



सत्यमेव जयते
Ministry of Ayush
Government of India

Report on



International Day of Yoga 2024



IDY Report 2024

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List of Abbreviation

IDY: International Day of Yoga

CYP: Common Yoga Protocol

UN: United Nations

PM: Prime Minister

MDNIY: Morarji Desai National Institute of Yoga

SVYASA: Swami Vivekananda Yoga Anusandhana Samsthana

PGIMER: Postgraduate Institute of Medical Education and Research

HCI: High Commission of India

ISRO: Indian Space Research Organization

INS Vikramaditya: Indian Navy Aircraft Carrier

SKICC: Sher-i-Kashmir International Convention Centre

MoA: Ministry of Ayush

Bhuvan: Bhuvan Yoga Application

IT Assets: Information Technology Assets

DoSEL: Department of School Education and Literacy

CIET: Central Institute of Educational Technology

NCERT: National Council of Educational Research and Training

DPIIT: Department for Promotion of Industry and Internal Trade

MWCD: Ministry of Women and Child Development

MHI: Ministry of Heavy Industries

NIPCCD: National Institute of Public Cooperation and Child Development

MORARJI DESAI: Morarji Desai National Institute of Yoga

NSIC: National Small Industries Corporation

MEPZ: Madras Export Processing Zone

CUTN: Central University of Tamil Nadu

MUHS: Maharashtra University of Health Sciences

NSS: National Service Scheme

DFPD: Department of Food and Public Distribution

ECoR: East Coast Railway

FICCI: Federation of Indian Chambers of Commerce & Industry

PIB: Press Information Bureau

SAB-CCRS: Siddha Academy of Bio-Resources, Central Council for Research in Siddha

MDNIY - Morarji Desai National Institute of Yoga

PDUNIPPD - Pt. Deendayal Upadhyaya National Institute for Persons with Physical Disabilities

NIT Puducherry - National Institute of Technology Puducherry

CCRYN - Central Council for Research in Yoga & Naturopathy

ISRO - Indian Space Research Organisation

PGIMER - Post-Graduate Institute of Medical Education and Research

HCI - High Commission of India

IDY - International Day of Yoga

IGCC - Indira Gandhi Cultural Centre

Introduction

On December 11, 2014, the United Nations General Assembly declared June 21st as the International Day of Yoga (IDY) following an appeal by the Prime Minister of India during his address to the UN General Assembly on September 27, 2014. The choice of June 21st, the longest day of the year, symbolizes the summer solstice and marks a global celebration of Yoga. Since its inception, IDY has grown into a worldwide event promoting physical, mental, and spiritual well-being through Yoga.

IDY 2024 was celebrated globally with the theme “Yoga for Self and Society,” emphasizing Yoga’s role in fostering individual well-being and community solidarity. The main event was held in Srinagar, where despite morning rain, 7000 Yoga enthusiasts performed on the banks of Dal Lake. A 45-minute Common Yoga Protocol (CYP) session was broadcast across the Doordarshan network, reaching millions worldwide. Additionally, CYP sessions were conducted in 20 districts of Jammu and Kashmir, engaging over 20,000 participants.



A series of countdown events heightened the anticipation for IDY 2024. At the 100-day mark, the Yoga Mahotsav in Vigyan Bhavan, New Delhi, saw 2000 participants. Seventy-five days before IDY, over 5000 Yoga enthusiasts gathered at Wadia College Sports Ground, Pune. Fifty days to IDY, 7000 participants performed CYP at the Police Parade Ground, Surat, and twenty-five days before the event, another 7000 engaged in Yoga at Magadh University, Bodh Gaya, Bihar.

The Ministry of Ayush maximized digital platforms such as its official website, Yoga Portal, Bhuvan Yoga application, and social media to reach diverse audiences. MyGov and My Bharat portals hosted various activities, including the Yoga Tech Challenge, "Yoga with Family" Video Contest, International Day of Yoga 2024 Quiz, Prime Minister's Awards for Yoga, and a Jingle Contest. These activities saw massive participation, with over 100,581 people

engaging in the Yoga Quiz. Ministries and departments also contributed, uploading 48,107 images on the My Bharat Portal.



IDY 2024 set multiple Guinness World Records, including 25.93 lakh people taking an online pledge in Uttar Pradesh, five new records by Akshar Yoga Kendra, 1000 students, including 600 differently-abled, performing Yoga asanas in Andhra Pradesh, and the longest continuous Yoga practice (12 hours) by Dr. Radhakrishnan Sarvepalli Rajasthan Ayurveda University. The Asia Book of World Records also recognized notable achievements, including the highest number of healthcare professionals (1946) performing Yoga at PGIMER.



IDY 2024 was marked by events worldwide. At the United Nations Headquarters, celebrations took place at the North Lawn area with significant participation. In Japan, despite rain, Yoga events were held in iconic locations like Tsukiji Hongwanji Temple. In South Africa, 8000 participants braved the cold at Wanderers Cricket Stadium, Johannesburg. In Brazil, celebrations occurred at Itaipu Binacional Central Viewpoint, Sao Paulo. In Saudi Arabia, the first-time CYP was led by a Saudi lady at Prince Faisal Bin Fahad Olympic Complex in Riyadh.



The Indian Army, BSF personnel, and other armed forces performed Yoga in challenging conditions, including the Line of Control and onboard INS Vikramaditya. The celebrations included participation from special needs children and the Indian Army dog squad, showcasing Yoga's inclusivity.

The International Day of Yoga 2024 was a monumental event, demonstrating Yoga's global impact and universal appeal. From the main event in Srinagar to countless activities worldwide, IDY 2024 highlighted Yoga's role in promoting health, unity, and peace. The widespread participation and record-setting achievements underscore the growing commitment to embracing Yoga as a holistic practice for self-improvement and societal harmony.

2. Preparations for IDY 2024

2.1 IDY Countdown Series: -

2.1.1 Yoga Mahotsav 2024- 100 Days to IDY:

IDY 100 Days Countdown begins with Women Empowerment Focus. The event was celebrated with the theme “Yoga for Women Empowerment”. On this occasion, Secretary Ministry of Ayush Vaidya Rajesh Kotecha stated that the purpose of Yoga Mahotsav 2024 is to propel Yoga into a widespread movement focusing on women's well-being and promoting global health and peace. The Ministry has actively supported studies on various conditions affecting women, including PCOS/PCOD, stress management, and the like, to focus on women's health irrespective of their age or condition, promoting women's empowerment through evidence-based research. Yoga is a comprehensive instrument for empowering women, encompassing their physical, mental, emotional, social, and spiritual well-being. Empowered women take on roles as leaders, educators, and advocates for change, promoting inclusivity, diversity, and empowerment across society.

Smt. Hansaji Jayadeva, Director of The Yoga Institute, Mumbai, said, ‘A balance state of mind is Yoga’. During her address she also emphasized the enduring value of good actions, they are the best currency that sustains us forever. She highlighted the importance of accepting people as they are and finding joy in understanding them, rather than letting oneself be disturbed by the actions of others. Smt. Jayadeva also emphasized that Yoga is essentially the science of Awareness, enabling individuals to cultivate a deeper awareness of their body, mind, and environment. Dr. H.R. Nagendra, Chancellor, SVYASA University, Bengaluru emphasized Yoga as a science of holistic living. He highlighted that the challenges posed by modern lifestyle disorders as well as non-communicable diseases can be effectively tackled by integrating Ayush healthcare, and particularly, Yoga into our daily lives. Dr. Nagendra expressed the vision of spreading Yoga to every corner of India and the world, underscoring India's potential to lead this global movement.



2.1.2 75 Days to IDY, 2024: Event at Wadia College Sports Ground, Pune

The 'Yoga Mahotsav' held in celebration of the 75-day countdown to the International Day of Yoga, witnessed an overwhelming turnout at Wadia College Sports Ground, Pune (Maharashtra) jointly organized by Morarji Desai National Institute of Yoga and National Institute of Naturopathy, Ministry of Ayush, Govt. of India by thousands of participants gathered for the gala event, actively engaging in the practice of the Common Yoga Protocol (CYP). This remarkable display of enthusiasm and participation underscores the growing importance of Yoga in fostering personal and societal betterment.



The event was honored by the presence of esteemed guests including Shri Satyajit Paul, Deputy Director General, Ministry of Ayush; Shri Vishwas Mandalik, President, Yoga Vidya Gurukul, Nashik distinguished Yoga Guru; Smt. Vijayalakshmi Bharadwaj, Director, Ministry of Ayush; Dr. Satya Lakshmi, Director, National Institute of Naturopathy, Pune and Vaidya Dr. Kashinath Samagandi, Director of MDNIY. Their participation added significant value to the occasion, reflecting the collective commitment towards promoting Yoga and advancing the cause of betterment for individuals and communities alike. More than 5000 Yoga Enthusiasts participated at Wadia College Sports Ground, Pune on 7th April, 2024.

2.1.3 50 Days to IDY, 2024: Event at Police Parade Ground, Surat

The 50th Countdown to IDY 2024 generated massive enthusiasts about Yoga, people from all walks of life participated in the event. Above 7000 Yoga enthusiasts practiced Common Yoga Protocol in unison at Police Parade Ground, Surat, Gujarat. Surat was infused with the bliss of Yoga during the 'Yoga Mahotsav,' a grand celebration leading up to the International Day of Yoga-2024. Held at the Police Parade Ground in Athwalines, this event, drew a massive crowd. Above seven thousand eager participants came together for this gala affair, immersing themselves in the practice of the Common Yoga Protocol (CYP) from 7.00 AM on May 02, 2024.

Their overwhelming enthusiasm and active engagement highlighted the increasing significance of Yoga in fostering both personal and societal well-being. The event was graced by Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush along with Shri Satyajit Paul, Deputy Director General, Ministry of Ayush; Prof. Avinash Chandra Pandey, Director of the Inter-University Accelerator Centre, New Delhi and Inter-University Centre for Yogic Sciences, Bengaluru; and Vaidya Dr. Kashinath Samagandi, Director of Morarji Desai National Institute of Yoga (MDNIY).

Their attendance lent a profound significance to the occasion, showcasing a shared dedication to the promotion of Yoga and the advancement of betterment for individuals and communities alike. Their participation underscored a collective commitment to fostering holistic well-being through the practice of Yoga. Dr. Kashinath Samagandi, Director, Morarji Desai National Institute of Yoga (MDNIY), began the event with a warm welcome address, extending his gratitude to all participants for their valuable contributions to the program's success. He underscored the role of Yoga Mahotsav as a crucial stepping stone towards the International Day of Yoga 2024 (IDY-2024), emphasizing its significance in promoting the universal practice of Yoga.



