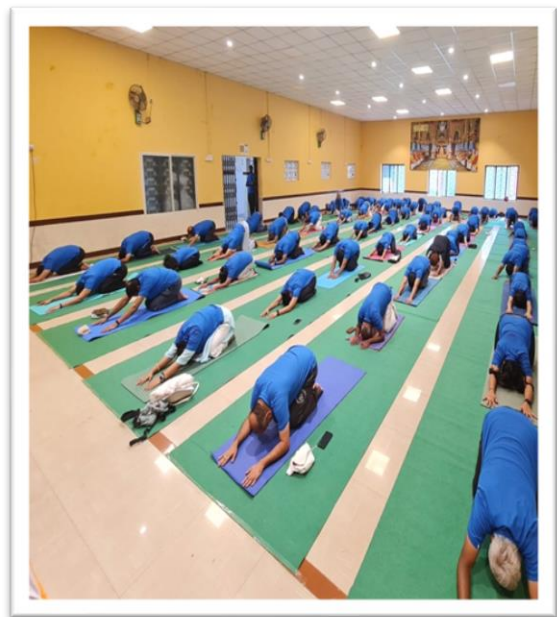
- ❖ Promoting the **Common Yoga Protocol** course and helping the interested people to register for the course, by guiding them through the process.
- ❖ Conducting a **Short Survey**, which collected **Basic Demographic Details** of the participants, and intended to draw upon the participants' satisfaction about the **Common Yoga Protocol** course. The survey consisted of 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 2,00,00,000 people, and over 20,00,000 people participated in small gatherings organized by the Community Radio Stations across the country, on the 21<sup>st</sup> of June 2023.**

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

##### 1. Ministry of Railways:

"Yoga for Vasudhaiva Kutumbkam" Indian Railways' employees across the country celebrated the 'International Day of Yoga' at zonal headquarters & offices.



*Figure 40: IDY celebration at zonal headquarters & offices*

## 2. Ministry of Textiles:

The International Day of Yoga 2023 was celebrated by the Senior Officers & officials of the Ministry of textiles, led by Smt. Rachna Shah Ji, Secretary (Textiles) at Crafts Museum, Delhi on 21.06.2023.

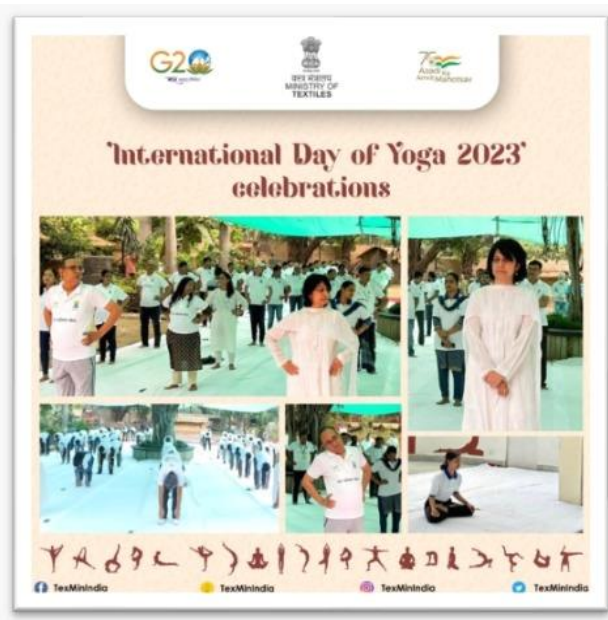
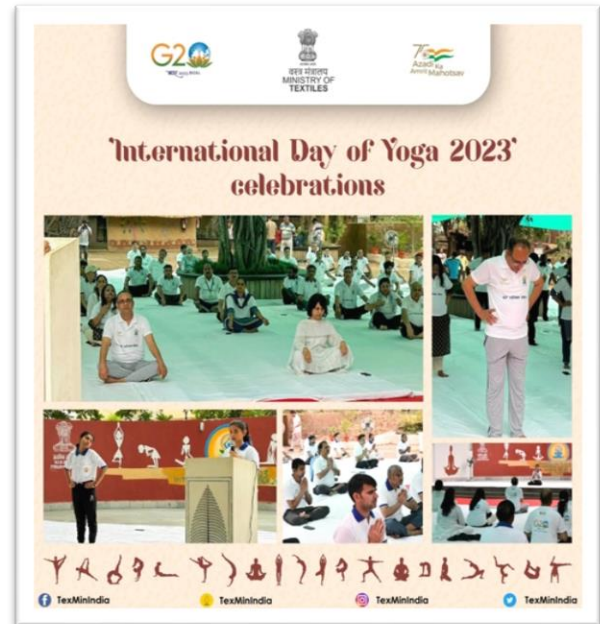
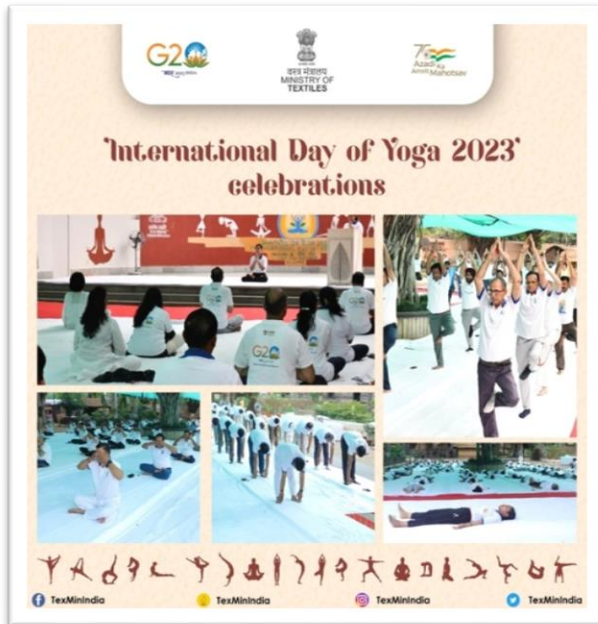


