



Surveykshan

NATIONWIDE IMPACT
ASSESSMENT SURVEY ON

INTERNATIONAL DAY OF YOGA (IDY)



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INTERNATIONAL DAY OF YOGA (IDY)

Thanks to the guidance and support of

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*The theme of Yoga Day 2025 has been kept as
Yoga for One Earth One Health. That is, we wish to
make the whole world healthy through Yoga.*



- Shri Narendra Modi
Hon'ble Prime Minister of India



राज्य मंत्री (स्वतंत्र प्रभार)
आयुष मंत्रालय और
राज्य मंत्री
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
भारत सरकार



Minister of State
(Independent Charge) of
Ministry of Ayush and
Minister of State in
Ministry of Health and Family Welfare
Government of India

प्रतापराव जाधव PRATAPRAO JADHAV



प्रस्तावना

अंतर्राष्ट्रीय योग दिवस (IDY) ने योग को मन और शरीर अभ्यास के रूप में विश्व स्तर पर लोकप्रिय बना दिया है। अंतर्राष्ट्रीय योग दिवस का उद्देश्य योग अभ्यास के अनेक लाभों के बारे में दुनिया भर में जागरूकता बढ़ाना है। हमारे माननीय प्रधान मंत्री श्री नरेंद्र मोदीजी ने 2014 में संयुक्त राष्ट्र महासभा के 69वें सत्र के उद्घाटन के दौरान अपने संबोधन में कहा : “योग हमारी प्राचीन परंपरा का एक अमूल्य उपहार है। योग मन और शरीर, विचार और क्रिया की एकता का प्रतीक है, एक समग्र वृष्टिकोण जो हमारे स्वास्थ्य और हमारे कल्याण के लिए मूल्यवान है। योग केवल व्यायाम के बारे में नहीं है; यह स्वयं, दुनिया और प्रकृति के साथ एकता की भावना को खोजने का एक तरीका है।”

इस वर्ष, हम एक दशक की यात्रा से गुजरने के बाद, अंतर्राष्ट्रीय योग दिवस की 11वीं वर्षगांठ मना रहे हैं। मुझे यह जानकर बहुत खुशी हुई कि CCRYN ने अंतर्राष्ट्रीय योग दिवस में जनता की धारणा और भागीदारी को समझने के लिए एक राष्ट्रव्यापी सर्वेक्षण किया है। मैं इस महत्वपूर्ण अभ्यास को कम समय में पूरा करने के लिए मैं उनकी टीम को बधाई देता हूँ।

रिपोर्ट में उत्साहजनक रुझान दिखाए गए हैं कि अंतर्राष्ट्रीय योग दिवस के आयोजनों में 46.2 करोड़ लोग भाग ले रहे हैं और लगभग 54.6 करोड़ लोग अंतर्राष्ट्रीय योग दिवस के बारे में जानते हैं। हमें उम्मीद है कि सरकार का पूरा वृष्टिकोण आने वाले वर्षों में अंतर्राष्ट्रीय योग दिवस के आयोजनों में इस जागरूकता और भागीदारी को और भी बेहतर बनाएगा। आज, मोटापा, मधुमेह और कैंसर जैसी जीवनशैली से जुड़ी बीमारियाँ तेजी से बढ़ रही हैं जो प्रधानतः शारीरिक निष्क्रियता, तनाव और गलत आहार-विहार से उत्पन्न होती हैं। स्वस्थ रहने के लिए हर घर में योग को आदत बना लेना चाहिए।

रिपोर्ट में योग वाणिज्य, बड़े पैमाने पर रोजगार सृजन के लिए कौशल क्षेत्र में योग और योग शिक्षा के बारे में महत्वपूर्ण अँकड़े भी दिए गए हैं। यह देखना भी उत्साहजनक है कि हमारे युवा स्वेच्छा से योग को अपना रहे हैं, जो एक स्वस्थ, समृद्ध और जीवंत नए भारत के लिए महत्वपूर्ण है।

मैं अंतर्राष्ट्रीय योग दिवस के प्रभाव को मापने के लिए इस महत्वपूर्ण सर्वेक्षण को करने के लिए CCRYN और 'सर्वेक्षण' को धन्यवाद देता हूँ।

12 जून, 2025
नई दिल्ली


(प्रतापराव जाधव)

FOREWORD



VAIDYA RAJESH KOTECHA

**Secretary, Ministry of Ayush
Government of India**

Over the past decade, the Government of India has made concerted efforts to integrate Yoga into the national health, education, and research systems. Through the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi and the institutional support of the Ministry of Ayush, Yoga has evolved from a cultural heritage into a globally respected component of preventive and holistic healthcare.

The International Day of Yoga (IDY) is a cornerstone of this transformation—bringing visibility, structure, and scientific attention to the practice of Yoga. The Ministry has actively supported initiatives such as the Common Yoga Protocol (CYP), the Yoga Certification Board (YCB), and community-based outreach efforts that extend Yoga's benefits to every corner of society.

This Impact Assessment Study, conducted by Surveykshan Research under the guidance of the Central Council for Research in Yoga and Naturopathy (CCRYN), is a timely and commendable contribution to evidence-based policy development. With insights drawn from over 32,000 households across all 34 States and Union Territories, the study presents a robust and inclusive picture of how IDY has influenced public awareness, health behavior, and social participation in Yoga.

The data presented validates what many in the health policy space have observed anecdotally—Yoga is increasingly being embraced not just as a wellness activity, but as a scientifically-grounded, preventive healthcare tool. This transition marks a significant moment in India's public health journey.

I congratulate the teams at Surveykshan and CCRYN for their commitment, methodological rigour, and ability to deliver this large-scale study within a demanding timeline. It is our firm belief that credible data is the foundation of good policy, and this report will serve as a valuable resource for shaping future interventions and strategies.

As we continue our work to institutionalize Yoga globally, we must also remain true to its ethical, philosophical, and humanistic roots. This balance—between modern relevance and traditional authenticity—will define the future of Yoga as a public good for India and the world.

FOREWORD



SMT. MONALISA DASH

Joint Secretary, Ministry of Ayush
Government of India

Over the past decade, the International Day of Yoga (IDY) has evolved from a symbolic global observance into a powerful public movement, fostering awareness and engagement with yoga as a means to holistic well-being. Since its inception in 2015, IDY has not only reaffirmed India's cultural and scientific leadership in wellness traditions but also catalyzed a sustained interest in preventive health practices across communities.

This Nationwide Impact Assessment Survey, conducted under the guidance of Dr. Raghavendra M. Rao, Director, Central Council for Research in Yoga & Naturopathy (CCRYN), Ministry of Ayush, in collaboration with Surveykshan, offers an insightful and data-driven reflection on the reach and resonance of IDY across the country. The findings of this survey are both encouraging and instructive.

The data reveals that nearly one in three Indian adults (33.4%) have attended a community-based IDY event – a testament to the movement's deep community penetration. Awareness of the Common Yoga Protocol (CYP) now stands at an impressive 40%, and perhaps most significantly, almost 30% of respondents credit IDY for initiating their journey into yoga. While regular practice remains modest at around 11%, over 24% have reported improvements in physical fitness, attributing these gains to their participation in IDY activities.

This impact extends beyond individual well-being. IDY has made meaningful contributions to expanding the socio-economic footprint of yoga, engaging registered yoga centers, wellness tourism operators, and a growing cadre of digital influencers. Its integration into key national programmes across health, education, urban development, and youth affairs further affirms yoga's relevance within India's development agenda. Importantly, the survey also underscores the need for sustained efforts to translate awareness into long-term behavioral change. As we look ahead, the challenge lies not only in maintaining the momentum of IDY but in deepening its impact, making yoga an integral part of daily life for millions.

This assessment is a valuable resource for policymakers, educators, health professionals, and all stakeholders invested in India's wellness journey. It affirms the transformational potential of IDY, while also charting the path for future strategies that can expand and deepen yoga's presence in our collective lifestyle.

I extend my appreciation to CCRYN and Surveykshan for undertaking this vital assessment and for contributing meaningfully to the Ministry of Ayush's vision of Yoga for Public Health and Well-being.

FOREWORD



DR. RAGHAVENDRA M. RAO

**Director, CCRYN, Ministry of Ayush,
Government of India**

The vision of the International Day of Yoga (IDY)—championed by Hon'ble Prime Minister Shri Narendra Modi and endorsed by the United Nations in 2014—has, over the past decade, blossomed into a global movement that champions physical health, mental balance, and holistic well-being. This initiative has profoundly influenced public health, education, and community wellness systems worldwide, echoing the age-old wisdom of yogic and naturopathic traditions.

As Director of the Central Council for Research in Yoga and Naturopathy (CCRYN), it is my privilege to support and oversee high-quality research in these domains. In this spirit, we placed immense trust in Surveykshan Research to conduct this Impact Assessment Study of IDY. Their accomplishment—gathering insights from 32,534 households across all 34 States and Union Territories—showcases not only their professional excellence but also an extraordinary dedication to advancing the cause of Yoga-related research.

The data presented here offers a rich foundation for evidence-based evaluation of IDY's broader societal and health outcomes. I extend my heartfelt appreciation to the Surveykshan team—particularly their diligent field research teams and operations unit—for completing this massive survey meticulously, even under a tight deadline.

Having worked personally on rigorous yoga and naturopathy research—from diabetes and cancer interventions to cardiovascular health—I understand the critical role that robust evidence plays in scaling health interventions. This report's findings will be invaluable in shaping future programming, policy, and community outreach initiatives.

I hope this comprehensive assessment helps reinforce IDY's position as a credible, impactful, and sustainable international health observance. May it guide further integration of yoga and naturopathy into public health frameworks, and inspire practitioners, policymakers, and communities to harness their transformative power.

DIRECTOR'S NOTE



VIBHUTI KUMAR
Director & CEO Surveykshan

The International Day of Yoga (IDY), proposed by Hon'ble Prime Minister Shri Narendra Modi and officially adopted by the United Nations General Assembly in 2014, has, over the past decade, transcended cultural and geographical boundaries to become a global celebration of health, balance, and holistic well-being. Rooted in India's ancient wisdom and yogic heritage, this initiative has not only underscored the relevance of yoga in modern life but also catalysed its adoption across public health, education, and wellness sectors worldwide.

The journey of IDY stands as a testament to the soft power of India's knowledge traditions and the strength of collective action. With each passing year, the initiative has evolved reaching remote villages and urban centres alike, inspiring millions across age groups to embrace healthier lifestyles. As its global relevance continues to expand, the need to rigorously assess its impact becomes ever more vital.