The 10th edition of the International Day of Yoga celebrations represents a significant milestone in the journey of this global movement promoting health and well-being. The event was enriched by the presence of senior officials from the Ministry of Ayush, Gujrat Yog Board, representatives from the state government, and numerous other distinguished dignitaries and experts. Additionally, the gathering was enhanced by messages from revered Yoga masters and gurus, further illuminating the significance of the occasion. Their collective involvement and guidance added depth to the event, emphasizing the importance of Yoga in promoting personal and societal well-being. Total 7000 enthusiasts performed Common Yoga Protocol at the Police Parade Ground in Athwalines on 2nd May 2024.

2.1.4 25 Days to IDY, 2024: Event at Magadh University, Bodh Gaya, Bihar

More than 7,000 Yoga Enthusiasts Practiced Yoga during the 25th Countdown to International Yoga Day 2024. Thousands of yoga enthusiasts from all walks of life participated in the 'Yoga Mahotsav' event in Bodh Gaya. This mega event was organized at Magadh University, Bodh Gaya, Bihar. In this event which started in the early morning with the rising sun on 27th May 2024, more than 7000 yoga practitioners performed Yoga based on Common Yoga Protocol (CYP). The enthusiasm and valuable contribution of the people further established the importance of Yoga in the lives of people. This programme of mass Yoga practice has proved to be important not only for individuals but also in promoting social welfare. Morarji Desai National Institute of Yoga (MDNIY), an autonomous body under the Ministry of Ayush has played an important role in shaping the landscape of Yoga in our country by producing thousands of skilled Yoga Gurus. Their dedication has ensured that Yoga is effectively promoted across the country. Their efforts not only promote physical well-being but also contribute to mental and spiritual harmony among the people.



The contribution of the Institute in training these Yoga Gurus underlines its commitment to furthering the practice and philosophy of Yoga in India and beyond. Dr. Kashinath Samagandi, Director, Morarji Desai National Institute of Yoga (MDNIY) inaugurated the event with a welcome address and thanked the participants for their valuable contribution to the success of the event. Emphasizing the importance of promoting the universal practice of Yoga, he said that since the beginning of the International Day of Yoga, Yoga has attracted the attention of the world. Ensuring wider reach and engagement, the dynamic event was carried out on social media platforms managed by the Ministry of Ayush, MDNIY, and other reputed Yoga institutions. By leveraging the digital platform, the event expanded its reach beyond the physical space, empowering individuals across the world to participate in the transformative power of Yoga.

3. Initiatives for IDY 2024

3.1 Main IDY Event at Srinagar

3.1.1 Event Highlights

This year's Yoga Day theme, "Yoga for Self and Society," highlights the importance of promoting global health and wellness through the practice of yoga. Thousands of dauntless Kashmiris celebrate the 10th International Day of Yoga with PM Shri Narendra Modi at Srinagar. Highest number of healthcare professionals performed Common Yoga Protocol in IDY 2024, making a record. The event has brought a new perspective to the development journey of the Union Territory. Negotiating valiantly the odds of weather, thousands of spirited

Kashmiris, motivated by the energising words of Prime Minister Shri Narendra Modi, celebrated the 10th International Day of Yoga, on the rain-drenched ground of Sher-i-Kashmir International Convention Centre (SKICC) in Srinagar. Applauding the spirit of Kashmiris, Prime Minister emphasized, “I also saw scores of girls covering themselves with the Yoga mat and they remained on the ground. This undaunted spirit of theirs and the love for Yoga is quite appreciable.” Prime Minister expressed his gratitude for being present in Jammu & Kashmir, the land of Yog and Sadhna. He stated that the atmosphere, energy, and experience from Yoga could be felt in Jammu & Kashmir today.



3.1.2 Participation Details

“Participation of 50-60 thousand people of Jammu and Kashmir with Yoga today on the occasion is a remarkable feat in itself,” he said. The PM reminded that the theme for this year, “Yoga for Self and Society,” highlights the significant contribution of Yoga in enhancing personal wellness and fostering social cohesion. He conveyed his best wishes on the International Day of Yoga to all citizens and those practicing Yoga worldwide. PM took part in the Common Yoga Protocol (CYP) session, emphasizing the significance of yoga in fostering physical, mental, and spiritual growth. In commemoration of the 10th anniversary of International Yoga Day, Prime Minister highlighted that a remarkable 177 countries supported India's proposal to the UN. He also mentioned notable achievements in previous International Day of Yoga events, such as 35,000 individuals practising yoga on Kartavya Path (earlier known as Rajpath in Delhi) in 2015, and over 130 countries participating in the yoga event led by the Prime Minister at the UN Headquarters last year. Additionally, he expressed his delight that more than 100 institutes in India and 10 major foreign institutes have been recognized by the Yoga Certification Board established by the Ministry of Ayush.



The celebration led by the Prime Minister was also attended by Lieutenant Governor of the Union Territory of Jammu and Kashmir Shri Manoj Sinha, Union Minister of State for Ayush (Independent Charge), and Minister of State in the Ministry of Health and Family Welfare Shri Prataprao Jadhav, along with other dignitaries. Lieutenant Governor Shri Manoj Sinha expressed his gratitude to the Prime Minister for selecting Jammu and Kashmir, particularly Srinagar, as the venue for the 10th International Yoga Day main event. He mentioned that this event has brought a new perspective to the development journey of the Union Territory.

The Lieutenant Governor commended PM's efforts in promoting Yoga on an international level, stating that Yoga embodies the spirit of Vasudhaiva Kutumbakam. He emphasized the significance of this year's theme, highlighting the importance of individuals protecting and supporting each other. He quoted 'Puman Pumansam Paripatu Vishwatah' and 'Vyashem Devahitam Yadayu' to stress the importance of charity and unity among humanity. Referring to Maharishi Patanjali's teachings, he emphasised the unity of body and mind in Yoga practice. He concluded by acknowledging the global impact of PM's vision of 'One Earth One Health' and expressed his appreciation for the Prime Minister's efforts in restoring the ancient glory of Jammu and Kashmir over the past decade.

The entire nation celebrated this year's ceremony with immense joy and enthusiasm. This year, the International Day of Yoga (IDY) is hosting various events, including the "Yoga for Space" initiative, which is being supported by the Indian Space Research Organization (ISRO). The program, which focuses on the practice of Common Yoga Protocol (CYP), was conducted simultaneously at all ISRO centers and units. Additionally, the team involved in the Gaganyaan project actively took part in the program.



After finishing his address, the PM straightaway went off the stage to meet the rain-drenched Yoga enthused Kashmiris. Block after block, he interacted with young boys and girls and cheered them up, taking selfies himself, and chatting with them — thus making their day! The event at SKICC began with a mixed mood of weather and human spirit today. Moments before the start of the programme, rain poured down on SKICC ground, trying to dampen the spirits of the Yoga enthusiasts of Srinagar. The crowd declined to move away and stuck to its ground. The Yoga mats were used as head cover and the long green stretches of floor mats were used as mass umbrellas.





3.2 IDY Celebration Initiatives by States

3.2.1 Jammu & Kashmir

This year's main International Day of Yoga (IDY) event was held in Srinagar, Jammu & Kashmir, marking a significant milestone in the celebration. Thousands of enthusiastic participants, including healthcare professionals, gathered at the Sher-i-Kashmir International Convention Centre (SKICC) to observe the 10th IDY under the theme "Yoga for Self and Society." Despite challenging weather conditions, the event achieved a record by having the highest number of healthcare professionals perform the Common Yoga Protocol.

Prime Minister Shri Narendra Modi praised the undaunted spirit of the Kashmiris, noting their resilience in practicing yoga even in the rain. He highlighted the theme's relevance in enhancing personal wellness and fostering social cohesion. The Prime Minister, alongside Lieutenant Governor Shri Manoj Sinha and other dignitaries, emphasized yoga's role in physical, mental, and spiritual growth. The event was a testament to Jammu & Kashmir's evolving journey and the global impact of yoga, with significant achievements noted over the past decade.

3.2.2. Tamil Nadu

In Tamil Nadu, the International Day of Yoga was celebrated at the Vivekananda Kendra Vidyalaya Matriculation Higher Secondary School in Kanyakumari. The event took place on June 21, 2024, in the Swami Vivekananda Sabhagriham at the Vivekanandapuram Campus. A total of 776 participants, including students and staff, engaged in a comprehensive yoga session led by experienced instructors.

The program commenced with a prayer and included a detailed yoga session featuring asanas and pranayama. Sri M. Krishna Prasath Ji from the Isha Yoga Centre delivered an inspirational speech on yoga's importance in daily life. The celebration highlighted the role of yoga in self-growth and brain development and was marked by a commitment to promoting a yoga-centric lifestyle. The event concluded with a vote of thanks and a Kendra Prarthana, reinforcing the spirit of unity and well-being embodied by yoga.

3.2.3 Rajasthan

To commemorate International Yoga Day, instructors and students from Dr. Radhakrishnan Sarvepalli Rajasthan Ayurveda University in Jodhpur, Rajasthan, under the National Ayush Mission (NAM), achieved a world record by performing 'Gatyatmak Shashank Bhujangasana' continuously for 12 hours. The yoga session involved 39 individuals completing this asana 5,028 times. This remarkable feat highlights the dedication and discipline of the participants and underscores the university's commitment to promoting yoga. The event was a testament to the enduring benefits of yoga and its significance in fostering physical and mental well-being.



4. Arunachal Pradesh: The International Yoga Day celebration in Arunachal Pradesh saw participation from Governor Lt. Gen K. T. Parnaik (Retd), Chief Minister Pema Khandu, Deputy Chief Minister Chowna Mein, and various other ministers in events held throughout the state. In his speech, the Governor highlighted the growing global interest in yoga, emphasizing its benefits in alleviating tension, depression, and various physical challenges. He noted that yoga promotes mental peace and physical fitness, offering solutions for numerous health issues. Governor Parnaik encouraged people to incorporate yoga into their daily routines, stressing that regular practice can foster positivity in both personal and professional life, leading to greater productivity and success. He recommended practicing yoga for at least 30 minutes each day.