Figure 41: IDY celebration at Crafts Museum, Delhi

### 3. Ministry of MSME:

The theme selected for this year's International Day of Yoga 2023 is "Yoga for Vasudhaiva Kutumbakam," which represents our shared desire for "One Earth, One Family, and One Future."



*Figure 42: IDY celebration at MSME*



#### 4. Ministry of WCD:

MoWCD officials joined yoga programme today to celebrate the 9th International Day of Yoga, which is held at National Institute of Public Cooperation and Child Development (NIPCCD) with full zest with the aim of promoting physical & emotional well-being.



*Figure 43: IDY celebration at National Institute of Public Cooperation and Child Development*

#### 5. Ministry of Heavy Industries:

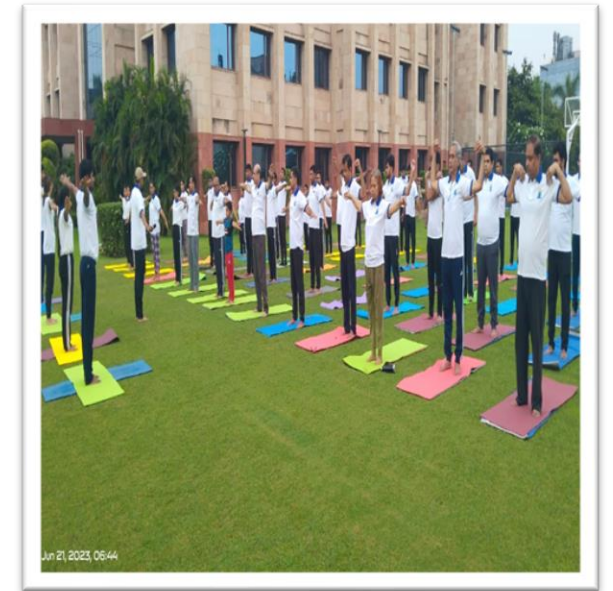
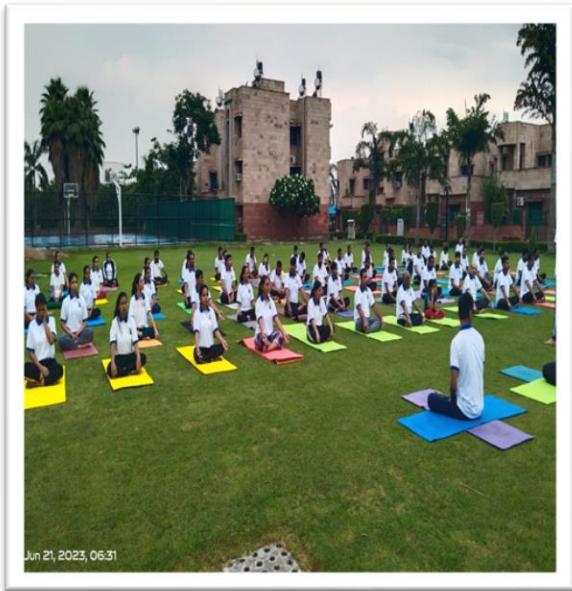
As part of the celebration of the 9th International Day of Yoga 2023, the Ministry of Heavy Industries today organized a Yoga and Lecture Session under the able guidance of Yoga Expert Shri Bhupnesh at Udyog Bhavan.