In this context, we at Surveykshan Research were honoured to be entrusted by the Central Council for Research in Yoga and Naturopathy (CCRYN), Ministry of Ayush, Government of India, to conduct this nationwide Impact Assessment Study of International Day of Yoga. The study presented a unique opportunity to evaluate IDY's influence on public awareness, participation, behavioural health changes, and institutional engagement. Despite the ambitious scope and a notably tight timeline, our team completed one of the largest primary studies in this domain collecting responses from 32,534 households across all 34 States and Union Territories of India. This comprehensive dataset provides a rich, evidence-based understanding of IDY's health and social impact.

This achievement would not have been possible without the continuous support and trust of Dr. Raghavendra M. Rao, Director, CCRYN, whose encouragement and insightful guidance served as an intellectual and operational compass throughout. We remain deeply grateful for his unwavering mentorship. Heartfelt appreciation goes to our field research teams, who treated this assignment as their own and worked tirelessly. Special thanks to the Operations and Research teams at Surveykshan, whose dedication and adaptability ensured timely delivery without compromising academic rigor.

As we present this study, we aim to contribute meaningfully to future IDY programming and broader wellness policymaking. We hope the insights captured here serve as a valuable resource for institutions and practitioners promoting yoga as a global public good.

TABLE OF CONTENT

Chapter- 1	Introduction	1
	1.1 Background and Context	1
	1.2 Purpose of the Study	3
	1.3 Scope of the Evaluation	3
1.4 Objectives of the Impact Assessment	4	
Chapter- 2	Methodology	5
	2.1 Approach and Rationale	5
	2.2 Survey Coverage and Design	5
	2.3 Sample Framework and Stratification	6
	2.4 Data Collection Platform	6
	2.5 Training and Field Operations	6
	2.6 Quality Assurance Measures	7
	2.7 Data Analysis and Triangulation	7
2.8 Ethical and Safety Considerations	8	
Chapter- 3	Key Impact Findings	9
	3.1 Participation Trends	9
	3.2 Awareness and Engagement With Common Yoga Protocol (CYP)	12
	3.3 Yoga Practice Trends	14
	3.4 Physical & Mental Health Benefits	17
	3.5 Lifestyle Improvements & Preventive Health	21
Chapter- 4	IDY Locations – Findings	23
	4.1 Introduction	23
	4.2 Participation and Awareness at IDY Venues	24
	4.3 Impact on Yoga Practice and Lifestyle	25
4.4 Adoption of Healthy Lifestyle (0–10 Linear Scale)	27	
Chapter- 5	Sectoral Insights – Yoga Institutes, Yoga Influencers and Tour Operators	29
	5.1 Yoga Institution	29
	5.2 Yoga Tour Operator	32
	5.3 Yoga Influencers Perspectives	35
	5.4 Summary	37
Chapter- 6	Policy Review – Integration of Yoga Through IDY	40
	6.1 Policy Institutionalisation and Program Integration	40
	6.2 Inter-Ministerial Co-ordination and Campaign Execution	40
	6.3 IDY Campaigns Overview	42
	6.4 Synergies with National Flagship Missions	50
	6.5 Summary	51
	Conclusion	55

LIST OF TABLES

- Table 1: Scope of Evaluation
Table 2: Zonal distribution of Samples
Table 3: State-wise participation rate
Table 4: State-wise Awareness levels
Table 5: Previous IDY Locations
Table 6: Event Participation Rates
Table 7: CYP Awareness Levels
Table 8: Frequency of Yoga Practice
Table 9: Overall Self-Reported Benefits
Table 10: Lifestyle Integration of Yoga Post-IDY
Table 11: Respondents were asked to rate lifestyle changes since IDY on a 0–10 self-assessment scale
Table 12: Adoption of healthy lifestyle at IDY Locations
Table 13: Perceived benefits of IDY events
Table 14: Inter-Ministerial Programs

LIST OF FIGURES

- Figures 1: Scope of Evaluation
Figures 2: Scope of Evaluation
Figures 3: Zonal distribution of Samples
Figures 4: Field team
Figures 5: Quality and privacy framework
Figures 6: Data analysis framework
Figures 7: Ethical and Safety protocols
Figures 8: Overall participation in IDY
Figures 9: Zonal Participation rate
Figures 10: Locality-wise participation rate
Figures 11: Gender-wise participation rate
Figures 12: Age-wise participation rate
Figures 13: Occupation-wise participation rate
Figures 14: Overall awareness of Common Yoga Protocol
Figures 15: Zonal Awareness levels
Figures 16: Overall Yoga Practice Frequency
Figures 17: Zonal Yoga Practice Frequency
Figures 18: Locality-wise Yoga Practice Frequency
Figures 19: Gender-wise Yoga Practice Frequency
Figures 20: Age-wise Yoga Practice Frequency
Figures 21: Occupation-wise Yoga Practice Frequency

Figures 22: Yoga practices followed
Figures 23: Overall self-reported benefits of IDY
Figures 24: Gender-wise self-reported benefits of IDY
Figures 25: Age-wise self-reported benefits of IDY
Figures 26: Zonal self-reported benefits of IDY
Figures 27: Prevalent Health Conditions
Figures 28: Yoga practice among people with Prevalent Health Conditions
Figures 29: Incorporation of Yoga in Lifestyle
Figures 30: Adoption of Healthy Lifestyle
Figures 31: Participation rate in the IDY locations
Figures 32: Common Yoga Protocol awareness in IDY Locations
Figures 33: Frequency of Yoga Practice in IDY Locations
Figures 34: Self reported Benefits by respondents near IDY Locations
Figures 35: Incorporation of Yoga in Lifestyle at IDY Locations
Figures 36: Adoption of healthy lifestyle at IDY Locations
Figures 37: IDY Event hosting by Yoga institutes
Figures 38: Impact of IDY on Enrolment
Figures 39: Impact of IDY on Revenue
Figures 40: Perceived benefits of IDY events
Figures 41: Yoga tour offerings
Figures 42: Revenue from Yoga Tours
Figures 43: Demand around IDY
Figures 44: Changes in Demand around IDY
Figures 45: Special promotions around IDY
Figures 46: Bookings surge around IDY
Figures 47: Business Growth around IDY
Figures 48: Inspiration for starting Yoga content
Figures 49: Influence of IDY on content
Figures 50: Participation in IDY event
Figures 51: Produced or promoted content for IDY on channel
Figures 52: Primary formats used
Figures 53: Probable follower growth from IDY 2024 content
Figures 54: Comments indicating increase in awareness due to content
Figures 55: Approximate share of income from Yoga content
Figures 56: Increase in income due to last year's IDY campaign

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This report is the result of the collective efforts and unwavering support of several institutions, experts, and individuals who contributed to the successful completion of the Impact Assessment of the International Day of Yoga (IDY).

At the outset, we express our sincere gratitude to the Ministry of Ayush, Government of India, for commissioning this landmark study and for their vision in promoting yoga as a cornerstone of preventive health and global well-being.

We extend our deep appreciation to the Central Council for Research in Yoga and Naturopathy (CCRYN) for their continued guidance, strategic oversight, and technical support throughout the research process. Their commitment to evidence-based policymaking enabled the framing and execution of this comprehensive assessment.

We acknowledge the valuable contributions of the Morarji Desai National Institute of Yoga, as well as officials from various ministries, state departments, and field institutions who facilitated access, coordination, and logistical support during data collection across all regions.

We are especially thankful to the 32,534 respondents, including citizens, yoga practitioners, influencers, institutions, and tour operators, who generously gave their time and insights. Their participation formed the foundation of this research.

We also commend the dedicated efforts of the Surveykshan Research team, including field investigators, data analysts, and research coordinators, whose professionalism and rigor made this study possible within the given timelines.

Lastly, we extend our appreciation to all partners, stakeholders, and experts who provided constructive inputs during various phases of the project. This report is a testament to the collaborative spirit that drives India's commitment to holistic health and well-being through yoga.



INTRODUCTION



1.1 BACKGROUND AND CONTEXT

Yoga, a time-honoured Indian discipline promoting harmony between mind and body, has gained widespread global recognition as a holistic health practice. Its universal appeal was formally acknowledged by the United Nations General Assembly through Resolution A/RES/69/131 in December 2014, declaring June 21st as the International Day of Yoga (IDY). This milestone, initiated by the Government of India under the leadership of Hon'ble Prime Minister Shri Narendra Modi, has elevated yoga to the status of a global wellness movement aimed at promoting physical and mental wellness among individuals and communities.

Since its inception, IDY has transcended cultural and national boundaries, evolving from a single-day event into a globally celebrated public health initiative. Over the past decade, its scale and reach have grown exponentially, integrating yoga into the daily lives of millions through mass events, digital campaigns, and institutional collaborations.

1.1.1 Decade of Expansion (2015–2024)

Year	Milestone Event & Theme	Scale & Reach
2015 ¹	Inaugural IDY at Rajpath, with Guinness World Records for 35,985 participants and 84 nationalities	The event was celebrated in 170 countries, including the USA, China, and Canada, marking the beginning of a worldwide movement
2016 ²	Main national event in Chandigarh, theme: "Yoga for Achievement of SDGs"	Over 30,000 in Chandigarh; ~50 lakh participants via training programs; observed in 191 UN member countries
2017 ³	Event in Lucknow, theme: "Yoga for Health"	51,000 attendees in Lucknow; events at Dehradun (50,000), Red Fort (50,000) and Wuxi, China (10,000)
2018 ⁴	Dehradun event, theme: "Yoga for Peace"	50,000 at FRI Dehradun; Kota set Guinness record with over 100,000 participants
2019 ⁵	Ranchi event, theme: "Yoga for Heart Care"	40,000+ attendees; celebrated across India and 150 countries; sessions at iconic global sites
2020 ⁶	Digital campaign "Yoga at Home, Yoga with Family"	Millions globally via apps, Doordarshan, and virtual platforms
2021 ⁷	"Yoga for Wellness" theme	Strong online engagement; social media campaigns worldwide
2022 ⁸	"Yoga for Humanity"	22.13 crore participants in India; global reach of ~125 crore; 75 iconic sites
2023 ⁹	"Yoga for Vasudhaiva Kutumbakam" at UN HQ led by the PM — global diplomacy focus	Participation from 135+ nationalities; 23.14 crore in India; records at Surat; "ocean-to-Antarctic" events
2024 ¹⁰	Yoga for Self and Society	Main event held in Srinagar, "Yoga with Family Video Contest"

Over ten editions, IDY has grown into a synchronised observance involving schools, parks, workplaces, and digital platforms. Ministries, state governments, and Indian missions abroad now combine yoga demonstrations with health camps, AYUSH exhibitions, and cultural showcases—transforming 21 June into a cornerstone of India's global wellness diplomacy.

