

N-35018/28/2022
Government of India
Ministry of Information and Broadcasting
CRS Cell, Room. No. - 116, A Wing, Shastri Bhawan, New Delhi

Dated- 04 March 2025

ADVISORY

The proposed flagship event of International Day of Yoga (IDY) 2025 is 'Yogasangama or Yog Sangam,' which would be simultaneously organized across 10,000 locations in the country, covering all districts, commemorating a decade of IDY.

Information regarding the event is requested to be disseminated through your Community Radios. Air yoga-related content at prime-time, particularly on June 20th (the day before IDY 2025). Also, yoga experts and officials may be invited to participate in radio shows and podcasts to discuss the schemes and launches promoting Yoga. Various schemes of the Ministry of Ayush for the promotion and development of Yoga are given below:

(i) Information, Education, and Communication (IEC): The Ministry has devised a Central Sector Scheme, namely the Information, Education, and Communication (IEC) Scheme. The scheme's activities include reaching out to people to promote awareness about Yoga. IEC activities include public events, conferences, exhibitions, camps, and programs on TV, Radio, Print Media, etc.

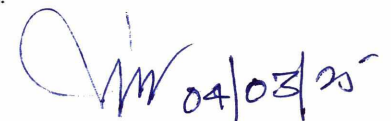
(ii) Ayurswasthya Yojana: The Ministry is implementing a Central Sector Scheme, namely Ayurswasthya Yojana. Under the Centre of Excellence (CoE) component of Ayurswasthya Yojana, financial assistance is provided to individual organizations/ institutes for establishing and upgrading their functions & facilities and/or for research activities in all streams of Ayush, including Yoga.

(iii) Ayurgyan Yojana: There is a component of Research & Innovation in Ayush under the Central Sector Scheme, namely Ayurgyan Yojana. Under this component, funds are provided for Research activities in all streams of Ayush, including Yoga.

(iv) National Ayush Mission (NAM): The Ministry of Ayush is implementing the Centrally Sponsored Scheme of the National Ayush Mission (NAM) in the country for the promotion and development of the Ayush system, including Yoga. Under NAM, financial assistance is being provided to the State/UT Government for different activities as proposed by them in their State Annual Action Plans (SAAPs).

Considering the need of Yoga enthusiasts worldwide, the Ministry has developed a Yoga Break (Y-Break) mobile application. This app is designed for persons at the workplace to keep them fit and healthy with a view to increase productivity.

The Ministry of Ayush and the World Health Organization (WHO) jointly undertook a project named m-Yoga in 2019. This envisages the concept of the 'Be Healthy, Be Mobile' (BHBM) under the United Nations Sustainable Development Goals to achieve Universal Health Coverage by 2030. Under this, the m-Yoga mobile App was launched by the Honorable Prime Minister of India.



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To all the Community Radio Stations