*Figure 44: IDY celebration at Udyog Bhavan*

## **6. Ministry of Statistics and Programme Implementation:**

On the occasion of International Day of Yoga, 21st June 2023, a Yoga programme was organized by Ministry of Statistics and Programme Implementation. The senior Officers & employees enthusiastically participated in the event and practiced Yoga & meditation. IDY, 2023 was celebrated at National Statistical Systems Training Academy (NSSTA) on 21st June, 2023. Yoga activities, including Common Yoga Protocol, were undertaken by Officers and their families, Officer Trainees and staff of NSSTA.



*Figure 45: IDY celebration at National Statistical Systems Training Academy*



## 7. Ministry of Defense:

More than 50,000 NCC Cadets across the country perform Yoga on International Day of Yoga 2023





*Figure 46: IDY celebration at various locations in India*

## **8. Ministry of Tourism:**

Exploring self-discovery through Yoga!

Ministry of Tourism in association with Raj Bhawan Goa, hosted a Yoga session for the G20 delegates on the occasion of International Day of Yoga at Darbar Hall, Raj Bhawan. The delegates enthusiastically participated in the Yoga Session.



*Figure 47: IDY celebration at Darbar Hall, Raj Bhawan*

## 9. Ministry of Health & Family Welfare:

Dr. Mansukh Laxmanbhai Mandaviya led International Yoga Day Celebration with Mass Yoga Demonstration at AIIMS, New Delhi. Yoga has become India's soft power: "Yoga helps calm the mind and energize the body. Whenever we talk about health and wellness, Yoga comes to our mind. It is a kind of preventive care as it builds immunity in the body"



*Figure 48: IDY celebration at AIIMS, New Delhi*

## 10. Ministry of Ports, Shipping and Waterways:

Mega event organized at Nehru Park, New Delhi on International Day of Yoga under the guidance of trainers from “Art of Living”. Shri TK Ramchandaran, IAS-Secretary, MoPSW along with other officials participated and imbibed Yoga as a part of life.



*Figure 49: IDY celebration at Nehru Park, New Delhi*

## 11. Ministry of Fisheries, Animal Husbandry and Dairying:

Department of Animal Husbandry and Dairying under the newly created Ministry of Fisheries, Animal Husbandry and Dairying celebrated the International Day of Yoga-2023 at all subordinate offices and autonomous bodies across India. Here's a glimpse of the vibrant celebrations at Krishi Bhawan as participants practiced yoga, promoting physical and mental well-being.





*Figure 50: IDY celebration at Krishi Bhawan*

## **12. Ministry of Civil Aviation:**

On the 9th commemoration of International Day of Yoga, Hon'ble Minister of Civil Aviation and Steel Shri. Jyotiraditya Madhavrao Scindia led the IDY 2023 celebrations, organized at Rajiv Gandhi Bhawan, New Delhi. He spoke about the priceless gift of India on the world stage in taking forward the Indian tradition of Vasudhaiva Kutumbakam. In this function, the staff including Director General, Directorate General of Civil Aviation, Shri Vikram Devdutt, Director General, Bureau of Civil Aviation Security, Shri Zulfiqar Hasan and all senior officers of Ministry of Civil Aviation and Airports Authority of India enthusiastically participated in the yoga program.