1.1.1 Institutional Stewardship

IDY is anchored by a robust institutional framework:

- Ministry of Ayush – Policy, funding, and promotion of AYUSH systems.
- CCRYN – Scientific research, yoga protocol development, and IDY coordination.
- MDNIY – Training and curriculum development.
- Other Ministries – (Health, Education, MEA, Tourism, Sports) contribute through mass mobilisation and integration initiatives.

This ecosystem has enabled IDY to function as:

1. A tool for preventive health (under Ayushman Bharat, National Health Policy).
2. A curricular component in schools and colleges.
3. A driver of economic growth in the yoga–wellness and tourism market.
4. A platform for enhancing India's global soft power.

Recognising the impact of this initiative, the Central Council for Research in Yoga and Naturopathy (CCRYN) under the Ministry of Ayush commissioned Surveykshan Research to conduct the first comprehensive, nationally representative impact assessment of IDY. The study combines a 32,534-responder survey with extensive secondary research to assess IDY's decade-long influence on public health, education, economy, and India's global stature.

1.2 PURPOSE OF THE STUDY

This study has been designed to assess the impact of a decade of IDY celebrations across India, generating a rigorous evidence base for future planning and policy development.

1. Quantify Reach and Awareness

- Measure public awareness of IDY and its growth since 2015.
- Map participation across age, gender, geography, and socio-economic groups.

2. Evaluate Health & Lifestyle Outcomes

- Analyse self-reported improvements in physical fitness, mental well-being, and disease prevention.

3. Assess Socio-Economic Impact

- Estimate employment in yoga instruction, wellness tourism, and related sectors.
- Track market expansion in yoga goods and services.

4. Review Educational & Institutional Integration

- Document inclusion of yoga in curricula and workplaces catalysed by IDY.

5. Identify Challenges and Opportunities

- Highlight implementation barriers and suggest actionable improvements for wider impact.

1.3 SCOPE OF THE EVALUATION

The evaluation covers the period from 2015 to 2024, focusing on national impact while disaggregating data by geography, stakeholder category, and delivery channels.

Table 1: Scope of Evaluation

Element	Coverage Parameters	Rationale
Geographic Reach	34 States/UTs across 6 zones; 7 flagship IDY sites sampled; urban-rural quota as per census	Ensure representativeness and regional diversity
Population Universe	Adults (18+), with sub-samples for yoga influencers, tour operators, and institutions	Include both beneficiaries and sector actors
Data Sources	32,534 respondent survey (aligned to WHO-STEPS); Secondary data (Google Trends, NSSO, MoAyush, e-commerce)	Enable robust triangulation and high-quality evidence

1.4 OBJECTIVES OF THE IMPACT ASSESSMENT

As per the Terms of Reference, this impact study was guided by the following objectives:

1. Public Awareness and Participation

- Assess national awareness and engagement with IDY activities.

2. Health and Wellness Impact

- Evaluate the contribution of IDY to healthier behaviours and improved well-being.

3. Socio-Economic Influence

- Examine employment generation and economic development linked to the yoga ecosystem.

4. Policy and Institutional Integration

- Investigate curriculum and public-institutional adoption of yoga post-IDY.

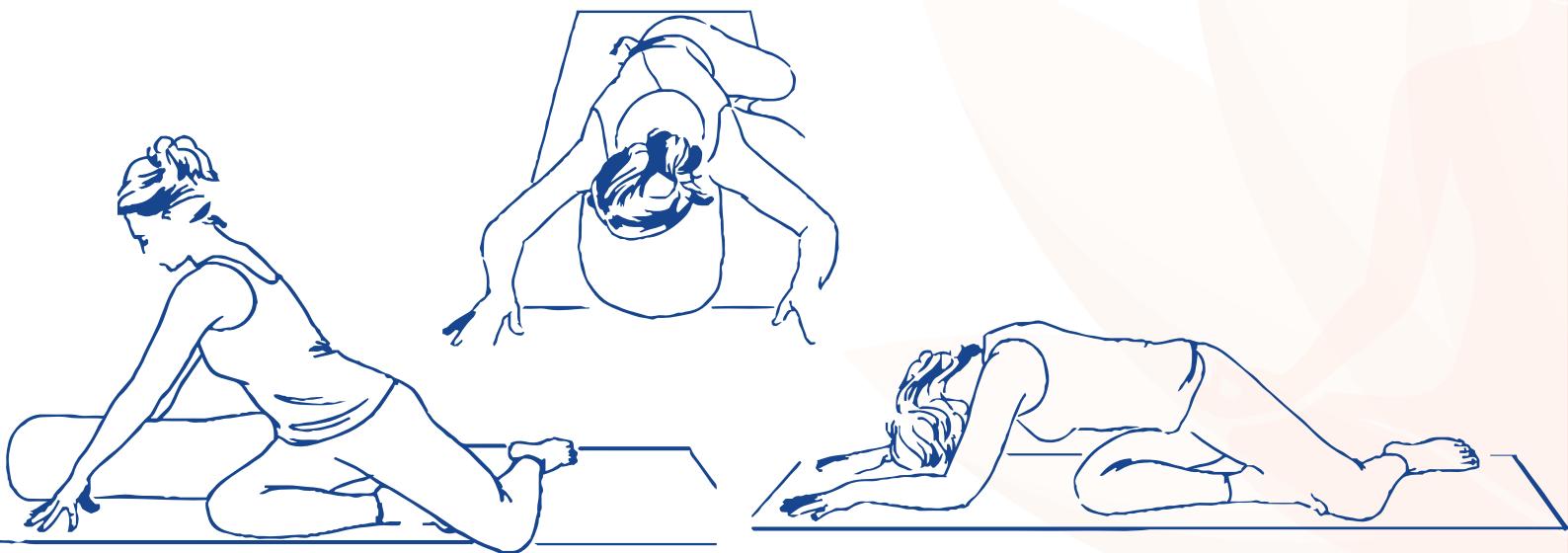
5. Challenges and Recommendations

- Identify limitations in implementation and provide evidence-backed solutions.



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- ⁸ Press Information Bureau, Government of India. (2022, June 16). "Yoga for Humanity" chosen as theme for 8th edition of International Day of Yoga. | <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1829501>
- ⁹ Press Information Bureau, Government of India. (2023, June 21). 9th Annual International Day of Yoga led by Prime Minister. | <https://www.pib.gov.in/PressReleaselframePage.aspx?PRID=1934237>
- ¹⁰ Ministry of AYUSH. (2024, June). International Day of Yoga, 2024: Theme "Yoga for Self and Society" [Press release]. Government of India. | <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2024/jun/doc2024620343001.pdf>



METHODOLOGY



2.1 APPROACH AND RATIONALE

This study followed globally recognised standards of scientific rigour, representativeness, and ethical data collection. Recognising the scale and policy relevance of the International Day of Yoga (IDY), the methodology was structured to ensure national coverage, zonal disaggregation, and robust primary and secondary data integration.

A probability-based sampling framework, aligned with the WHO STEPs surveillance model, was adopted. The data collection platform included real-time logic checks, GPS verification, and encrypted digital transmission to ensure validity and transparency. The dual-evidence model—primary survey + secondary data—enabled cross-verification and policy-relevant analysis.

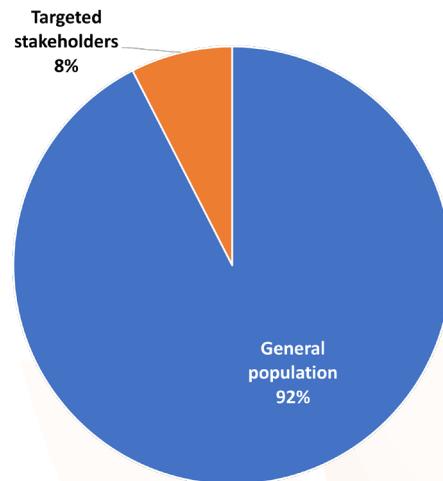
2.2 SURVEY COVERAGE AND DESIGN

Primary Survey

A total of 32,534 individuals were surveyed nationwide:

- **General population: 30,084 (across all 34 States/UTs)**
- **Targeted stakeholders: 2,450 (including residents from flagship IDY locations, influencers, yoga institutions, and tour operators)**

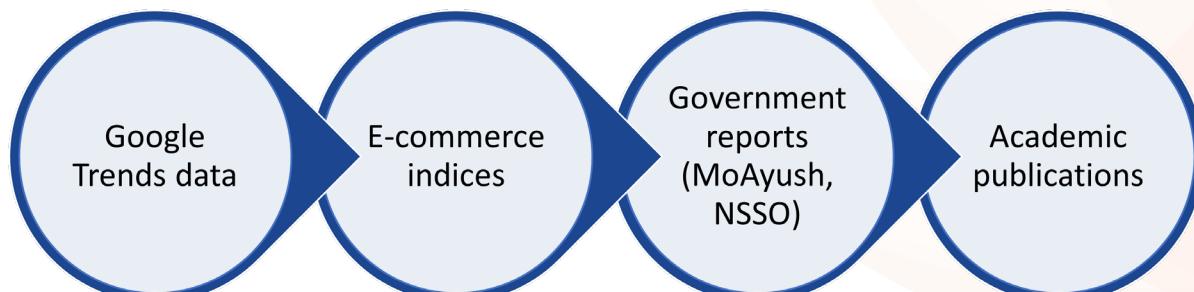
Figures 1: Scope of Evaluation



Secondary Data

Reviewed longitudinal trends using:

Figures 2: Scope of Evaluation



2.3 SAMPLE FRAMEWORK AND STRATIFICATION

The sampling design ensured representation by zone, state, urban–rural segment, and gender. India was divided into six administrative zones, and quotas were calibrated to match the RGI 2025 projections.

