

## **Brief on National Summit of Radio Jockeys held on 15<sup>th</sup> June 2019**

A National Summit of FM Radio Jockeys was held jointly by Ministry of Information & Broadcasting and Ministry of AYUSH at Dr Ambedkar International Centre on 15<sup>th</sup> June 2019 for FM Radio Jockeys/Programme Managers of all FM Radio channels in India for creating awareness on the International Day of Yoga and the announcement of Awards by the Hon'ble Minister of Information and Broadcasting to the best programmes on the occasion of International Day of Yoga, 2019.

2. The event was attended by more than 80 participants from FM Radio community, including AIR, Pvt FM Radio and Community Radio Stations.

3. Ms TCA Kalyani, Joint Secretary, Ministry of Information and Broadcasting initiated the proceedings. While tracing the origin of Yoga to Mahadev, Lord Shiva, she emphasised the relevance of Yoga to the modern day for wellness of mind, body and soul. She compared Radio medium to Direct Beneficiary Transfer (DBT) scheme for spread of Yoga to the last mile in the country. She informed the gathering that Hon'ble Minister of Information and Broadcasting recently announced institution of 33 awards under the first Antarashtriya Yoga Diwas Media Samman (AYDMS) from this year to mark the contribution of media in spreading the message of Yoga including eleven awards to be conferred to FM Radio channels under category "Best Media Coverage of Yoga in Radio. The duration of coverage of AYDMS would be from 10<sup>th</sup> June 2019 to 25<sup>th</sup> June 2019. Mr. P.N. Ranjeet Kumar, Joint Secretary, AYUSH, Mr. C.B.S. Maurya, E-in-C, All India Radio and Mr. Uday Chawla, Secretary General, Association of Radio Operators of India also addressed the participants. Mr. Kuldeep S. Dhatwalia, Director General, Indian Institute of Mass Communications graced the occasion.

4. Mr. Ishwar V. Basavaraddi, Director, Morarji Desai National Institute of Yoga stressed that Yoga is an invaluable gift of ancient Indian tradition. The word "Yoga" is derived from the Sanskrit word 'yuj' meaning "to join", "to yoke" or "to unite", symbolizing the unity of mind and body; thought and action; restraint and fulfilment. He explained the importance of various aspects of Yoga alongwith demonstration of simple but useful Yoga postures emphasizing upon the ease and efficacy of Yoga techniques in everyday life. This was followed up with a Question and Answer Session with the participants.

5. The Summit ended with a firm commitment that all will work towards the goal of taking Yoga to every house and every family in the country. Ministry of AYUSH distributed Yoga Kits (Brochures/DVD/Chart/T-shirt) to all the Radio Jockeys/Programme Managers.