*Figure 51: IDY celebration at Rajiv Gandhi Bhawan, New Delhi*



### 13. Ministry of Coal:

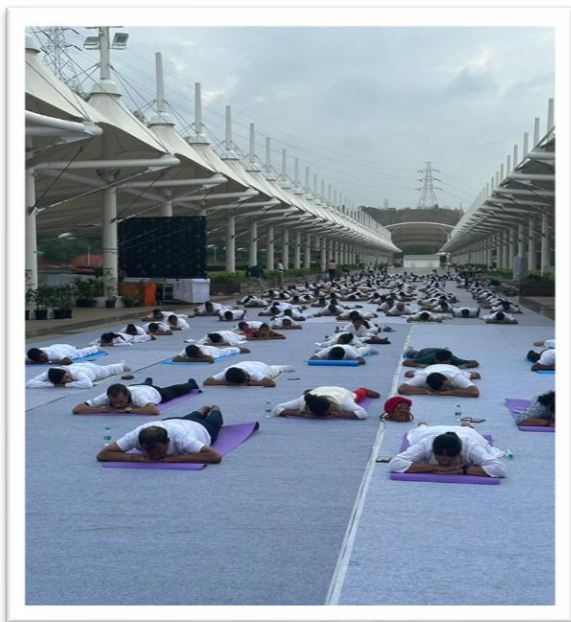
As a part of celebration of International Yoga Day, in order to be familiar with the various Yoga Protocols, a session was organized in the Ministry of Coal by a yoga expert.



*Figure 52: IDY celebration at Ministry of Coal*

#### 14. Ministry of Commerce and Industry:

Department of Commerce under the Ministry of Commerce and Industry, Government of India organized a yoga session at Statue of Unity, Kevadia with local population to spread the message of “HarAnganYoga”. Shri Som Parkash, Hon'ble MoS for Commerce & Industry along with dignitaries & officials also attended the event.



*Figure 53: IDY celebration at Statue of Unity, Kevadia*

**15. Ministry of Consumer Affairs, Food and Public Distribution:**

Ministry of Consumer Affairs, Food and Public Distribution along with Mumbai Port Authority, Ministry of Commerce and Industry and Union Ministry of Textiles celebrated the 9th International Day of Yoga at Gateway of India.



*Figure 54: IDY celebration at Gateway of India*

## 16. Department of Telecommunications:

Shri K Rajaraman Secretary(T), Shri V. L. Kantha Rao Addl. Secretary(T) along with the officers of Department of Telecommunications celebrated International Day of Yoga at Sanchar Bhawan, New Delhi.



*Figure 55: IDY celebration at Sanchar Bhawan, New Delhi*

## 17. Ministry of Education

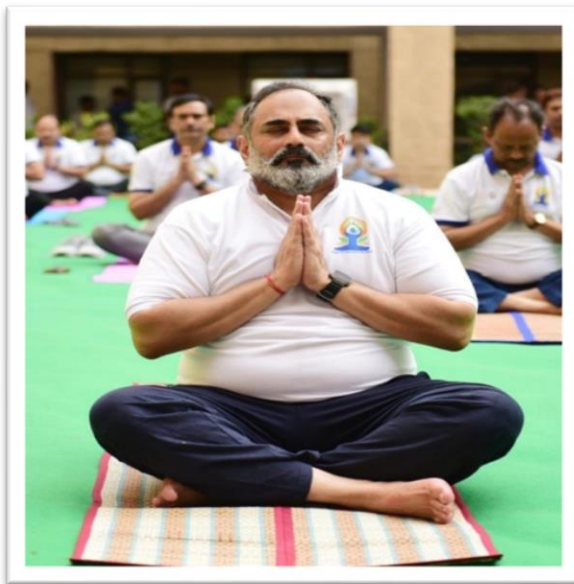
Hon'ble Education Minister Shri Dharmendra Pradhan, Hon'ble Minister, Higher and Technical Education, Maharashtra Shri Chandrakant Patil, Shri K Sanjay Murthy, Secretary (HE), Shri Sanjay Kumar, Secretary, (SE) along with G20 delegates embodied the spirit of International Day of Yoga 2023 at Savitribai Phule Pune University. An empowering event that harmonized body, mind and soul. Glimpses are as follow:



*Figure 56: IDY celebration at Savitribai Phule Pune University.*

## **18. Ministry of Electronics & IT**

Minister of State, Shri Rajeev Chandrashekhar, Secretary MeitY Alkesh Kumar Sharma and other MeitY officials came together to celebrate International Day of Yoga.