Figures 3: Zonal distribution of Samples

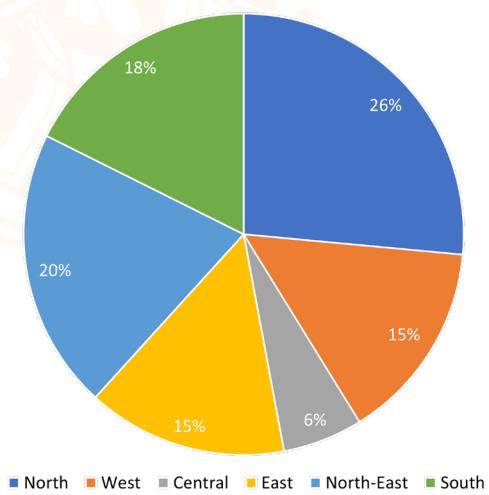


Table 2: Zonal distribution of Samples

Zone	States/UTs	Sample Size
North	9	7,664
West	5	6,113
Central	2	2,548
East	5	6,741
North-East	7	1,118
South	6	5,876
Total	34	30,084

Key stratification elements:

- **Urban–Rural:** As per Census ratios (e.g., UP: 76% rural)
- **Gender:** Strict 50:50 male–female ratio maintained
- **Districts and Clusters:** Selected using PPS and systematic random walk

2.4 DATA COLLECTION PLATFORM

All interviews were conducted using the Surveykshan App, a secure mobile data-collection platform with:

- **Multilingual interface in 15 Indian languages**
- **GPS and timestamp tracking**
- **Real-time validations and skip logic**
- **Offline syncing capability for remote areas**

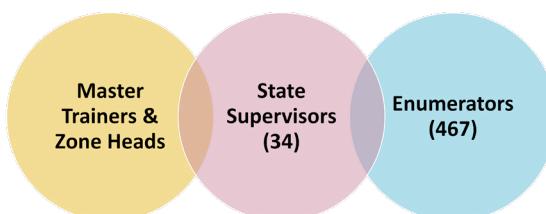
Supervisors monitored progress via a live dashboard, enabling real-time QC and quota enforcement.

2.5 TRAINING AND FIELD OPERATIONS

A three-tier training system was used:

- **Master Trainers & Zone Heads**
- **State Supervisors (34)**
- **Enumerators (467)**

Figures 4: Field team

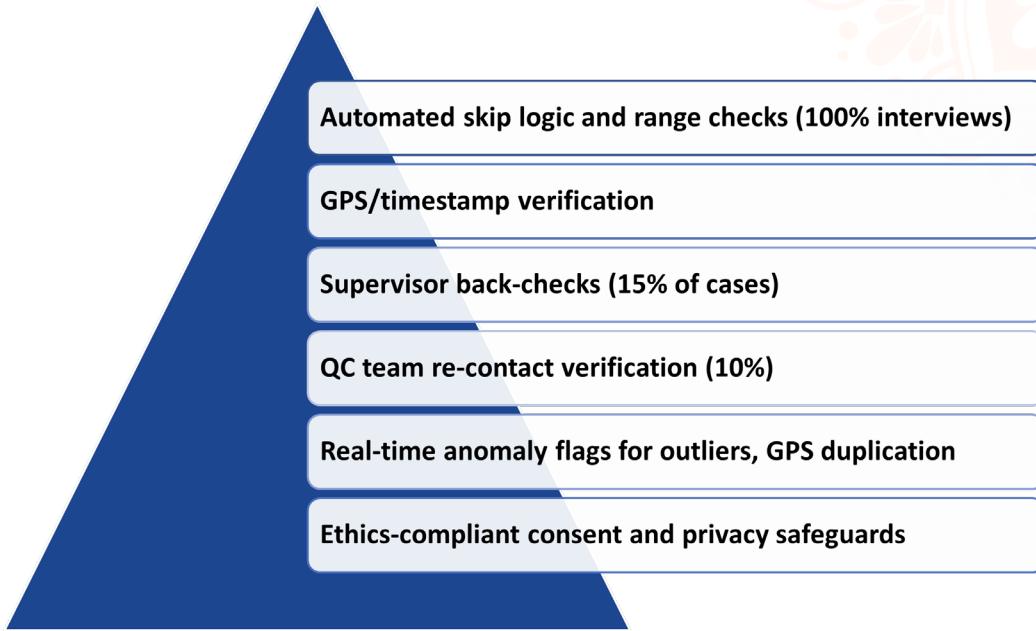


Fieldwork was completed in a two-week window with daily supervision and structured evening debriefs. Enumerators followed strict protocols for consent, household selection, and respondent privacy.

2.6 QUALITY ASSURANCE MEASURES

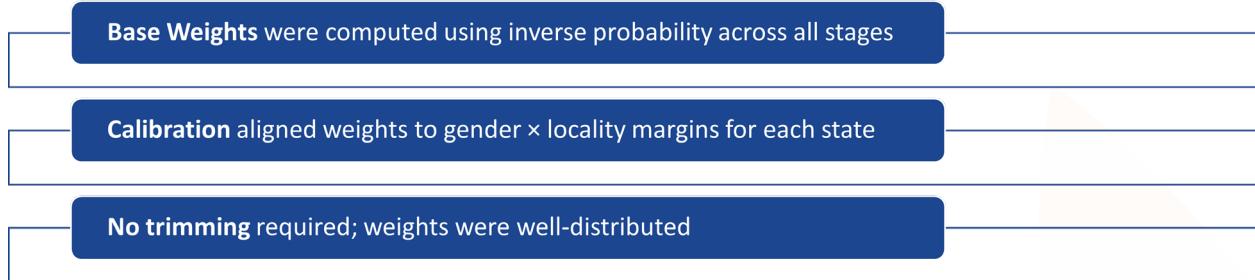
A robust QC regime ensured high data integrity:

Figures 5: Quality and privacy framework



2.7 DATA ANALYSIS AND TRIANGULATION

Figures 6: Data analysis framework



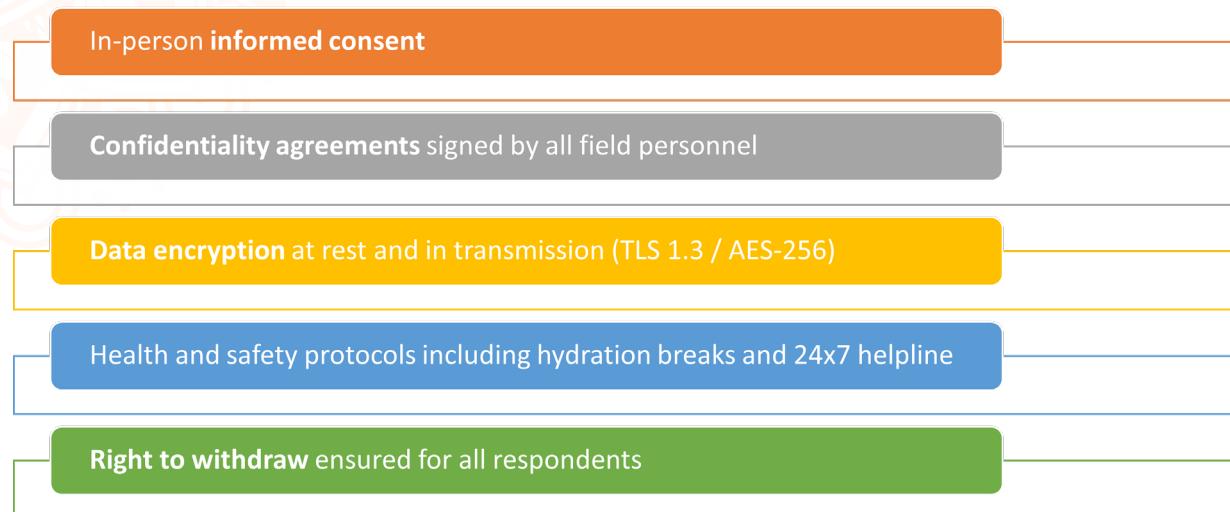
Survey outputs were triangulated with secondary trends to validate findings and identify outliers or inconsistencies. Weighted estimates were used for all key indicators and subgroup comparisons.



2.8 ETHICAL AND SAFETY CONSIDERATIONS

The study upheld full ethical compliance:

Figures 7: Ethical and Safety protocols



This rigorously structured methodology enabled the study to meet both scientific and operational standards, delivering reliable, representative insights on the decadal impact of IDY.



KEY IMPACT FINDINGS



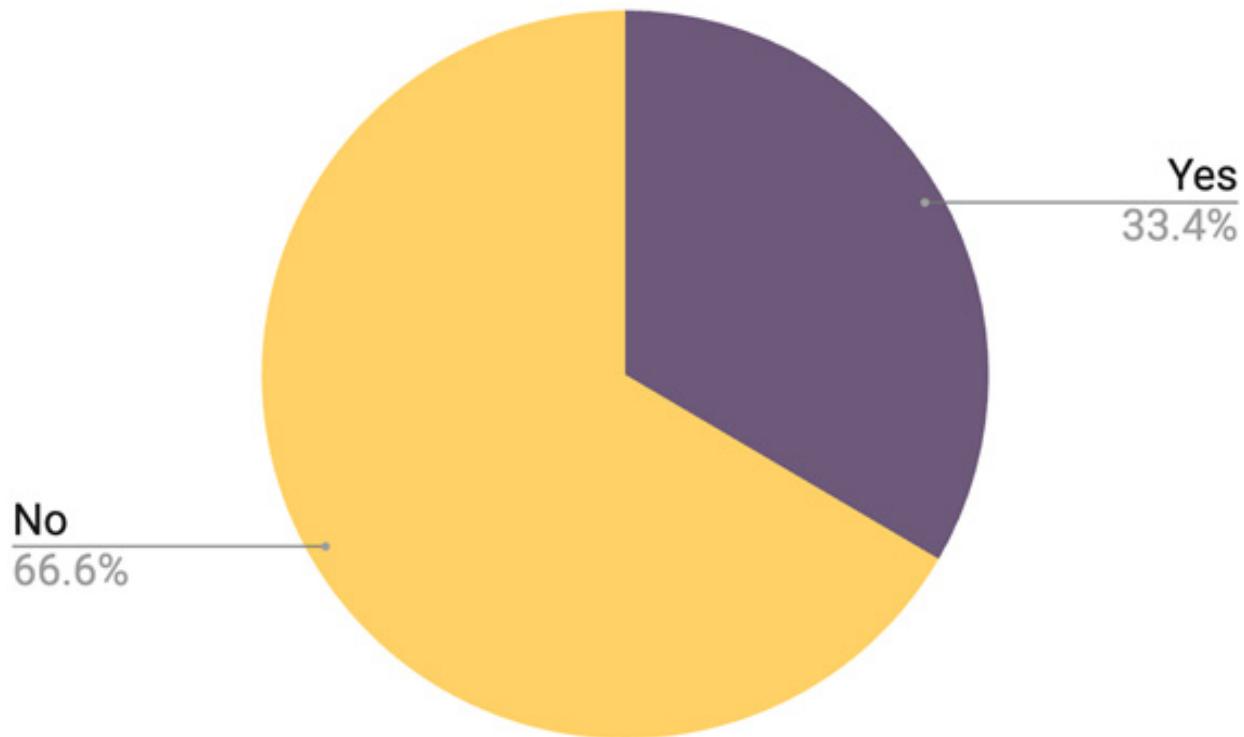
This section synthesizes the principal quantitative insights from the nationwide survey ($n = 32,534$) and relevant secondary analysis on the impact of the International Day of Yoga (IDY).