5. Chhattisgarh- Chhattisgarh Chief Minister Vishnu Deo Sai emphasized the significance of yoga, stating that this ancient practice is vital not only for individual health but also for fostering a healthy society. Speaking at the State-level event at the science college ground in Raipur on the 10th International Yoga Day, he remarked that yoga helps people adopt a healthy lifestyle and connect with spirituality and higher values. A government official noted that the Chief Minister performed yoga asanas alongside thousands of attendees, spreading the message of maintaining a healthy lifestyle through regular yoga practice. Mr. Sai expressed satisfaction in seeing the goals of International Yoga Day being realized globally.

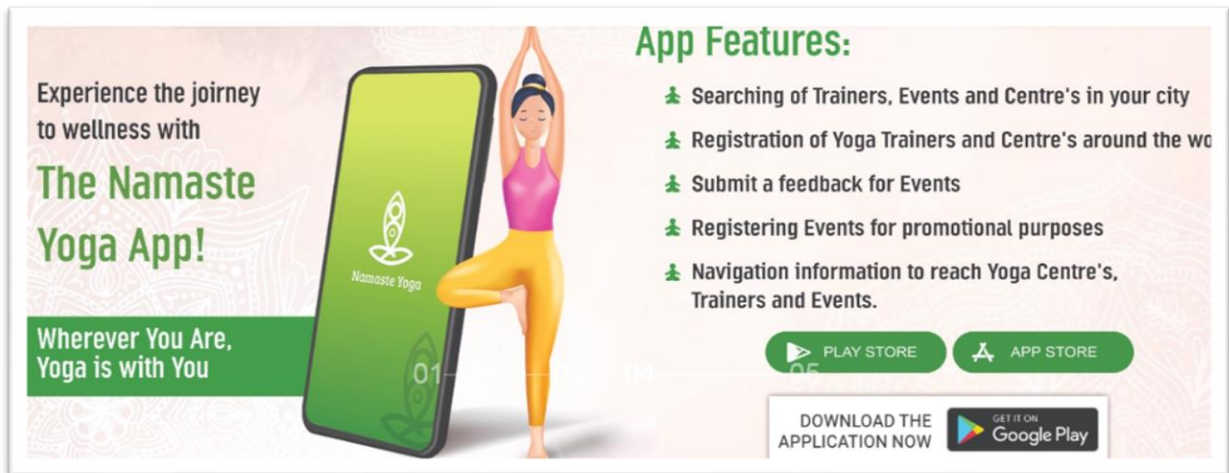
3.3 Awareness Generation through Ministry of Ayush's Assets

3.3.1 Awareness Generation through Yoga Portal

The Ministry of Ayush (MoA) made maximum use of digital platforms like its official Website, Yoga Portal, 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 and My Bharat portal were 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.

3.3.2 Awareness Generation through Namaste Yoga Application

Mera Yuva Bharat (MY Bharat) is a portal developed by Ministry of Youth Affairs and Sports, Government of India to provide an over-arching institutional mechanism powered by technology for youth-led development. Ministry of Ayush is working with Ministry of Youth to onboard all the ministries on the International Day of Yoga 2024. The events related to 10th IDY 2024 were posted on MY Bharat portal as well. A separate page was also developed for Ministry of Ayush on My Bharat Portal to post all the events that will be conducted by them on International Yoga Day 2024. Further various pages were developed under the umbrella of Ministry of Ayush for various ministries to post their events and images of International Day of Yoga 2024. To accomplish this task two nodal officers were assigned, one from Ministry of Ayush and another from Ministry of Youth Affairs. Twenty-four ministries have nominated their nodal officer and out of 18 Ministries were onboarded on My Bharat portal and their separate pages were developed for International Day of Yoga 2024.



Following Events were posted by Ministry of Ayush on My Bharat Portal:

1. Yoga Tech Challenge 2024.
2. Yoga with Family” Video Contest.
3. International Day of Yoga 2024 Quiz.
4. Prime Minister's Awards for Yoga.
5. International Day of Yoga 2024 Jingle Contest.

Link of following IT Assets were mentioned on MY Bharat Portal:

1. Y-Break
2. Namaste Yoga
3. Bhuwan App

These onboarded Ministries have participated in several events, and their images have been uploaded to the My Bharat Portal. A total of 48107 images were received on MY Bharat portal till 26th June, 2024 from various states and Union territory with many more being sent daily.

3.3.3 IDY Participation Tracking through Bhuwan Yoga Application

The Bhuwan application also captured data of IDY celebrations from 15 countries at **16858 locations and 13,90,098 participations were reported.**

3.4 IDY Campaigns

The International Day of Yoga’s (IDY’s) campaign on the IRCTC Mobile App achieved substantial visibility, with a combined total of 55,302,575 impressions across two distinct ad placements: NM_DASHBOARD_BOTTOM and NM_ROUTE_MAP_BOTTOM.

**International Day of Yoga, Ministry of Ayush Campaign on IRCTC Mobile App
(For the period of 15th June 2024 to 21st June 2024)**

IRCTC Mobile App - NM_DASHBOARD_BOTTOM_300x250		
SN	Date	Impression Served
1	15-06-2024	79,06,502
2	16-06-2024	73,78,754
3	17-06-2024	71,45,047
4	18-06-2024	67,99,501
5	19-06-2024	69,87,048
6	20-06-2024	70,51,298
7	21-06-2024	74,96,921
Total		5,07,65,071

IRCTC Mobile App - NM_ROUTE_MAP_BOTTOM_300x250		
SN	Date	Impression Served
1	15-06-2024	7,00,777
2	16-06-2024	6,70,740
3	17-06-2024	6,52,534
4	18-06-2024	6,13,087
5	19-06-2024	6,19,498
6	20-06-2024	6,18,583
7	21-06-2024	6,62,285
Total		45,37,504

For the NM_DASHBOARD_BOTTOM placement, the campaign garnered 50,765,071 impressions from June 15 to June 21, 2024. The daily impressions started strong with 7,906,502 on June 15, fluctuated slightly throughout the week, and peaked again on June 21 with 7,496,921 impressions. This placement consistently attracted a high number of impressions, indicating strong user engagement with the app's dashboard.

The NM_ROUTE_MAP_BOTTOM placement accumulated 4,537,504 impressions during the same period. The impressions for this placement were lower in comparison, starting with 700,777 on June 15 and ending with 662,285 on June 21.

Overall, the campaign's reach was extensive, leveraging the popular platform to promote the International Day of Yoga, thereby achieving significant visibility and engagement among app users.

3.5 IDY Coverage in E-Newspapers

Online					
Volume 29,070		Reach 3.95 B		User 30 Website	
Top Active User		Volume	Top Popular user		Reach
Janta Se Rishta		535	MSN		733 M
Latestly		430	Aajtajk News		571 M
The Mobi World		407	India Times		162 M
Dainik Bhaskar		390	News18		152 M
Live Hindustan		378	Hindustan Times		124 M

From June 18 to June 22, 2024, the International Day of Yoga (IDY) garnered significant coverage in e-newspapers. The campaign achieved a total volume of 29,070 mentions, reaching an impressive 3.95 billion people. Major online news outlets such as Janta Se Rishta, Latestly, The Mobi World, and Dainik Bhaskar were among the top contributors to the high volume of mentions. Leading publications like MSN and Aajtajk News achieved the highest reach, ensuring widespread dissemination of the event’s message and its importance in promoting global wellness.

3.6 IDY Coverage on Television

TV			
Volume		Reach	Channel
1011		950 M	31 Channel
Top Active User	Volume	Top Popular user	Reach
Times Now Navbharat	83	News18 India	219 M
Good News Today	75	Aaj Tak	187 M
Aaj Tak	71	Republic Bharat	183 M
DD News	61	ABP News	182 M
TV9 Bharatvarsh	57	India TV	170 M

Television coverage of IDY 2024 from June 18 to June 22 was extensive, with 1,011 mentions and a reach of 950 million. Prominent channels such as Times Now Navbharat, Good News Today, and Aaj Tak were particularly active, while DD News and TV9 Bharatvarsh also contributed significantly. Notable reach was achieved by News18 India and Aaj Tak, which played a key role in broadcasting the event and spreading awareness about the significance of yoga for physical and mental well-being.

4. Initiatives by Central Ministries for IDY Celebration

4.1 Ministry of Tourism:

Around 5000 people celebrated IDY 2024 at Sabarmati Riverfront Ahmedabad (Gujarat), 2000 at Gateway of India (Mumbai), 1250 and 1200 people participated in IDY 2024 at Kerala Arts and Crafts Village, Kovalam (Kerala) and Bedhannan Open Auditorium, Thanjavur (Tamil Nadu) respectively. Many more events were organized by the Ministry of Tourism in Punjab, Shimla, Sarnath, Kargil, Agra, Jaipur, etc.



4.2 Ministry of Fisheries, Animal Husbandry & Dairying:

Union Minister for Fisheries, Animal Husbandry & Dairying, and Panchayati Raj-Shri Rajiv Ranjan Singh participated in the grand event of 10th International Yoga Day in Krishi Bhawan today. During his address, Union Minister Shri Rajiv Ranjan Singh emphasized on importance of yoga and suggested adopting yoga in our daily life for our physical and mental well-being. The Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying celebrated the International Day of Yoga with enthusiasm and participation at New Delhi.



Shri Abhilaksh Likhi, Secretary Department of Fisheries, Smt Alka Upadhyay, Secretary Department of Animal Husbandry and Dairying, Shri Sagar Mehra, Joint Secretary DoF, Smt Neetu Prasad, Joint Secretary, DoF, Shri Gaurav Kumar, Economic Advisor/DOF and other officials participated in the event.

4.3 Ministry of Coal: Union Minister of Coal and Mines, Shri G Kishan Reddy participated in the 10th International Yoga Day celebration organized by the ABV Foundation & Nizam College at Basheerbagh, Hyderabad. Shri Reddy said “I am delighted to see people, particularly youth, embracing yoga in their lives. With the vision of PM Shri Narendra Modiji our ancient practice of yoga has become a powerful tool across the globe to attain holistic well-being”.





Officials of Ministry of Coal celebrated the 10th International Day of Yoga with the theme of ‘Yoga for Self and Society’ at Shastri Bhawan, New Delhi. Ms. Vismita Tej, AS, Ms. Rupinder Brar, AS, Sh. B.P. Pati, JS, Sh. Sanjeev Kumar Kassi, JS along with other officials participated in the event. Ms. Vismita Tej, Additional Secretary expressed her views about the importance of Yoga in daily life and encouraged the participants to make yoga a regular practice. The yoga instructor from Bramha Kumaris was present to demonstrate the common yoga protocols and meditation practices. More than 100 officials participated in the event.