*Figure 57: IDY celebration the Ministry of Electronics & IT*

## **19. Ministry of External Affairs**

The Ministry of External Affairs conducted rejuvenating Yoga sessions in various countries like Dubai, Croatia, New Zealand, Israel, Qatar, Romania, Perth, Sweden, Finland, Oman, and Japan among others.

Individual events were also organized by Indian Missions/Posts in more than 270 locations across more than 175 countries, with total participation of more than 5 crore people. Apart from using their social media handles for pre- and post-publicity of the events, the Missions/Posts also provided the event visuals to various government organizations and public broadcaster Prasar Bharati for wide media coverage.



*Figure 58: IDY celebration at the MEA Office*

## **20. Ministry of Finance**

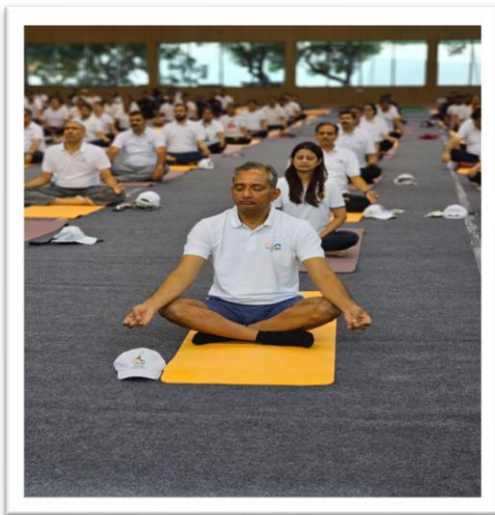
On the International Day of Yoga, the G20 delegates re-energized themselves with yoga asanas, in association with Department of Economic Affairs and National institute of Siddha in Mahabalipuram under G20 India Presidency.



*Figure 59: IDY celebration at Mahabalipuram*

## **21. Ministry of Skill Development and Entrepreneurship**

On the occasion of 9th International Day of Yoga, Hon'ble Union Minister of Education & Skill Development and Entrepreneurship Shri. Dharmendra Pradhan, Mr. Atul Kumar Tiwari, Secretary, Ministry of Skill, Mr. Sanjay Kumar, Secretary, Ministry of Education and Mr. K.K. participated in yoga camp. Yoga helps us to have a new energy and keep the body healthy.



*Figure 60: IDY celebration by MSDE*

## 22. Ministry of Rural Development

Yoga practice on 9th International Yoga Day at Krishi Bhavan, New Delhi by Ministry of Rural Development:



*Figure 61: IDY celebration at Krishi Bhavan, New Delhi*

## 23. Ministry of Panchayati Raj

On the occasion of International Day of Yoga, 2023, Officers and employees of the Ministry of Panchayati Raj ensured their participation in building a healthy nation by performing yoga exercises at Jeevan Prakash Bhawan, 11th Floor, Kasturba Gandhi Marg, New Delhi



*Figure 62: IDY celebration at Jeevan Prakash Bhawan, New Delhi*



## 24 Ministry of Information and Broadcasting

On the occasion of International Day of Yoga, 2023, officials and staff members of Office of Registrar of Newspapers for India (RNI), Electronic Media Monitoring Centre (EMMC), and New Media Wing (NMW) of the I&B Ministry performed Common Yoga Protocol at Soochna Bhawan, New Delhi, facilitated by instructor & demonstrator of MDNIY:



*Figure 63: IDY celebration at Soochna Bhawan, New Delhi*

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

### 5.1. 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 2023.



*Figure 64: Nickelodeon India’s creatives JS Smt Kavita Garg, MoAyush for IDY 2023*

**Nickelodeon India’s social media platforms could reach more than 15,00,000 followers.**

## 6. Outreach Estimates for IDY 2023

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 **150 crores**.