3.1 PARTICIPATION TRENDS

Objective: Quantify participation in IDY events across India and identify demographic and geographic patterns.

3.1.1 Overall Participation Rate

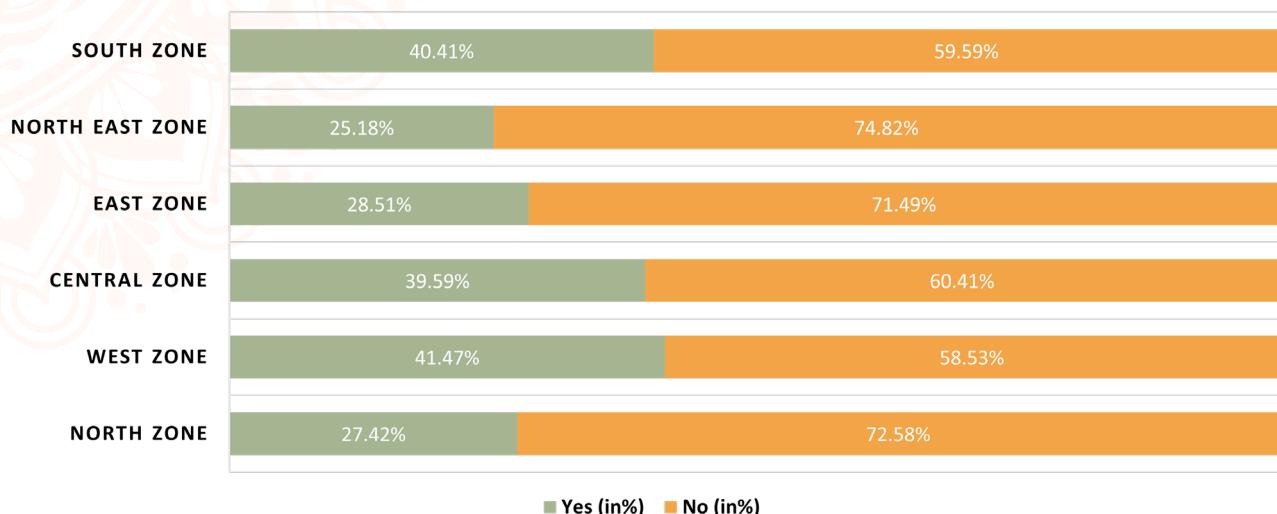
Figures 8: Overall participation in IDY over the last decade



- **Participation in community-based events on June 21:** One in three respondents (33.4 %) reported attending an organised IDY session, while 66.6 % did not participate in any local celebration .
- **Interpretation:** A significant outreach achievement, yet two-thirds remain unengaged in organised events, indicating room for deeper mobilization.

3.1.2 Zonal Variation

Figures 9: Zonal Participation rate



- Highest participation zones:** West (41.5 %), South (40.4 %), Central (39.6 %).
- Lowest participation zones:** North-East (25.2 %), East (28.5 %), North (27.4 %).
- Correlation with CYP awareness:** Zones with higher participation (South, West) also show higher Common Yoga Protocol awareness (~48.1 % South; ~43.2 % West), indicating outreach efficacy aligns with engagement.
- Implications:** Prioritize targeted strategies for low-participation zones (North-East, East, North), including community influencers, multi-lingual campaigns, and logistical support in difficult terrains.

3.1.3 State-Level Patterns

Table 3: State-wise participation rate

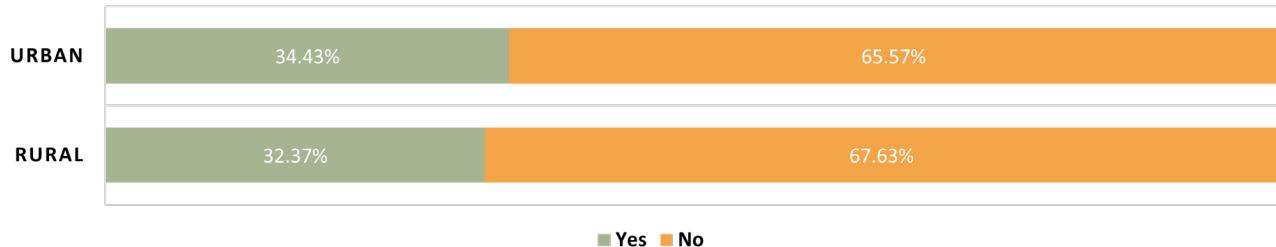
State	Yes (in%)
Jammu & Kashmir	42.47%
Himachal Pradesh	18.12%
Punjab	14.45%
Haryana	43.89%
Nct Of Delhi	36.72%
Uttar Pradesh	32.72%
Uttarakhand	55.57%
Chandigarh	26.86%
Ladakh	48.48%
Rajasthan	68.06%
Gujarat	28.64%
Maharashtra	35.25%
Goa	24.98%
Dadra & Nagar Haveli*	42.00%
Madhya Pradesh	35.18%
Chhattisgarh	61.14%
Bihar	33.90%

State	Yes (in%)
Sikkim	60.67%
West Bengal	34.34%
Jharkhand	42.77%
Odisha	56.17%
Assam	27.64%
Arunachal Pradesh	10.34%
Nagaland	21.82%
Manipur	29.03%
Mizoram	9.23%
Tripura	37.85%
Meghalaya	9.51%
Andhra Pradesh	58.29%
Karnataka	55.48%
Kerala	17.21%
Tamil Nadu	34.99%
Telangana	59.58%
Puducherry*	43.24%
Total	33.45%

- **High-engagement states:** Rajasthan (68.1 %), Andhra Pradesh (58.3 %), Chhattisgarh (61.1 %), and Odisha (56.2 %)
- **Low-engagement states/UTs:** Mizoram (9.23 %), Arunachal Pradesh (10.34 %), Meghalaya (9.51 %), and Goa (24.98 %)
- **Large-population states:** Uttar Pradesh (32.7 %), Maharashtra (35.3 %), Bihar (33.9 %) remain below national average, representing large absolute gaps.
- **Implications:** Tailor outreach in large states (UP, Maharashtra, Bihar) via district-level AYUSH collaborations; in low-participation UTs/states, innovate event timing (e.g., morning in hot climates), mobile “Yoga vans,” and local stakeholder engagement.

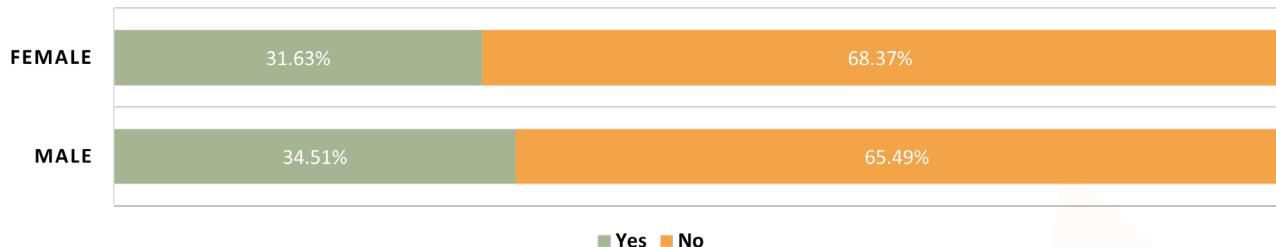
3.1.4 Locality & Demographics

Figures 10: Locality-wise participation rate



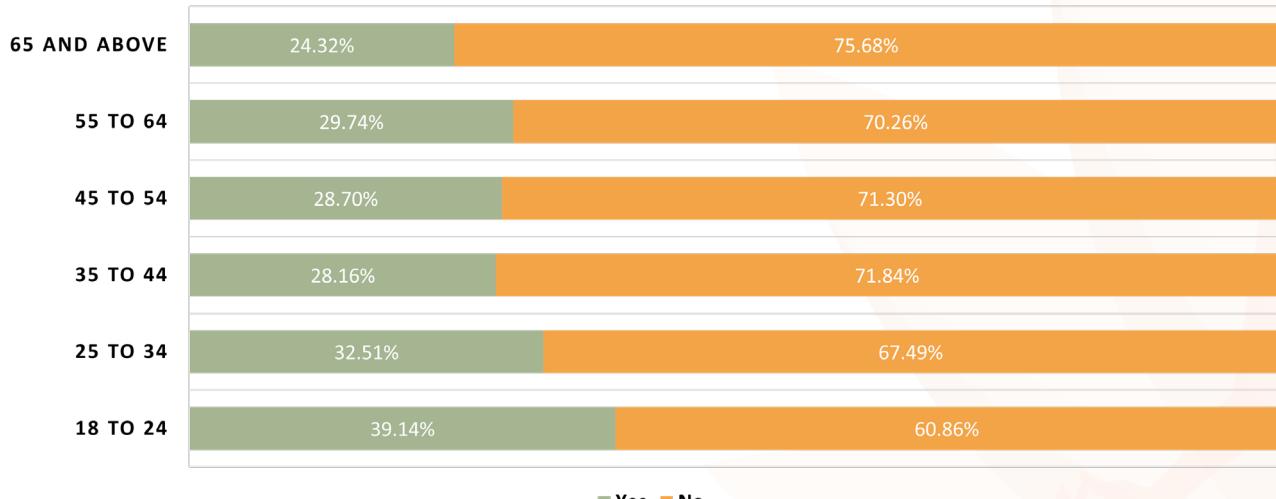
- **Urban vs. Rural:** Rural participation 32.4 %; Urban 34.4 %. Slight urban edge suggests access advantages but rural engagement remains substantial.