4.4 Ministry of Commerce & Industry: The Ministry of Commerce and Industry celebrated the 10th International Day of Yoga at Bharat Mandapam, New Delhi. Union Minister of State for Commerce and Industry, Shri Jitin Prasada; Secretary, Department of Commerce, Shri Sunil Barthwal; and Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Shri Rajesh Kumar Singh along with other officials of the Ministry participated in the event. The event commenced with a brief opening ceremony, followed by a yoga session. Participants engaged in various yoga asanas, pranayama, and meditation techniques, which allowed them to experience the rejuvenating effects of yoga.



4.5 Ministry of Education: On 21st June 2024, the CIET ground at the NCERT campus in New Delhi witnessed a significant event as Shri Sanjay Javin, Secretary of the Department of School Education and Literacy (DoSEL), along with officials from the Ministry of Education and the National Council of Educational Research and Training (NCERT), gathered to celebrate the 10th International Day of Yoga.

This day, dedicated to promoting physical, mental, and spiritual well-being through yoga, was marked by enriching yoga sessions. The event began early in the morning as the officials participated in various yoga asanas and pranayama techniques guided by experienced yoga instructors, embracing the ancient practice that fosters unity of mind, body, and soul. Throughout the session, the participants experienced a sense of camaraderie and unity, reflecting the true spirit of the International Day of Yoga. It reinforced the commitment of the Department of School Education and Literacy, along with NCERT, to promote physical and mental well-being in educational institutions across India. The event concluded with a collective resolve to continue spreading the light of knowledge and inner peace through yoga, fostering a healthier and more harmonious society.

As the sun rose higher in the sky, the CIET ground echoed with the harmonious chants of “Om,” symbolizing the unity and tranquillity achieved through this collective practice. The day ended on a high note, leaving everyone rejuvenated and inspired to carry forward the legacy of yoga in their personal and professional lives. 8661 schools and 215370 students participated in the IDY 2024.

4.6 Ministry of Rural Development: Union Minister of State for Rural Development, Shri Kamlesh Paswan participated in the event organized at Major Dhyan Chand Stadium on the occasion of 10th International Day of Yoga. Secretary, Ministry of Rural Development Shri Shailesh Kumar Singh, and other senior officials also attended the programme. Shri Kamlesh Paswan said that Prime Minister Narendra Modi had proposed to celebrate 21st June as International Yoga Day in the United Nations; after which the government is continuously organizing Yoga Day across the country and abroad. He said, this year, International Yoga Day focused on the theme "Yoga for Self and Society" and therefore, Yoga should become a medium not only to connect with oneself but also to connect with public welfare.

The Minister said that we should all work towards connecting the youth and citizens of the entire country with yoga because, in today's hectic life, everyone is busy somewhere or the other. “On this occasion, I hope from all of you that we should not consider this camp for yoga as a one-day camp but adopt it in our daily lifestyle and also work towards inspiring people,” the minister added. He said that under the leadership of Prime Minister Narendra Modi, the government has urged the Pradhans of the entire country they should also inspire the people of the villages by holding a Yoga camp every day in their villages so that their health condition and lifestyle can also improve.

Secretary, Ministry of Rural Development Shri Shailesh Kumar Singh, and other senior officials were present during the program. The Secretary said we all know that International Yoga Day was established by the United Nations in 2014 and it has been started on 21st June 2015. All of us should do yoga regularly. Today, all of us will continue to do yoga regularly by taking this pledge.

4.7 Ministry of Railways- The East Coast Railway (ECoR) celebrated the International Day of Yoga across its headquarters in Bhubaneswar and divisions at Khurda Road, Waltair, and

Sambalpur. General Manager Shri Parmeshwar Funkwal led a session in Koraput, while Additional General Manager Shri Mohes Kumar Behera headed the event at Rail Vihar, Bhubaneswar. Divisional managers conducted sessions at their headquarters. This year's theme, "Yoga for Self and Society," highlights yoga's benefits for inner balance, strength, flexibility, cardiovascular health, and stress reduction. Employees from various establishments and the East Coast Railway Women's Welfare Organisation (ECoRWWO) participated. The celebrations were coordinated by Principal Chief Personnel Officer Shri Siddharth Kati in Bhubaneswar and Divisional Railway Manager Shri Saurabh Prasad in Koraput.



4.8 Ministry of Textiles - Union Textiles Minister Shri Giriraj Singh participated in the 10th International Yoga Day celebrations at the National Crafts Museum, joined by the Secretary of Textiles, Development Commissioner for Handicrafts, Additional Secretary, Senior Director of the Crafts Museum, and other senior officials. Shri Singh emphasized that yoga, rooted in ancient Indian culture, is a gift to the world from India and credited Prime Minister Shri Narendra Modi for promoting it globally and establishing International Yoga Day. He also acknowledged Maharishi Patanjali's contributions to yoga and urged citizens to incorporate yoga into their daily lives for physical well-being. Following the event, Shri Singh visited the museum, interacted with artisans, and offered suggestions to enhance its beauty.



4.9 Ministry of MSME- Union Minister Shri Jitan Ram Manjhi emphasized the importance of daily yoga for physical and mental well-being during the International Yoga Day celebrations at NSIC Technical Services Centre, Okhla, New Delhi. The event, attended by officials including Secretary Shri S.C.L. Das and other senior staff, featured yoga sessions led by instructors from the Morarji Desai National Institute of Yoga. The Minister encouraged participants to incorporate yoga into their routines and promote its benefits to others.



4.10 Ministry of Women and Child Development (MWCD) The Ministry of Women and Child Development celebrated the 10th International Day of Yoga at NIPCCD, New Delhi. Minister of State Smt. Savitri Thakur and Secretary Shri Anil Malik joined the session, highlighting the theme "Yoga for Self and Society." The event promoted personal and community well-being through yoga, inspiring participants to integrate it into their daily lives. The Ministry reaffirms its dedication to advocating for women's and children's health.



4.11 Ministry of Heavy Industries (MHI) At BHEL Township, Noida, the Ministry of Heavy Industries marked the 10th International Day of Yoga with Union Minister Shri H. D. Kumaraswamy. He praised yoga as a gift from India, enhancing global harmony. The event underscored yoga's benefits for mental and physical health, reflecting its deep cultural roots. The celebration, backed by Prime Minister Modi's global promotion of yoga, showcased India's role in global wellness.



4.12 Ministry of Defence The Ministry of Defence observed the 10th International Day of Yoga at Air Force Station, Faridabad, with a mass session led by trained Yoga Instructors. The event included various yoga practices and talks by Lt Col Saurabh Sethi VSM, Mrs. Rashmi Chaudhary, and JWO Sanjeet Kumar. The enthusiastic participation highlighted the Ministry's commitment to promoting yoga for overall health and resilience.



4.13 Ministry of Ports, Shipping, and Waterways Union Minister Shri Sarbananda Sonowal led the 10th International Day of Yoga celebrations in Tinsukia, Assam. He highlighted yoga's global impact and its role in personal and communal wellness. The event, supported by Assam Minister Shri Sanjoy Kishan, celebrated yoga's evolution into a global movement, driven by Prime Minister Modi's efforts. Shipping Ministry officials also participated in New Delhi.

4.14 Ministry of Civil Aviation Union Civil Aviation Minister Shri Kinjarapu Rammohan Naidu led the 10th International Yoga Day event at Rajeev Gandhi Bhawan, New Delhi. Senior officials, including Secretary Shri Vumlunmang Vualnam, joined in. The Minister praised yoga for harmonizing mind and body, supporting Prime Minister Modi's global promotion of yoga. The theme "Yoga for Self and Society" emphasized yoga's holistic benefits.



4.15 Ministry of Consumer Affairs, Food, and Public Distribution Union Minister Shri Pralhad Joshi led a Mass Yoga Demonstration at Thyagaraj Stadium, New Delhi. He praised Prime Minister Modi's efforts to globalize yoga and acknowledged its widespread adoption. The event featured active participation from officials and emphasized the theme "Yoga for Self and Society." A second session took place at the Constitutional Club of India, with enthusiastic participation from DFPD and FCI officials.



4.16 Ministry of Skill Development & Entrepreneurship The Ministry of Skill Development and Entrepreneurship hosted a vibrant yoga camp at Kaushal Bhawan, New Delhi, for the 10th International Yoga Day. Secretary Shri Atul Kumar Tiwari and other officials highlighted the theme "Yoga for Self and Society." Minister of State Shri Jayant Chaudhary noted that Skill India has trained over 1.35 lakh yoga trainers, supporting wellness nationwide. The event aligns with Prime Minister Modi's vision for a healthy nation.

4.17 Ministry of Information & Broadcasting Union Minister Shri Ashwini Vaishnaw led the 10th International Yoga Day celebrations at Lodhi Garden, New Delhi. He encouraged embracing yoga for physical and mental well-being, crediting Prime Minister Modi for promoting yoga globally. Union Minister of State Dr. L. Murugan participated in Tamil Nadu, while the Press Information Bureau, led by Ms Sheyphali Sharan, organized yoga sessions at the National Media Center.



5. Initiatives by Departments, Organisations and Councils

5.1 Brunei Darussalam MEA- The 10th International Day of Yoga 2024 (IDY-2024) was celebrated at “India House” in Brunei Darussalam on the morning of 23 June, 2024, under the theme "Yoga for Self & Society." The event commenced with a gracious welcome from His Excellency Alok Amitabh Dimri, the esteemed High Commissioner of India, underscoring the importance of the event and Yoga in particular. His opening remarks set a positive tone for the event. Reflecting on the growing popularity of Yoga in Brunei Darussalam, High Commissioner highlighted the physical and mental health benefits of practicing Yoga. Social media platforms were used for the dissemination of information about IDY-2024.

Approximately two hundred participants, including members of the Diplomatic Corps, native Bruneians, prominent members of the Indian community, youth leaders, businessmen, yoga enthusiasts and practitioners, journalists, and Mission Officers/officials with their families, gathered for the event. They did various yoga asanas as per the Common Yoga Protocol guided by Mr. Brahmanand Tichkule, a renowned Yoga Practitioner in Brunei Darussalam, during an hour-long session amidst the serene and lush green surroundings. The proceeding of the event was streamed live on social media to enable its reach to a wider audience and inspire individuals to incorporate Yoga into their daily lives for their overall well-being. Appropriate publicity, promotion of YCB courses, usage of “Bhuvan Yoga” app and IDY tagline # Yoga for Self and Society ‘योग – स्वयमऔर समाजकेलिए’ was made during the event.