#	Stakeholder/Organization	Effective Outreach
<b>Social Media</b>		
1	Social Media Outreach (YouTube, Facebook, Twitter, Instagram, Koo,Josh)	80,46,02,752

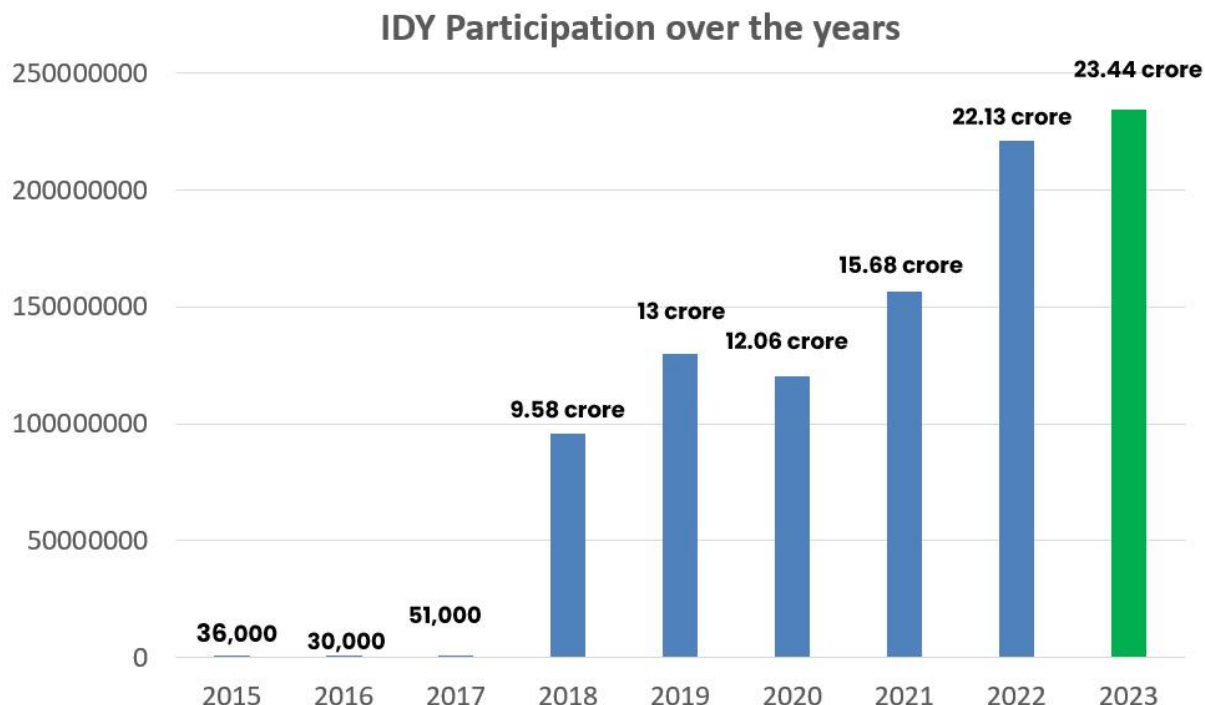
<b>Ministry of Ayush Initiatives and Print Media outreach</b>		
2	Print Media	29,10,00,000
3	MoA Assets (Website, Yoga Portal, Namaste Yoga App, Campaigns)	1,36,31,000
4	Pledge	3,09,107

Initiatives in collaboration with Private Partnerships		
6	CEMCA (Community Radio Stations)	2,00,00,000
7	Nickelodeon	15,00,000
<b>Total</b>		<b>113,10,65,338</b>

*Table 2: Estimate of outreach through different initiatives*

## 7. Participation Estimates for IDY 2023

It is estimated that IDY 2023, celebrated on the 21<sup>st</sup> of June 2023, saw an estimated participation of **23.44 crore** persons. International participation at different locations was estimated to be around **5 crore**. The stakeholder-wise breakdown of the estimate has been provided in table 2. Certain stakeholder groups have been highlighted separately due to significant mobilization efforts undertaken by them.