Figures 11: Gender-wise participation rate



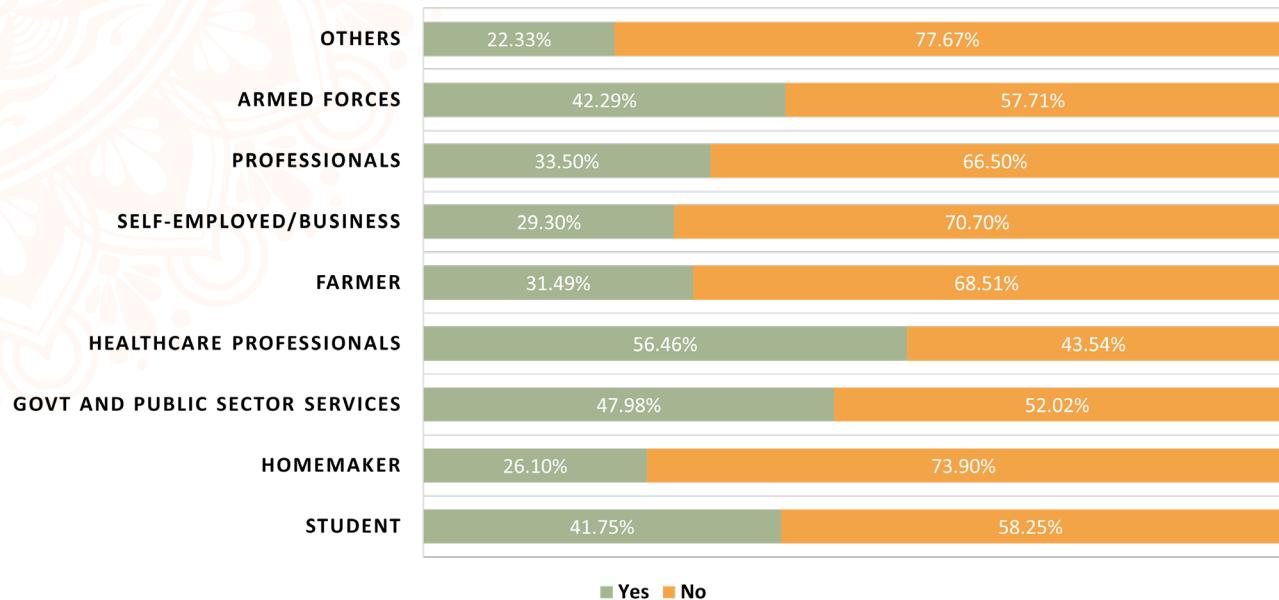
- **Gender parity:** Male 34.5 % vs. Female 31.6 % participation; gap <3 %, indicating broadly equitable outreach but scope for targeted women-centric formats.

Figures 12: Age-wise participation rate



- **Age cohorts:** Highest event attendance among 18–24 (39.1%); declines in mid-career groups (~32.5 % for 25–34; ~28 % for 35–54) due to responsibilities; lower among seniors (24.3 % for 65+).

Figures 13: Occupation-wise participation rate



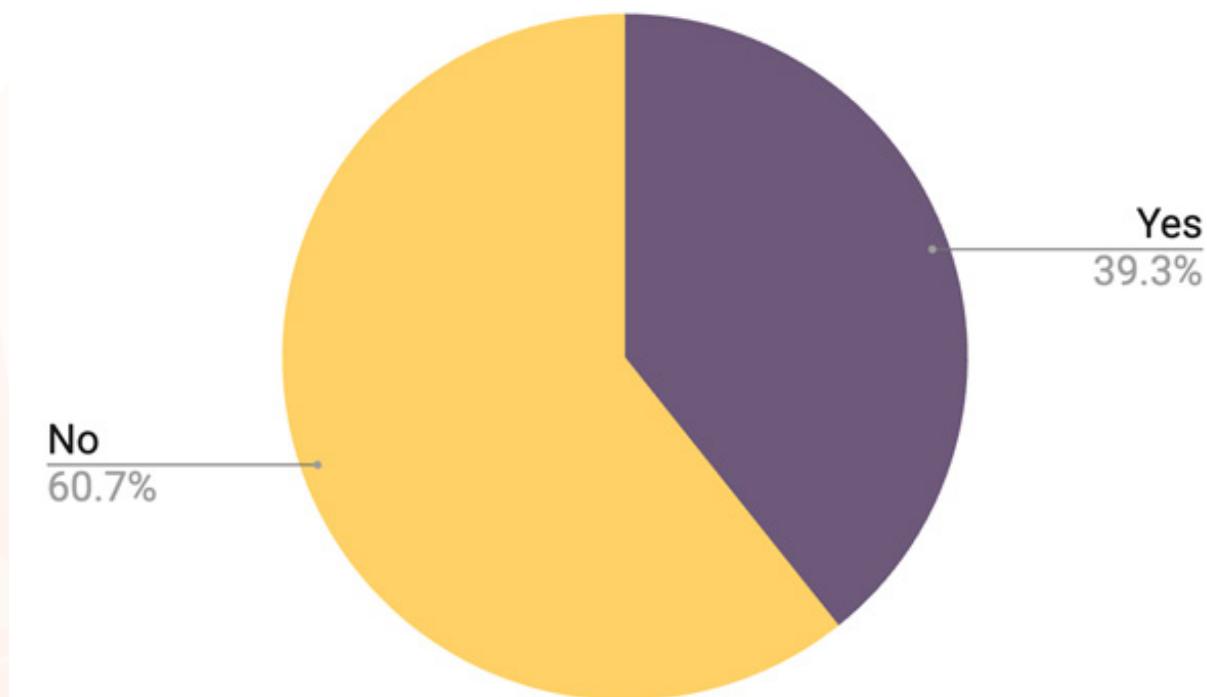
- Occupation groups:** Healthcare professionals (56.5 %), Government/public-sector employees (48.0 %), Students (41.8 %), Armed Forces (42.3 %) lead attendance; Homemakers (26.1%) and “Others” (22.3 %) lowest.
- Implications:** Leverage institutional channels (hospitals, government offices, educational institutions, armed forces units) for higher uptake; design community-based formats for homemakers, retirees, and informal workers.

3.2 AWARENESS AND ENGAGEMENT WITH COMMON YOGA PROTOCOL (CYP) —————

Objective: Assess awareness of CYP and its link to active engagement.

3.2.1 Overall CYP Awareness

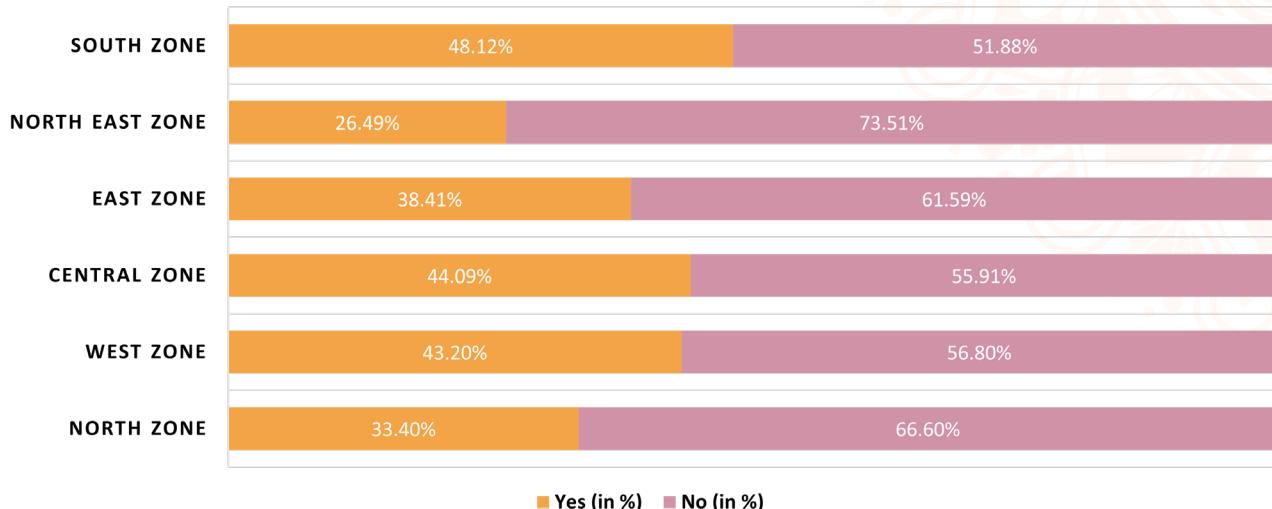
Figures 14: Overall awareness of Common Yoga Protocol



- Awareness level:** 39.3 % aware of the CYP sequence; 60.7 % unaware.

3.2.2 Zonal & State Variation

Figures 15: Zonal Awareness levels



- Zonal awareness:** South 48.1%; West 43.2%; Central 44.1%; East 38.4%; North 33.4%; North-East 26.5%.

Table 4: State-wise Awareness levels

State	Yes (in%)
Jammu & Kashmir	42.47%
Himachal Pradesh	18.12%
Punjab	14.45%
Haryana	43.89%
Nct Of Delhi	36.72%
Uttar Pradesh	32.72%
Uttarakhand	55.57%
Chandigarh	26.86%
Ladakh	48.48%
Rajasthan	68.06%
Gujarat	28.64%
Maharashtra	35.25%
Goa	24.98%
Dadra & Nagar Haveli*	42.00%
Madhya Pradesh	35.18%
Chhattisgarh	61.14%
Bihar	33.90%

State	Yes (in%)
Sikkim	60.67%
West Bengal	34.34%
Jharkhand	42.77%
Odisha	56.17%
Assam	27.64%
Arunachal Pradesh	10.34%
Nagaland	21.82%
Manipur	29.03%
Mizoram	9.23%
Tripura	37.85%
Meghalaya	9.51%
Andhra Pradesh	58.29%
Karnataka	55.48%
Kerala	17.21%
Tamil Nadu	34.99%
Telangana	59.58%
Puducherry*	43.24%
Total	33.45%

- State extremes:** High: Rajasthan (68.1%), Chhattisgarh (61.1%), Sikkim (60.7%), Andhra Pradesh (58.3%), Telangana (59.6%), Karnataka (55.5%), Uttarakhand (55.6%), Odisha (56.2%). Low: Arunachal Pradesh (10.3%), Mizoram (9.2%), Meghalaya (9.5%), Nagaland (21.8%), Punjab (14.5%), Kerala (17.2%), Goa (25.0%), Delhi (~36.7%).
- Implications:**
 - High-awareness states: consolidate via advanced master-trainer workshops, televised/live broadcast CYP drills.
 - Mid-awareness: district workshops, school drills, local-language media features.
 - Low-awareness: mobile demonstrations, community influencers, multi-lingual toolkits delivered via panchayats and primary-health centres.