The mission also organized a walk-through exhibition aligning with the initiatives of the Government of India. Following the yoga session, participants were served light Indian snacks and beverages. Apart from the annual event organized by the Mission, Yoga classes have become a regular feature among the Indian community, Yoga Clubs, and local Yoga instructors. There is evident enthusiasm among native Bruneians and children of Indian descent to learn Yoga, underscoring a robust foundation for further popularizing this ancient practice in the country







5.2 DKMMH College- The occasion of International Yoga Day, DKMMHMC Chh.Sambhajinagar has organized a Yoga Programme on 21st June 2024 as per the norms given by MUHS Nashik, Yoga for Woman Empowerment. The programme commenced at 7:00 am in the Prarthna Hall of Our Campus and was inaugurated by the Principal of our DKMM Homoeopathic Medical College Dr. Shalini Ankushe. The Chief Guest were Dr. Ajay Gujarathi and Dr. Yogini Gujarathi. Dr. Ajay Gujarathi guided all the students and the members present about the importance of Yoga which motivated everyone. Dr. Ajay Gujarathi demonstrated all the Asanas and Dr. Yogini performed them, students and all teaching staff followed their instructions and experienced the beauty of Yoga.

Dr. Sneha M. Wagh NSS in charge gave the vote of thanks to respected guests, teaching staff, and students and expressed his views in co- relation to yoga and homeopathy stating "Yoga is an ancient old practice to keep our Mind and Body healthy. Yoga helps us to relieve our stress and keep our mind calm. Also, it solves numerous health-related problems with different Asanas. Many times, even after taking medications patients do not recover from illness so using Yoga as a Regimen can keep all the diseases at bay and Cure Physical diseases. So, Practicing Yoga along with Homeopathic Medicines improves the quality of Life."

5.3 NSS Unit, PDEU- National Service Scheme (NSS) Unit PDEU celebrated IDY 2024 at New Sports Complex, Football Ground, Gandhinagar. 219 participants were present at the venue and Yoga Day was celebrated with full zeal and zest.



5.4 LNIPE, Gwalior- The Department of Yogic Science celebrated the 10th International Yoga Day with a series of events. A 7-day free Meditation Camp from 20th to 27th May 2024, led by Dr. Pratima Vashistha, saw around 75 participants. Dr. Sunil Kumar Deshmukh guided 150 students and the general public in Pranayama practices from 6th to 9th June 2024. Art-Based (Poster Making) and Slogan Writing competitions were held on 27th May 2024, attracting 25 and 20 participants respectively. On 4th June 2024, a Yoga Asana competition was conducted for different age groups with 100 participants. A free Yoga Camp from 5th to 20th June 2024 drew over 200 participants.





A webinar on 10th June 2024 featured lectures by Dr. Sadhna Dauneria and Dr. Pradhumn Singh Shekhawat, moderated by Dr. Pratima Vashistha, with over 150 attendees. A Mud Therapy session on 15th June 2024 was led by Dr. Dilip Kumar Rajoria. The main event on 21st June 2024 saw approximately 2000 practitioners performing the Common Yoga Protocol. The celebrations concluded with a grand event attended by various dignitaries, including the Honorable Vice-Chancellor Indu Bora, featuring Saraswati Puja and lamp lighting.

5.5 Rajeev college of pharmacy- On June 21st. 2024, Rajeev College of Pharmacy celebrated the 10th International Yoga Day with great enthusiasm. The event was attended by Department Heads/Principals/Professors from Rajeev College of Pharmacy. The objective of this year's celebration themed "Yoga for self and society" was to connect with a larger global community and promote the widespread adoption of yoga in every individual. The event commenced with a comprehensive introduction to Yoga Day by Ms. Padma Reka.

Following that, the guest of honour Yoga coach Gamesh Sir was welcomed and introduced to the audience. The program kicked off with warm-up exercises, during which all members actively participated. They were guided through various sitting and standing asanas with simultaneous explanations of their significance. The instructor emphasized the importance of incorporating yoga into daily life and maintaining harmony between the body and mind. The session lasted for over an hour witnessing active participation and engagement from all attendees.

5.6 DSTS Mandal's College of Pharmacy- The 10th International Yoga Day was celebrated in our campus by D.S.T.S. Mandal's College of Pharmacy, Solapur in association with V. G. Shivdare Arts, Commerce & Science College and Junior College, Unique English Medium School & D.S.T.S. Mandal's College of Pharmacy (Poly). The participants actively participated in the Celebrations. The session was conducted by Principal Dr. R. Y. Patil himself and was attended by all heads of the institutions on the campus along with staff & students.

Physical Director Mr. M B Patil along with NSS Programme Officer Mr. B N Chandakavathe played the organising role for the event.

5.7 NTPC- 10th International Day of Yoga was observed at NTPC Jhanor on 21.06.2024. Shri Ajay Singhal, Chief General Manager (J) graced the event with his presence along with Shri Sudhir Kinage, AGM (TS), Ms. Vijaya Lakshmi Muralidharan (HOHR), Ms. Dr. Mala Chandwani (CMO), other HODs, NTPC Employees, their family members and CISF employees Shri Sanjib Basu, Ex. AGM (TS), Yoga Master (Certified by Ayush Mantralay, Government of India) led the event and shared the knowledge and benefits of Yoga. He taught different Yogas and how Exhaling and Inhaling breathing are important in different Postures. Shri Ajay Singhal, CGM (J) also explained the benefits of Yoga and also expressed gratitude on behalf of the Jhanor Family to Shri Sanjib Basu.



5.8 Central University of Tamil Nadu- Central University of Tamil Nadu (CUTN) celebrated International Yoga Day, drawing over 100 participants from the university community, including students, scholars, faculty members, officers, and staff. The event was inaugurated by Prof. Dr. M Krishnan, Vice Chancellor of CUTN, with key statutory authorities such as Prof. R Thirumurugan (Registrar), CA GR Giridharan (Finance Officer), Prof. Sulochana Shekhar (Controller of Examinations), and Dr. R Parameshwaran (Librarian) also in attendance.



Participants began by taking a pledge to make yoga an integral part of their daily lives. In his address, Prof. M Krishnan emphasized the theme of "Yoga for Self and Society," highlighting yoga's role in fostering health, clear thinking, and positive actions that transcend caste, religion, and language barriers. He noted that CUTN, with its diverse community from Kashmir to Kanyakumari, reflects a "mini India" and urged everyone to adopt regular yoga practice for improved well-being.

The event, organized by the Department of Physical Education and Sports, featured various yoga asanas and meditation exercises, promoting physical and mental well-being among the participants.

5.9 Madras Export Processing Zone (MEPZ), Ministry of Commerce & Industry- The Central Council for Research in Siddha, Ministry of Ayush, in collaboration with the Madras Export Processing Zone (MEPZ), Ministry of Commerce & Industry, successfully celebrated the International Day of Yoga 2024. Over 500 women employees from MEPZ participated, highlighting the growing interest in yoga and wellness. The event began at 6:45 AM with the invocation of Tamil Thai Vazhthu and Siddhar Vanakkam. Dr. A. Rajendra Kumar, Research Officer (Siddha), CCRS, Chennai, welcomed the participants, followed by a Presidential Address by Prof. Dr. V. Banumathi, Former Director, NIS & Chairman, SAB-CCRS, who emphasized yoga's significance for physical and mental well-being. Shri G. Kamaraj, Deputy Mayor of Tambaram Municipal Corporation, delivered a felicitation address, and Smt. K. Vasanthakumari, Mayor of Tambaram Municipal Corporation, gave the Chief Guest Address.



The highlight of the event was a mass yoga session led by experienced instructors, where participants engaged in various asanas and breathing exercises aimed at improving flexibility, strength, and relaxation. After the session, a healthy breakfast was provided by the Central Council for Research in Siddha. The event continued with a yoga demonstration for MEPZ staff at the MEPZ Lawn Area, showcasing advanced techniques and their benefits. A quiz program on yoga engaged participants in a fun and educational activity, testing their knowledge about yoga and its practices.

The event concluded with a speech on Yoga Awareness, underscoring the importance of integrating yoga into daily life for overall well-being. Shri Prabu Kumar K, Deputy Development Commissioner, MEPZ Special Economic Zone, expressed gratitude to all participants and organizers in his Vote of Thanks, bringing the event to a close with the National Anthem. A spokesperson from the Central Council for Research in Siddha commented, "We are delighted by the overwhelming response and participation in this year's International Yoga Day celebrations. Yoga is a powerful tool for empowerment and holistic health, and events like this help spread awareness about its benefits."

5.10 Krishi Bhawan- Ministry of Panchayati Raj celebrated the 10th International Yoga Day with various events. Union Minister Shri Rajiv Ranjan Singh led a yoga program at Krishi Bhawan, New Delhi, emphasizing the importance of incorporating yoga into daily life for physical and mental well-being. Meanwhile, Union Minister of State Prof. S. P. Singh Baghel led a mass yoga demonstration at Eklavya Sports Stadium, Agra, Uttar Pradesh.

The Ministry also organized a Yoga Demonstration Session at its office on Parliament Street, New Delhi, where Secretary Shri Vivek Bharadwaj led staff in yoga exercises. Senior officials,

including Additional Secretary Dr. Chandra Shekhar Kumar and Joint Secretaries Shri Alok Prem Nagar, Shri Vikas Anand, and Shri Rajesh Kumar Singh, participated in the session. Activities included the Common Yoga Protocol, Yoga-Break, lectures by experts, and demonstrations conducted by yoga instructors from the Morarji Desai National Institute of Yoga (MDNIY).



A live telecast of Prime Minister Narendra Modi's address from Srinagar, Jammu and Kashmir, was screened. The Ministry has actively engaged Panchayati Raj Institutions across the country, encouraging yoga practices in every village. A virtual meeting chaired by Secretary Shri Vivek Bharadwaj on June 19, 2024, reviewed the preparedness for the event. The Prime Minister's letter to Gram Pradhans emphasized holistic health, sustainable living, and the integration of yoga and nutritious foods like millets. The Ministry facilitated widespread dissemination of this message through various digital channels, promoting a people-led movement for a healthier lifestyle.

In the lead-up to Yoga Day, the Ministry organized a Yoga Utsav Seminar titled "Meditation for Healthy and Happy Life" on June 19, 2024, in collaboration with Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya. The seminar, attended by officials and employees from the Ministry and State/UT representatives, emphasized the benefits of meditation and was well-received.