*Figure 65: Year-wise IDY participation*

#	Stakeholder Group	Est Participation
1	Ministry of Youth Affairs and Sports (includes NYKS)	4,64,51,608
2	Anganwadi Centres	1,40,00,000
3	Schools (Public & Private)	7,44,55,750
4	Public and Private Companies (Total)	7,40,82,750
5	Initiatives by State/UT Administration	47,98,687
6	Railways	1,60,418
7	Ayush Colleges (Government and Private)	1,02,994
8	Govt. Hospitals and Ayush Medical Facilities & Ayush Dispensaries	41,25,675
9	Uniformed Armed Forces	24,00,000
10	Private and Charitable Hospitals	32,61,450
11	Common Service Centres	1,18,11,961
12	Colleges and Research Institutions	44,01,200
13	Police	20,91,488
14	Village Panchayats	26,94,460
15	National Cadet Corps	55,887
16	Post Offices	17,05,982
17	CEMCA (Community Radio Stations)	20,00,000
18	International Location (Ocean Ring of Yoga, UN HQs,)	1,55,500
	Leading Yoga Institutions	5,08,64,185
19	Ayush District Offices	7,22,256
20	YCB Certified Personnel	96,000
21	Amrit Sarovar, Sagarmala, Bharatmala	6,31,600
22	Ayush facilities under National Ayush Mission	1,15,44,662
23	Adjustment Factor (reduction of 25% due to overlap)	
<b>Total</b>		<b>23,44,60,884</b>

*Table 3: Participation estimates for different stakeholders in 9<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 and has been accounted for (through a 25% reduction in final participation numbers- based on average overlap of mentioned channels/platforms), as the participants counted by two or more organizations may be the same. The final estimates are based on the average expected participation from different units of each aforementioned stakeholder.

## 8. IDY Messages and Quotes



*“What a remarkable day to gather here for Yoga. I am grateful to all the nations for contributing to this Noble cause.”*

- Shri Narendra Modi, Hon'ble Prime Minister, at UN HQ.



*“A person not healthy is not wealthy, as to put our wealth into utilization, we need to be healthy”*

- Shri Jagdeep Dhankar, Hon'ble Vice President



*“What a special day, it is only fitting that the inspiration behind the idea is with us today in the scenic multicultural setting of the UN.”*

- Shri Ruchika Kamboj, Indian Representative to the United Nations



*“It is important to move from practitioners to executors. We practice Yoga but we execute what we get from Yoga in our lives”*

- Eric Adams, New York Mayor



*“Under the farsighted and exemplary leadership of Hon’ble Prime Minister Shri Narendra Modi, International Day of Yoga 2023 is poised to firmly implant ethos of Yoga and Indian traditions upon national and international communities.”*

- Sh. Sarbananda Sonowal, Hon’ble Union Minister of Ayush



*“Yoga is very relevant for today’s young generation. Through the benefits of practicing Yoga, they will be able to face future challenges well.”-*

- Sh. Mangubhai Patel, Governor, Madhya Pradesh



*“Congratulations on the International Day of Yoga. We Japanese, enjoy learning Yoga from our Indian friends.”*

- Mr. Hiroshi Suzuki, Ambassador of Japan



*“The MEANING OF Yoga here is not just a few asanas, but yoga is more comprehensive than this. Yoga is also related to Karma, Jnana, and Bhakti.”*

- Sh. Rajnath Singh, Minister of Defence

### 8.1. State-wise participation count, captured by Bhuvan App:

#	State	No. of Locations	Participants
1	Uttar Pradesh	3301	41,81,981
2	Karnataka	176	1,06,797
3	Himachal Pradesh	16	99,034
4	Gujarat	290	98,594
5	Jammu & Kashmir	212	60,190
6	Telangana	389	43,172
7	Haryana	51	39,838
8	Madhya Pradesh	147	35,301
9	Tamil Nadu	213	31,194
10	Jharkhand	73	22,015
11	Uttaranchal	242	15,264
12	Punjab	26	13,113
13	Rajasthan	60	8,058
14	Orissa	169	8,056
15	Maharashtra	98	6,510
16	Arunachal Pradesh	85	4,832
17	Daman And Diu	1	4,550
18	Pondicherry	36	4,323
19	Bihar	26	2,834
20	Assam	11	2,662
21	Sikkim	19	2,293
22	Andhra Pradesh	10	2,180
23	Chandigarh	30	2,104
24	Kerala	7	1,210
25	Mizoram	32	953