3.2.3 Engagement Pathway

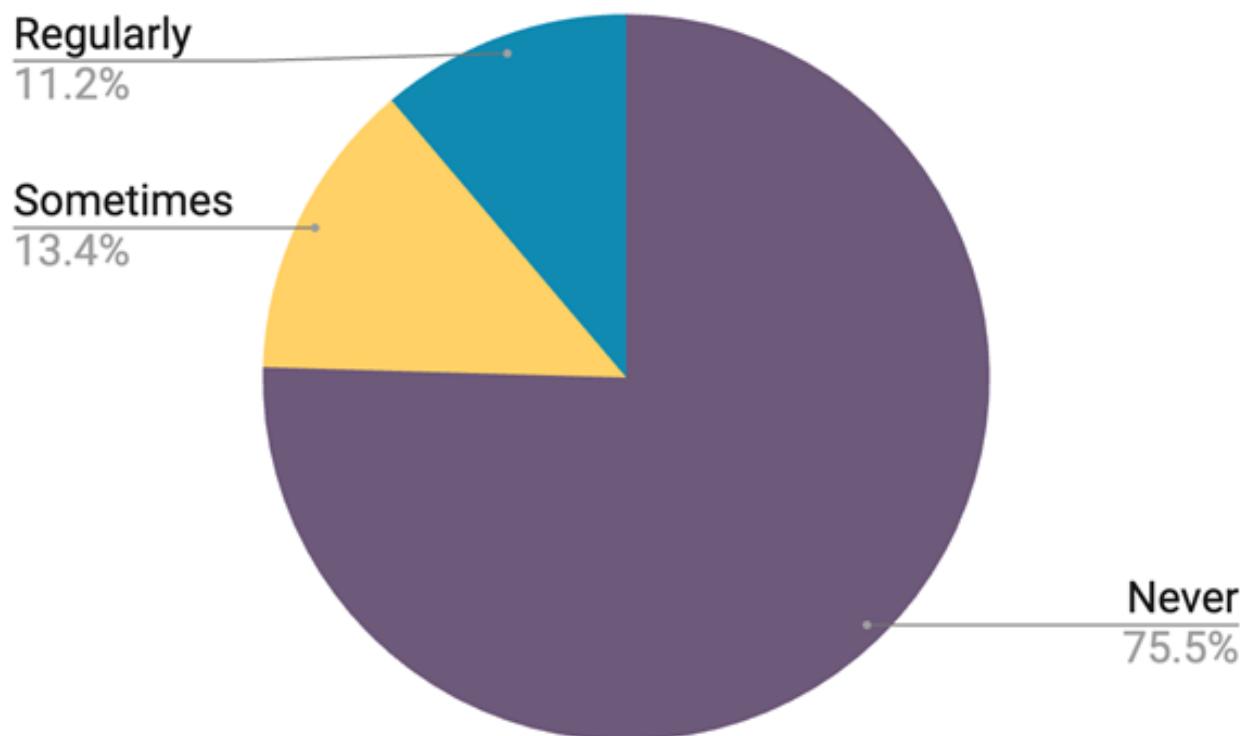
- **Link between awareness and participation:** Among those aware, substantially higher probability of event attendance and practice uptake; exact overlap in annex.
- **Messaging channels:** Reinforce effective channels—digital campaigns, volunteer networks, institutional endorsements; address channels less penetrated in low-awareness regions.
- **Implications:** Strengthen follow-through via post-event communication (SMS reminders, community groups), linking aware individuals to local yoga classes or digital content.

3.3 YOGA PRACTICE TRENDS

Objective: Examine baseline frequency of yoga practice, demographic differentials, and types of practice.

3.3.1 Overall Frequency of Practice

Figures 16: Overall Yoga Practice Frequency

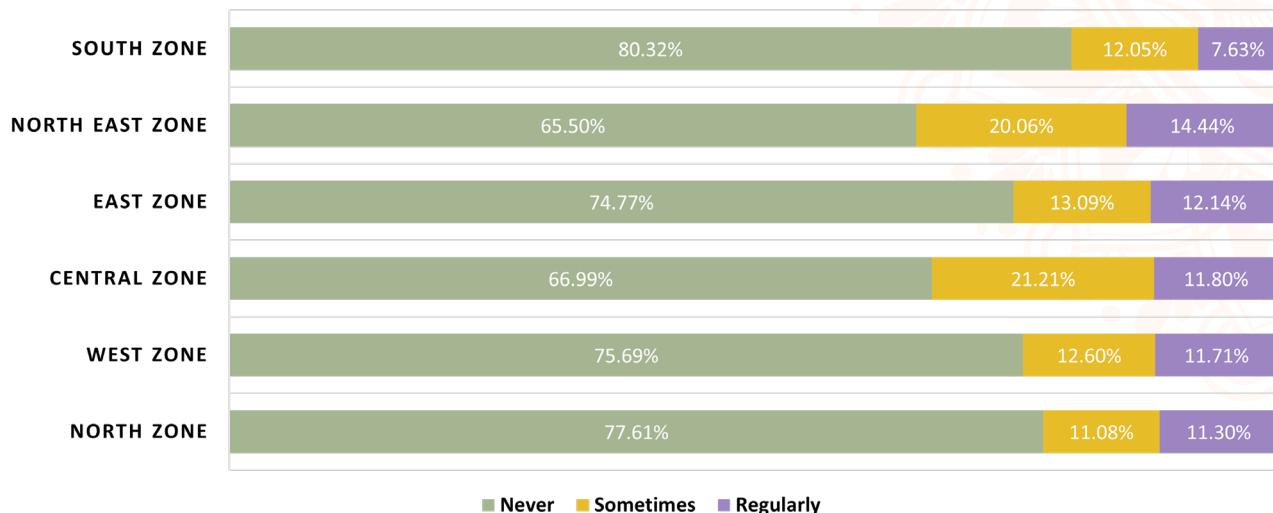


- **Never practice:** 75.5 % of adults report never practicing yoga.
- **Occasional (“sometimes”):** 13.4 %.
- **Regular practice:** 11.2 %.
- **Interpretation:** Majority remain unengaged in habitual practice; converting occasional participants into regular practitioners is a key challenge.

3.3.2 Frequency by Geography

- **By Zone:** South Zone: 80.3 % never, 7.6 % regular; Central: 66.99 % never, 11.8 % regular; North-East: 65.5 % never, 14.4 % regular (highest); West/East/North near national average (~75 % never, ~11–12 % regular).

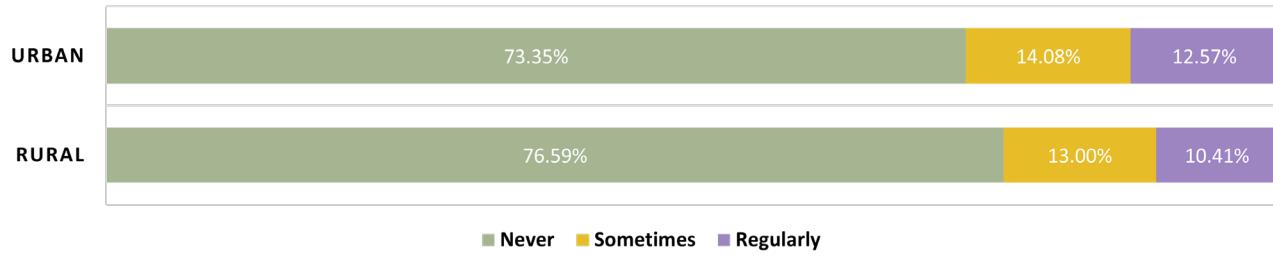
Figures 17: Zonal Yoga Practice Frequency



■ Never ■ Sometimes ■ Regularly

- **Urban vs. Rural:** Rural: 76.6 % never, 10.4 % regular; Urban: 73.4 % never, 12.6 % regular.

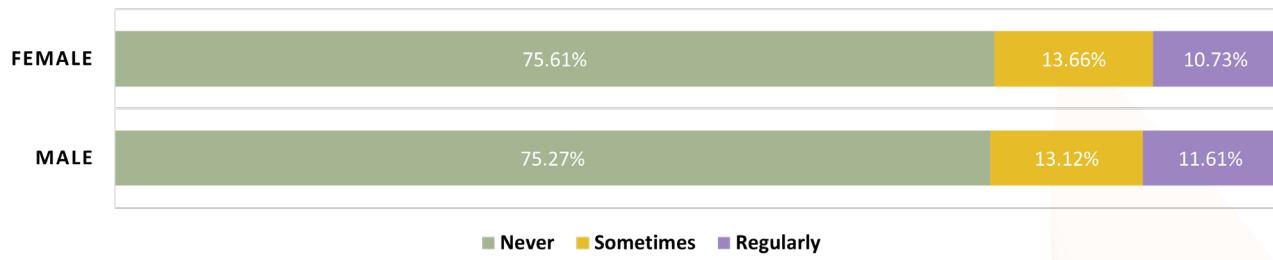
Figures 18: Locality-wise Yoga Practice Frequency



■ Never ■ Sometimes ■ Regularly

- **Gender: Male:** 75.3 % never, 11.6 % regular; Female: 75.6 % never, 10.7 % regular.

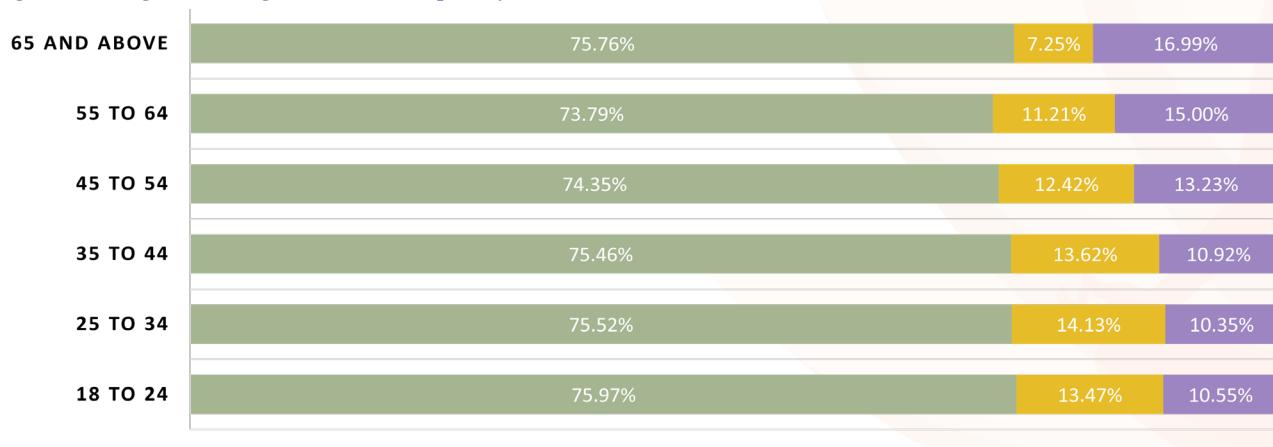
Figures 19: Gender-wise Yoga Practice Frequency



■ Never ■ Sometimes ■ Regularly

- **Age cohorts:** 18–24: 76.0 % never, 10.6 % regular; 25–34: 75.5 % never, 10.35 % regular; 35–44: 75.46 % never, 10.92 % regular; 45–54: 74.35 % never, 13.23 % regular; 55–64: 73.79 % never, 15.00 % regular; 65+: 75.76 % never, 16.99 % regular . Uptake rises in older cohorts, likely linked to health motivations and leisure time.