5.11 Pt. Deendayal Upadhyaya National Institute for Persons with Physical Disabilities (PDUNIPPD)- PDUNIPPD will host a special yoga camp at Modern School, Barakhamba Road, New Delhi, commemorating International Yoga Day under the theme "Yoga for Self and Society." The event, organized by the Ministry of Social Justice and Empowerment, Government of India, will include 550 participants with disabilities (Divyangjans), along with over 200 staff and students. Minister of State Shri B.L. Verma will attend as Chief Guest, with Shri Rajesh Aggarwal, Secretary of the Department of Empowerment of Persons with Disabilities, as the Guest of Honour.



5.12 NIT Puducherry- NIT Puducherry, Karaikal celebrated the International Day of Yoga (IDY) under the theme "Yoga for Self and Society," following directives from the Ministry of Education and the institute's director. The event began with a serene prayer and featured a

practical session led by Dr. Sudhan from AthmaGnanalayam, guiding participants through yoga postures, Pranayama, and meditation techniques. Dr. Makarand Madhao Ghangrekar, the institute's director, emphasized the role of yoga in personal and societal well-being in his address.



The event saw enthusiastic participation from 100 students, faculty, and staff, highlighting yoga's benefits in enhancing physical and mental health and fostering unity. Lt. Dr. S. Babu, Senior Student Activity and Sports Officer, concluded the celebration with a vote of thanks, marking the event's success in promoting yoga's holistic benefits within the NIT Puducherry community.

5.13 Central Council for Research in Yoga & Naturopathy- The 10th International Day of Yoga, 2024 focused on the theme "Yoga for Self & Society," highlighting yoga's role in enhancing personal well-being and community health. Central Council for Research in Yoga & Naturopathy (CCRYN) organized several global and national competitions to celebrate this event. These included Yoga Jingles with 3,588 participants, a Yoga Quiz engaging 100,581 participants, and ongoing registrations for the Yoga with Family Video Contest until July 15, 2024. Additionally, the Ministry of AYUSH and Startup India launched the "YogaTech Challenge" to foster innovations in yoga-based healthcare, with applications closing on July 12, 2024.



CCRYN also engaged in outreach activities such as yoga sessions for travelers and talks for airport employees at Indira Gandhi International Airport, New Delhi, on June 21, 2024. Furthermore, CCRYN's collaborative centers across India, including the CCMBIY center at Postgraduate Institute of Medical Education and Research, Chandigarh, set a record in the Asia Book of Records for involving the highest number of healthcare workers (1,946) in performing the Common Yoga Protocol simultaneously on International Yoga Day 2024.

In collaboration with S-Vyasa, CCRYN organized the "Yoga with Space" conference, featuring eminent speakers from prestigious Indian institutes like the Institute of Aerospace Medicine, Indian Institute of Technology Delhi, and the Human Space Flight Centre, ISRO Bengaluru. The conference also included Shri N.V. Raghuram, the yoga teacher of India's first astronaut, Squadron Leader Rakesh Sharma.









5.14. Invest India: Celebrating International Day of Yoga: Led by the esteemed yoga instructor Ms. Suman Soneja, the session focused on the theme 'Yoga for Self and Society'. Participants embarked on a serene journey of gentle stretches, mindful breathing exercises, and deep relaxation, experiencing the profound benefits of yoga





Notably, the yoga mats used were identified as ODOP (One District, One Product) from the

Baghpat district of Uttar Pradesh. They showcase intricate designs, vibrant natural dyes, and meticulous hand-knotting techniques-a testament to traditional Indian craftsmanship.

5.15 Law Commission of India-



5.16 The Parliament of India- The International Day of Yoga 2024 was celebrated with great enthusiasm at the Parliament of India. Lawmakers and officials participated

in a yoga session on the premises, promoting the physical and mental well-being benefits of yoga. The event highlighted the significance of yoga as a unifying practice that transcends political and social boundaries. Special emphasis was placed on integrating yoga into daily life for holistic health and wellness.



6. Participation Estimates for IDY 2024

The outreach efforts achieved a remarkable total participation of approx. 24,52,69,888.00. Social media engagement alone reached 34,890,990 individuals, while community radio stations contributed 2,600,000 participants. Nationally, significant participation came from the Ministry of Youth Affairs and Sports, schools, Anganwadi centers, and various government and private organizations. Internationally, Indian embassies and leading yoga institutes engaged around 545,000 people. This extensive participation underscores the broad impact of the initiatives.

Heads	Exact Number of Participation	Average/Assumption unit participation	Final Total
Countdown Events and social media			
100 Days	2000		2000
75 days	5000		5000
50 days	7000		7000
25 days	7000		7000
Social Media (MyGov + MoA Assets)	331539		331539
Print Media- Outreach	1192		1192
CEMCA (Community Radio Stations)	2600000		2600000
Social Media-Outreach	34890990		34890990
National Participation			
Ministry of Youth Affairs and Sports	59998608		59998608
Ministries	800	58	46400
Common Yoga Protocol Session	15000		15000
Anganwadi Centres	16,90,000	10	16900000
Schools (Public & Private)	2,15,375	150	32306250
Public and Private Companies (Total)	80,000	210	16800000
Railways	190500		190500
Post Offices	180000		180000
National Cadet Corps	75000		75000
Village Panchayats	400351	20	8007020
Police	49,982	55	2749010
CSC	1,75,99,869		17599869
Govt. Hospitals & Ayush Dispensaries	70,000	150	10500000
Uniformed Armed Forces	1800000	3	5400000
Private and Charitable Hospitals	150	170	25500
Colleges and Research Institutions	75	210	15750
Ayush Colleges (Govt. & Pvt. Both)	1,25,987		125987
Ayush district offices	150302	100	15030200
YCB certified Personnel	1,50,000		150000
Yoga Portal	15993547		15993547
Amrit Sarovar	80543	20	1610860
Bharatmala	170	1200	204000
Sagarmala	20	400	8000
NAM Facilities (AHWCs)	5,000		5000
State Participation	1382455		1382455
Bhuvan Yoga App	13,90,098		1390098
International Participation			
Guatemala	5,000		5000
Argentina	12,000		12000
South Africa	8,000		8000
Leading Yoga Institutes	5,00,000		500000
Embassies & Indian Missions			
Embassy of India, Tokyo, Japan	1400		1400
Embassy of India, Muscat, Oman	1200		1200
Embassy of India, Buenos Aires, Argentina	12000		12000
Embassy of India, Astana, Kazakhstan	1500		1500
62 Indian Missions	70,844		70844
Competitions			
Yoga Jingles	3588		3588
Yoga Quiz	100581		100581
Total Participation	24,52,69,888.00		

7. Guinness and Asia Book of World Records Achievements

7.1 Guinness World Record

In a remarkable achievement, 25.93 lakh people in Uttar Pradesh took an online pledge as part of the Yoga Shapath Abhiyan, setting a new Guinness World Record. Akshar Yoga Kendra, led by founder Yogi Himalayan Siddhaa Akshar, established five new records. In Andhra Pradesh, 1,000 students, including 600 differently abled, performed yoga asanas together, while in Rajasthan, Dr. Radhakrishnan Sarvepalli Rajasthan Ayurveda University in Jodhpur achieved the longest continuous yoga practice of 12 hours. Additionally, multiple institutions in Jaipur, coordinated by the Jaipur Municipal Corporation and the Government of Rajasthan, practiced yoga for over 1500 minutes, creating a new world record.

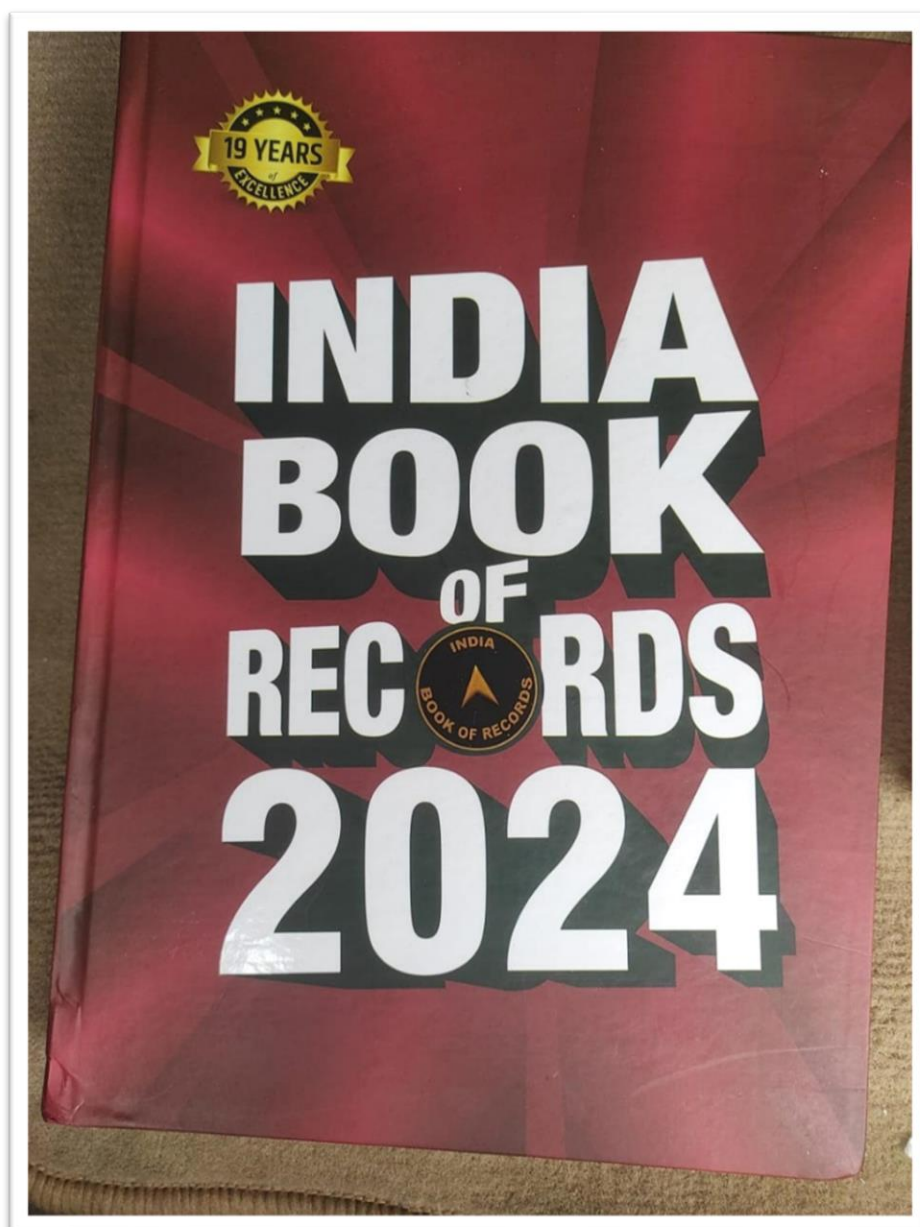




7.2 Asia Book of World Records

On the 10th International Yoga Day, June 21st, the Post-Graduate Institute of Medical Education and Research (PGIMER) set an Asia record with 1,946 healthcare professionals performing yoga together. This achievement highlights the growing recognition and integration of yoga into healthcare practices.