26	West Bengal	5	570
27	Delhi	7	485
28	Nagaland	1	200
29	Dadra & Nagar Haveli	10	174
30	Chhattisgarh	5	127
31	Goa	3	73
	<b>Total</b>	<b>5751</b>	<b>47,98,687</b>

*Table 4: State-wise Participation*



## 8.2. Participation data of Leading Yoga Institutions:

Sl. No.	Name of Yoga Institutions	Estimated Participation
1	Heartfulness	1,50,00,000
2	The Yoga Institute, Mumbai	15,00,000
3	Mokshayatan Yogashram, Saharanpur, UP	55,00,000
4	Kaivalyadhama, Lonavala, Pune	25,000
5	ICYER and Yoganijali Natyalayam, Pondicherry.	1,500
6	MDNIY including 100 Days, 100 Cities & 100 Organizations	4,85,000
7	Art of living, Bengaluru	50,00,000
8	Brahma Kumaries	1,30,00,000
9	Amrita Yoga, Delhi and Chennai	65,000
10	Sivananda Yoga	1,000
11	SVYASA	93,000
12	Krishnamacharya Yoga Madiram	19,000
13	Dev Sanskriti University	45,000
14	Om Arham Social Welfare Foundation	3,00,000
15	INO	50,00,000
16	Ramamani Iyengar Yoga Institute	2,00,000
17	Vivekanand Yoga Ashram, Delhi	4,500
18	Yoga Certification Board (YCB)	1,53,118
19	Delhi Edition (Ayush)	60,201
20	Parmarth Niketan	5,000
21	Bhartiya Yoga Sansthan	67,500
22	Shivananda	15,000
23	Patanjali Yogpeeth and Bharat Swabhimam(Trust)	43,24,366
<b>Total</b>		<b>5,08,64,185</b>

*Table 5: Participation of Leading Yoga Institutions*

### 8.3 State-wise Participation in facilities under National Ayush Mission (NAM)

S.No.	Name of State/UT	Number of Location	Number of participants
1	Andaman & Nicobar Islands	90	4805
2	Andhra Pradesh	148	40808
3	Arunachal Pradesh	132	6859
4	Assam	120	1,50,000
5	Bihar	1	80
6	Chandigarh	100	9000
7	Chhattisgarh	405	73572
9	Delhi	129	9510
10	Goa	236	7453
11	Gujarat	23	252612
12	Haryana	21	80617
13	Himachal Pradesh	41	302875
14	Jammu & Kashmir	20	20
16	Karnataka	35	49154
17	Kerala	1004	62643
18	Lakshdweep	11	3749
19	Madhya Pradesh	614	100152
20	Maharashtra	1935	567387
22	Mizoram	39	2149
23	Meghalaya	9	1700
24	Nagaland	10	822
25	Odisha	264	12500
26	Puducherry	575	56790
27	Punjab	210	25974
28	Rajasthan	33	1086585
29	Sikkim	163	6460
31	Telanagana	1	1500
33	Uttar Pradesh	75	8088173
34	Uttarakhand	303	18361
36	Ladakh	2	1200
	<b>TOTAL</b>	<b>4805</b>	<b>97,85,225</b>

Table 6: State-wise Participation in facilities under National Ayush Mission (NAM)

#### 8.4 Participation in IDY at various locations in Delhi

S.No.	Organisation	Participation	Remarks
1	International Naturopathy Organisation, Paschim Vihar	1345	
2	Municipal Corporation of Delhi, Dr. Amit Nagpal, Pitampura	450	
3	Sevakram Naturopathy and Yoga Centre, Lajpat Bhawan	75	
4	MDNIY Campus	100	
5	Yoga Therapy Centres	325	04 Yoga Therapy Centers under MDNIY
6	CGHS Wellness Centres	472	17 CGHS Dispensaries under MDNIY
7	RWA Chanakyapuri	45	
8	IP University	750	
9	Ministerial Duties Participants	22280	
10	DYSc. Yoga Camp	6432	
	<b>Total</b>	<b>32274</b>	

*Table 7: Participation in IDY at various locations in Delhi*