

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO-2999
FOR 09.08.2024**

PROMOTION OF INTERNATIONAL DAY OF YOGA

2999. Shri Vijay Baghel:
Shri Ramvir Singh Bidhuri:
Smt. Poonamben Hematbhai Maadam:
Shri Basavaraj Bommai:
Shri Anurag Singh Thakur:
Smt. Kamaljeet Sehrawat:

Will the Minister of **Ayush** be pleased to state:

- (a) the details of the steps taken by the Government to promote the International Day of Yoga to different demographic groups;
- (b) whether the Government has utilized social media and digital platforms to encourage participation in the International Day of Yoga and if so, the details thereof;
- (c) the efforts made by the Government to encourage the maximum participation of the people in commemorating International Yoga Day and the number of people participated in the current year; and
- (d) the success achieved by the Government in this regard?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

(a) to (d): The tenth International Day of Yoga (IDY) was celebrated across the world on June 21, 2024, with the objective of highlighting the importance of yoga in serving humanity. This year's IDY theme was 'Yoga for Self and Society'. Several IDY countdown events were organized across India, mainly, a 100-day-to-IDY event was held at Vigyan Bhavan in New Delhi, a 75-day-to-IDY event was held in Pune, Maharashtra, a 50-day-to-IDY event was held in Surat, Gujarat, and a 25-day-to-IDY event was held in Bodh Gaya, Bihar. The main event of the International Day of Yoga took place in Srinagar, Jammu & Kashmir, and was led by the Hon'ble Prime Minister, Shri Narendra Modi. Indian missions abroad also organized numerous IDY programs.

The Ministry of Ayush maximized the use of digital platforms, including its official website, Yoga Portal, Bhuvan Yoga application, and social media accounts on platforms such as YouTube, Facebook, X, and Instagram, to efficiently and effectively reach out to wider

audiences who consume diverse types of content. Various activities, such as the Yoga with Family video contest, Yoga Tech Challenge, IDY Quiz, Prime Minister's Awards for Yoga, and IDY Pledge, were held on My Gov, My Bharat, and Yoga portals. The Ministry also widely used the Bhuvan App, Namaste Yoga App, and Y-Break app to promote IDY and yoga. Details of these activities and initiatives are available on the Yoga Portal at <https://yoga.ayush.gov.in/>.

The Ministry of Ayush partnered with Common Service Centres, a special purpose vehicle of the Ministry of Electronics and Information Technology, for nationwide promotion and mass mobilization of citizens on June 21. The Yoga for Space initiative was also launched in collaboration with ISRO. This year's IDY was successfully celebrated, spreading the message of yoga across the globe. It is also observed that more and more people from diverse backgrounds are joining the IDY celebrations each year.