8. Special Initiatives and Highlights

8.1 Yoga for Space

As a special initiative this year, the Indian Space Research Organisation (ISRO) organized 'Yoga for Space' to mark the International Day of Yoga 2024. Under this unique program, all ISRO scientists and officials practiced yoga together following the Common Yoga Protocol guidelines. Additionally, the Gaganyaan project team joined the global International Yoga Day campaign by participating in the yoga practice, promoting the significance of yoga even in space-related activities.

8.2 Braille Book of the Common Yoga Protocol (CYP) -

The Braille book of the Common Yoga Protocol (CYP) was released which is a significant step towards making the ancient practice of Yoga accessible to everyone, including people with visual impairments.

8.3 Professor Ayushman: Yoga Special Comic Book-

This book aims to enhance awareness of authentic yoga practices by offering engaging content that introduces various yoga concepts in a fun and interactive way. It would spark children's imagination and creativity, making the learning process enjoyable and memorable. This comic book would gently guide children in understanding and practicing Yogasanas, breathing exercises, mindfulness techniques, and understanding moral and ethical values, while promoting a lifelong habit of physical activity and mindfulness.

9. International Celebrations by Indian Embassies

9.1. Embassy of India, Croatia-

Embassy of India, Croatia organised a total of 65 events from 1st- 18th June in connection with the 10th International Day of Yoga Celebrations in Croatia at different locations. The Central Celebration was held in the City of Zagreb at the Zagreb Fairgrounds on the 20th of June with around 100 Attendees and with the participation of Croatian Member of Parliament Mr. Veljko Kajtazi, Deputy Mayor of the City of Zagreb Mr. Luka Korlaet on behalf of the Mayor of the City Grad Zagreb, Mr Tomislav Tomašević, Mrs Renata Suša, Zagreb Fair Director and Svibor Jančić, President of City District council Maksimir, City of Zagreb.





9.2. Events in Sri Lanka-

In Sri Lanka, a month-long yoga celebration at various locations in Southern Sri Lanka was organized from May 9th to June 21st, 2024. The programs included a curtain raiser event at Matara Beach Park, fourteen countdown events at various locations, and a grand celebration at UNESCO World Heritage Galle Fort on 21st June 2024.

9.3. Embassy of India, Tokyo, Japan:

Embassy of India, Tokyo, Japan organized a Curtain raiser event on March 25, 2024, at Chidorigafuchi Moat, which is a very popular tourist spot for the Cherry Blossoms. The Mission collaborated with the prefecture governments of Japan for organizing Yoga festivals. Yoga events were also conducted in numerous Universities, Japanese Public Schools, and Institutions. A special Yoga event was organized in Fukushima for the victims of Fukushima Nuclear disaster, on June 22, 2024.



9.4 Mission in Muscat, Oman-

The Embassy of India in Muscat, in association with the Indian School Muscat, hosted the mega celebration of the 10th International Day of Yoga. Activities in the main IDY event involved a common Yoga Protocol and speeches. The Embassy launched the "Marhaban Yoga: Health, Harmony, and Healing" initiative in April 2024. Under this initiative, more than 30 yoga events were conducted by the Embassy in association with various yoga organizations in Oman over two months. flagship curtain-raiser event was conducted in Salalah. 2000 participants in the main event including Indian nationals, residents, Ambassadors in Oman, members of the diplomatic corps, Omani citizens, and students from Indian Schools.

9.5 Celebrations in Guatemala-

In Guatemala 10th International Day of Yoga was celebrated with grand events in Tegucigalpa, Honduras, on 21st June 2024, and in Guatemala City, Guatemala, on 22nd June 2024. Despite challenging weather conditions across the Central American region due to the Inter-Tropical Convergence Zone, which brought continuous showers and thunderstorms from 10 to 20 June, the Mission successfully conducted these significant events. In Guatemala City, the **weather cleared just in time for the mega yoga event on 22nd June 2024**, allowing **approximately 5,000 enthusiastic participants** to gather and celebrate the occasion.

9.6 Celebrations in Argentina-

Celebrated at Pavilion Ochre in La Rural, the main fair and exhibition centers in Buenos Aires. The event was conducted by Argentine actress – Ms. Sofia Jujuy Jimenez. Activities included lamp lightning, speeches, demonstration of Common yoga protocol, Bharatanatyam performance, celebrity interaction on the theme “Yoga for self and society”, meditation session, and Indian cultural performances of dance and music. Alongside IDY, a “Festival of India” was also organized in other half of pavilion ochre showcasing Indian Merchandise from around 80 vendors. Mission also promoted Yoga throughout the months of May & June in collaboration with different Yoga schools. Celebrations were also held in Uruguay in

collaboration with Yoga institutions from 17.06.2024 to 23.06.2024. Over 12000 participants in main IDY event

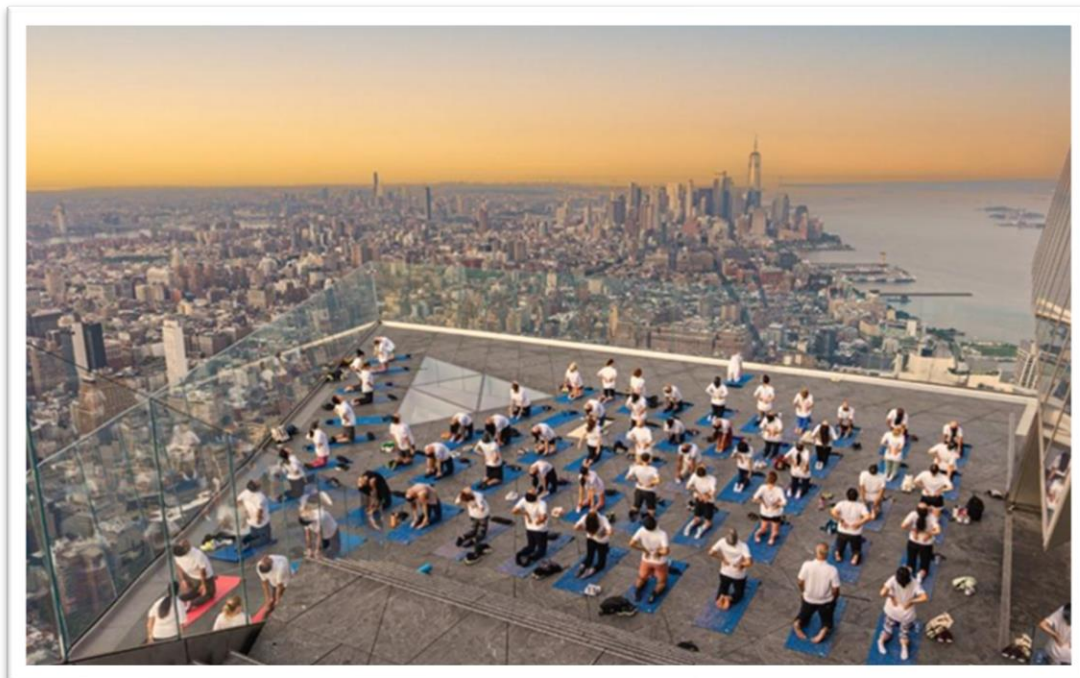
9.7 Embassy of India, Cairo, Egypt

Embassy of India, Cairo, Egypt conducted “Yoga at Iconic Place” in coordination with The Maulana Azad Centre for Indian Culture (MACIC). The Embassy tweeted photos showing Egyptians practicing yoga in front of the Great Pyramids, the Karnak temple, and the Red Sea.

9.8 Saudi Yoga Committee, Ministry of Sports, Saudi Arabia-

Saudi Yoga Committee, Ministry of Sports, Saudi Arabia celebrated International Day of Yoga 2024 at Prince Faisal Bin Fahad Olympic Complex in Riyadh on 21 June 2024. resident of Saudi Yoga Committee and Padma Shri awardee Ms. Nouf Al Marwai and Ms. Rajashree Choudhary, President, International Yoga Sports Federation were graced the occasion with their presence. **For the first time in Saudi Arabia, the Common Yoga Protocol was led by a Saudi lady Ms. Alhanouf Saad from Saudi Yoga Committee. This shows the ever-growing popularity of Yoga in Saudi Arabia and its acceptance in the Saudi society.**

9.9 Celebrations in NYC, Sao Paulo, Glasgow, Spain, Copenhagen, etc.- International Day of Yoga (IDY) 2024 celebrations were held across the globe Events took place in various locations, including NYC, Sao Paulo, Glasgow, Spain, Copenhagen, and other countries wherein large people of people participated with great enthusiasm and zeal. One notable example was the celebration that took place in NYC at the highest outdoor deck.













9.10 Embassy of India, Thimphu, Bhutan-

The main event is at Clock Tower Square in Thimphu. Hon'ble Prime Minister DASHO Tshering Tobgay graced the occasion as Chief Guest. Prize distribution to yoga contest winners. The embassy organized over ten special Yoga sessions with Druk School, Lungtzenzampa School, Draktsho Vocational Training Centre, Bhutan Olympics Committee, De-sung Skilling Prog, Central Monastic Body, Royal Thimphu College, Paro College of Education, Punakha Thromde & Project DANTAK. Over 400 participants were present at the main IDY event.

9.11 HCI, Dhaka, Bangladesh-

IDY main event at Shaheed Suhrawardi Indoor Stadium, Mirpur – 10. Chief guest - Mrs. Naheed Ezaher Khan, MP, Hon'ble Minister of State for Cultural Affairs. 1200 people participated in the celebration. A curtain raiser Yoga event was organized in Chittagong, Bangladesh on 9th June 2024 ahead of the International Yoga Day 2024. The Assistant High Commission of India in Chittagong organized the event in synchronization with Enayat Bazar Mohila College and Quantum Foundation on the theme of 'Yoga for Women Empowerment'. More than 150 students ardently participated in the Yoga sessions and most of them were girl students. Another IDY 2024 Pre-event was organised at Notre Dame College in Dhaka. The Indira Gandhi Cultural Centre (IGCC), High commission of India, Dhaka organized the event in collaboration with Notre Dame College. Large number of students and teachers participated in the Protocol Yoga Season.



10. Inclusive Yoga Celebrations by Armed Forces

10.1 Indian Army, BSF, and Other Armed Forces Activities

On International Yoga Day 2024, the Indian Army, Border Security Force (BSF) personnel, and other armed forces showcased their dedication by performing yoga in various locations across the country, including challenging environments. Notably, they practiced yoga at the Line of Control (LoC) and aboard the aircraft carrier INS Vikramaditya. These demonstrations took place amidst unfavourable weather conditions, highlighting the resilience and commitment of the armed forces to the principles of yoga. The events were part of a nationwide celebration, emphasizing the importance of physical and mental well-being, discipline, and unity. The participation of the armed forces in such activities also aimed to inspire citizens to adopt a healthy lifestyle and practice yoga regularly. Their involvement in these events underscored the universal appeal of yoga and its significance in promoting holistic health and harmony.

10.2 Participation by Children with Special Needs and the Indian Army Dog Squad

Participants of this year's International Day of Yoga displayed remarkable enthusiasm, with people from all walks of life joining in the celebrations. The event witnessed a diverse group of participants, including individuals of all ages and abilities, showcasing the inclusivity of yoga. Notably, children with special needs participated, highlighting the adaptability of yoga practices to suit different physical and mental capabilities. The celebrations also featured a unique and heartwarming contribution from the Indian Army's dog squad, demonstrating yoga alongside their handlers. This inclusive and spirited participation underscored the universal appeal of yoga and its ability to bring people together, regardless of age, ability, or background.

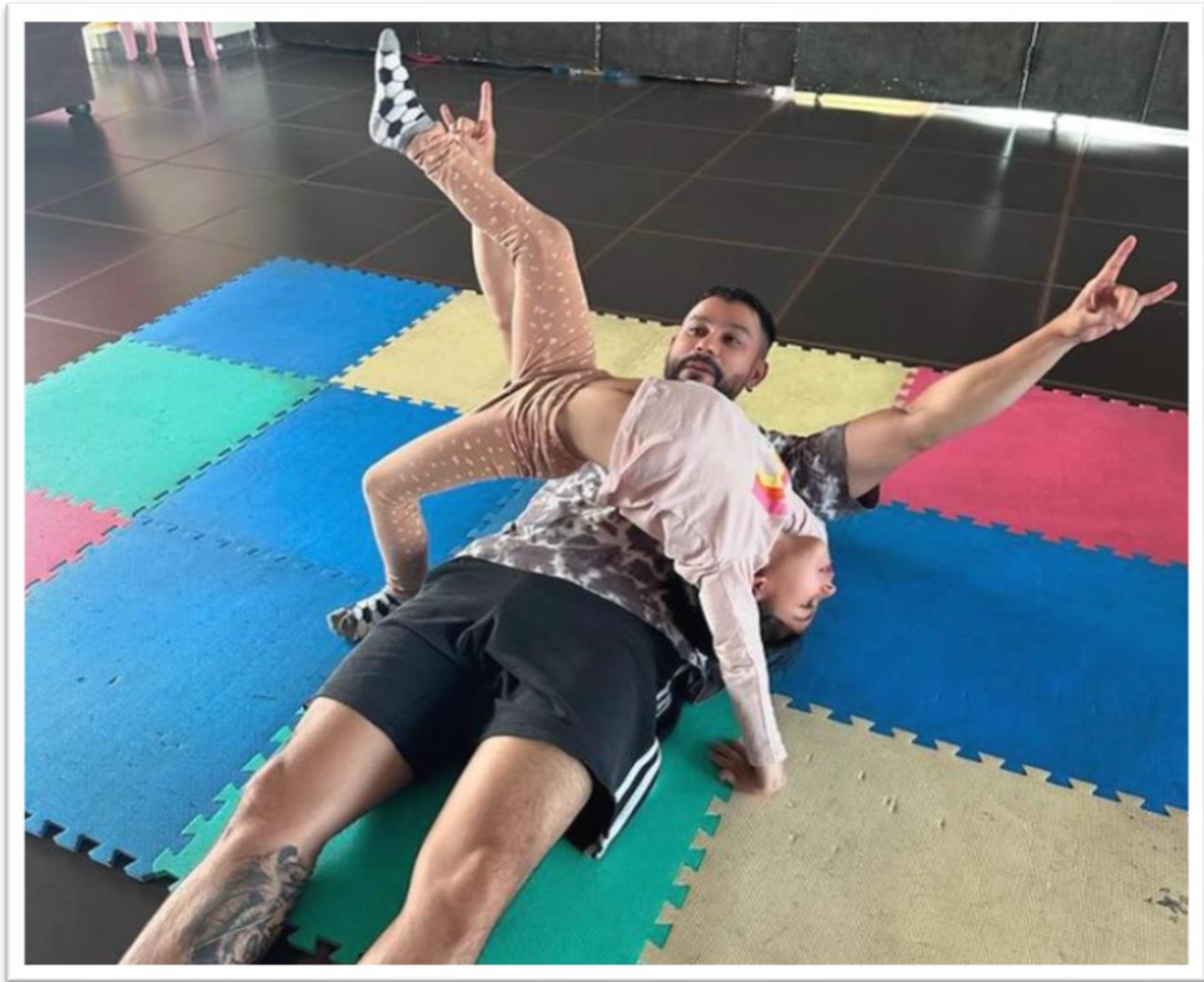
11. Notable Personalities and Celebrities

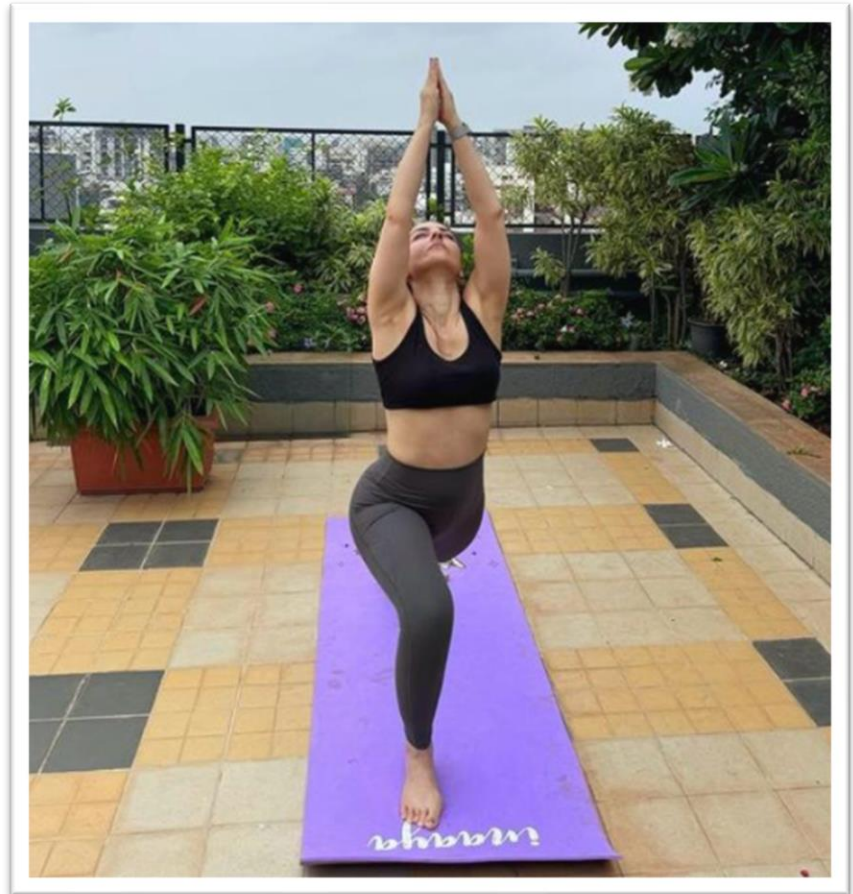
11.1 Spiritual Leaders' Messages

Spiritual leaders like Gurudev Sri Sri Ravi Shankar, Sadhguru, Swami Bharat Bhushan, Daaji, BK Shivani shared exclusive bytes on the occasion International Yoga Day 2024. Even celebrities endorsed to make Yoga a part of their lives.

11.2 Celebrity Endorsements

11.2.1 Soha Ali Khan recently shared a series of pictures that capture the essence of yoga and its significance in her family's daily routine. The photos feature her mother, Sharmila Tagore, her husband, Kunal Kemmu, and her daughter, Inaaya, all engaged in yoga practice. In addition, Soha included images of herself in various yoga poses. These pictures emphasize the importance of yoga as a regular practice for each member of her family, highlighting their commitment to maintaining a healthy lifestyle.





11.2.2 Cricketer Cheteshwar Pujara shared two snippets from his yoga album: one showing him performing Vajrasana and another in Sukhasana with his hands in Gyan Mudra. He remarked, "For decades, yoga and meditation have been my anchors, helping me on and off the pitch. On International Yoga Day, let's honour this timeless practice that nurtures both mind and body." Pujara's dedication to yoga highlights its role in enhancing his mental and physical well-being. He encourages everyone to embrace yoga for a balanced and healthier life.



12. Digital and Social Media Outreach

12.1 Social Media Engagement and Hashtags- The International Day of Yoga 2024, celebrated from June 9 to June 22, achieved remarkable social media engagement. The campaign, under the theme "Yoga for Self and Society," generated substantial buzz, with total potential impressions reaching an impressive 13.69 billion. The campaign's total potential reach was 456 million, reflecting its widespread visibility and appeal. The

campaign's success was underscored by the trending hashtags: #InternationalYogaDay, #YogaForSelfAndSociety, and #IDY2024. These hashtags dominated the conversation, illustrating the campaign's strong resonance and effective focus on promoting yoga's benefits for both individual well-being and societal harmony.

12.2 Media Coverage and Influencer Participation- Engagement levels were notably high, with 1.092 million interactions recorded across 277 posts. This content mix included 167 reels and short videos, which effectively captured attention and fostered interaction, alongside 110 static posts that provided consistent messaging. The involvement of over 100 influencers further boosted the campaign's visibility and reach, contributing to a dynamic and influential social media presence.