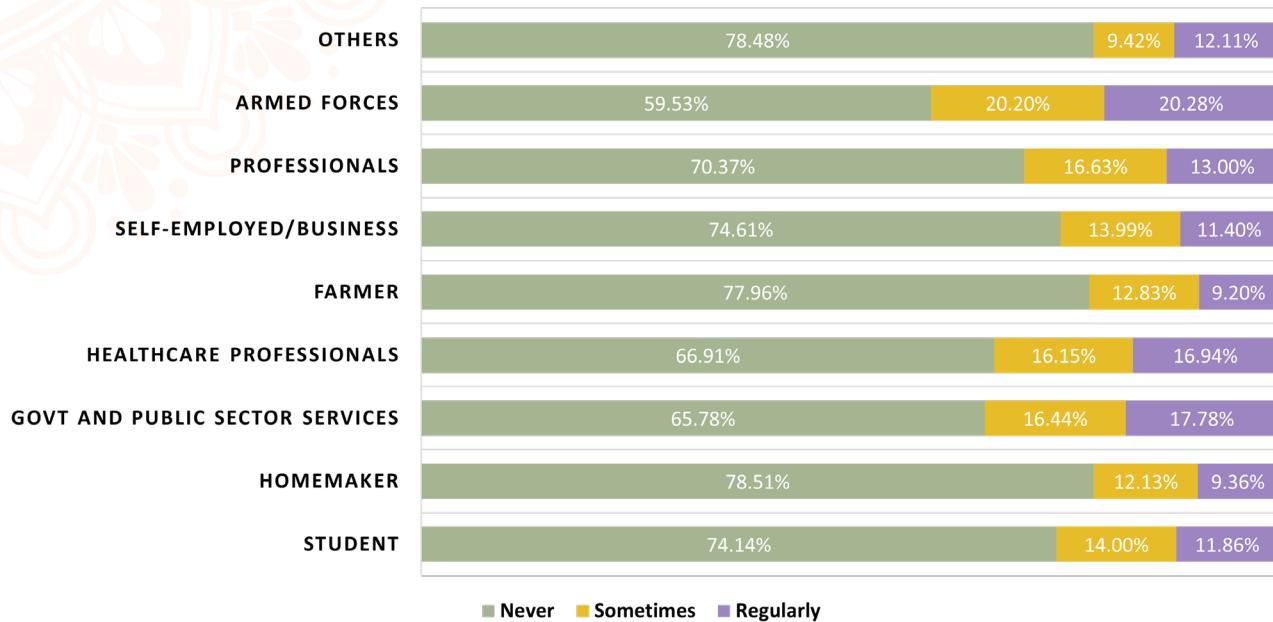
Figures 20: Age-wise Yoga Practice Frequency



■ Never ■ Sometimes ■ Regularly

- Occupation groups:** Armed Forces: 20.28 % regular; Govt/public-sector: 17.78 %; Healthcare professionals: 16.94 %; Professionals: 13.00 %; Students: 11.86 %; Self-employed: 11.40 %; Homemakers: 9.36 %; Farmers: 9.20 %.

Figures 21: Occupation-wise Yoga Practice Frequency

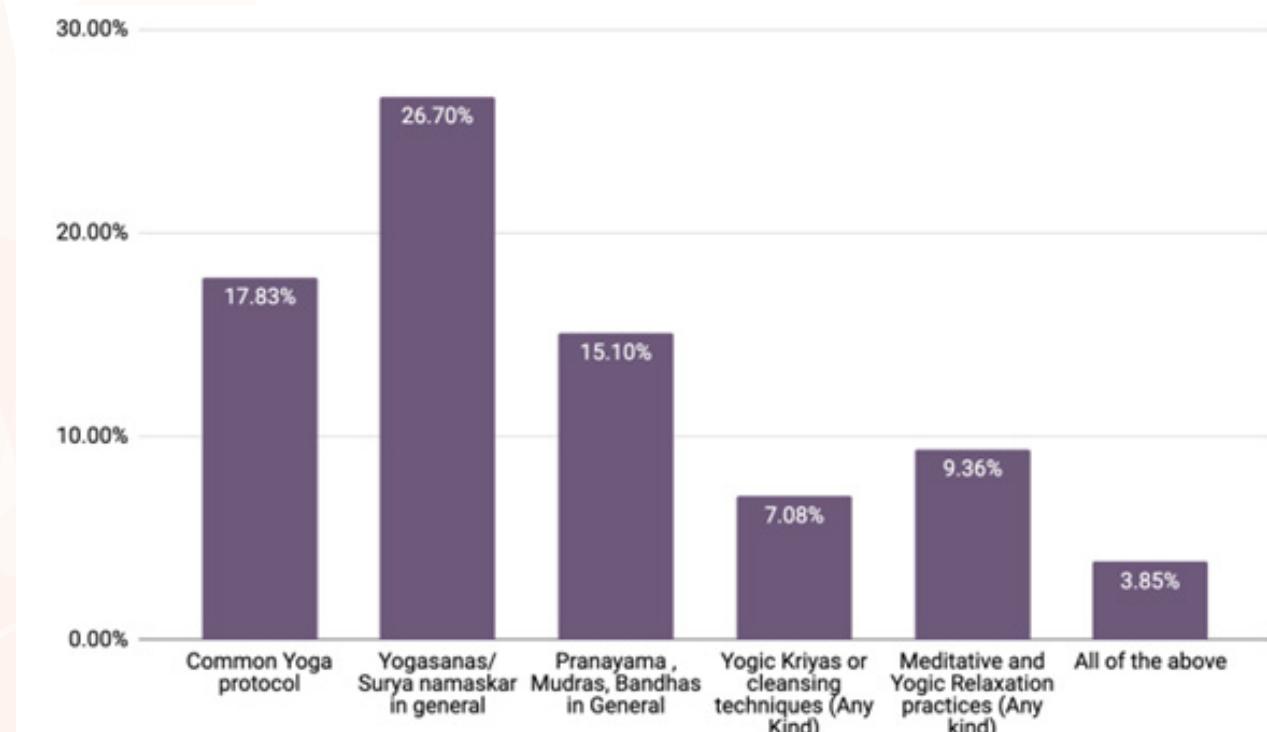


- Implications:**

- Strengthen outreach in South Zone where practice rates lowest.
- Urban digital platforms and community classes for city dwellers; mobile outreach for rural.
- Age-tailored programs: gentle yoga modules for older adults; engaging formats for young adults.
- Institutional support: encourage workplaces (esp. armed forces, government, healthcare) to maintain regular in-house yoga sessions; extend community-level programs for homemakers and farmers.

3.3.3 Types of Yoga Practices Followed

Figures 22: Yoga practices followed



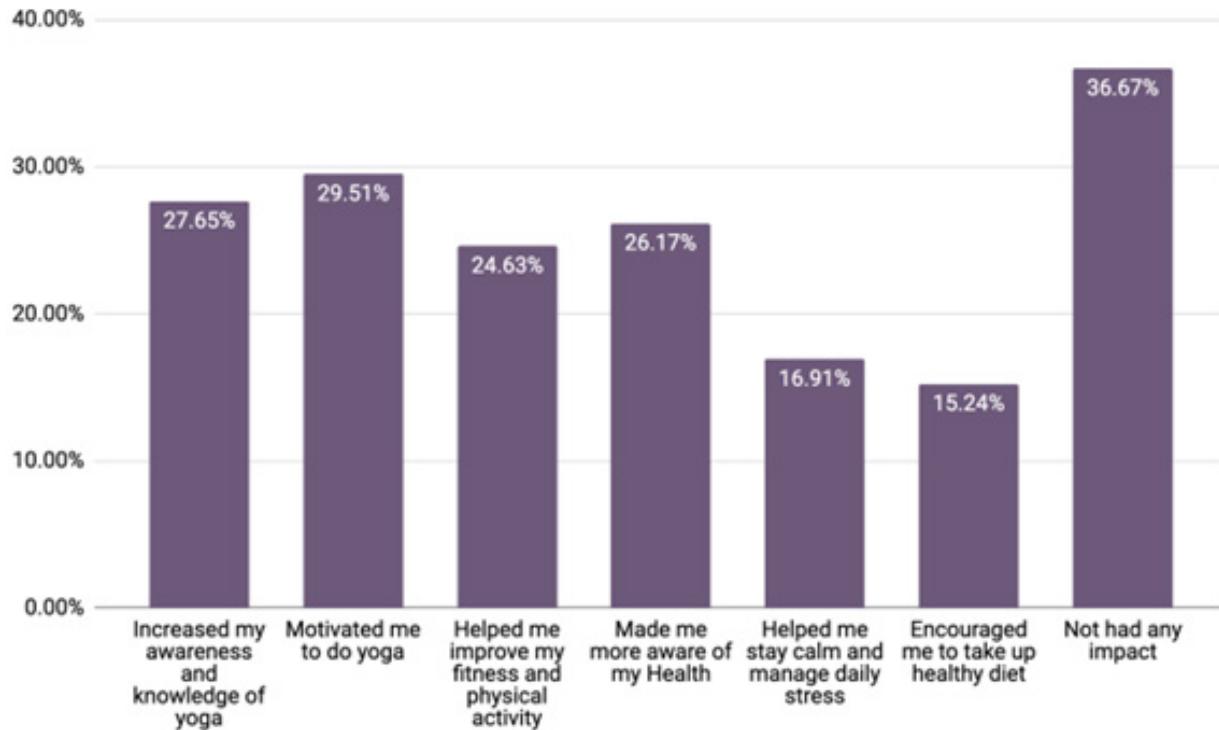
- Practice types (multiple responses):** Yogasanas/Surya Namaskar/general asana sequences: 26.7 %; Common Yoga Protocol: 17.83 %; Pranayama/Mudras/Bandhas: 15.10 %; Meditative/Relaxation practices: 9.36 %; Yogic Kriyas/cleansing techniques: 7.08 %; All of the above: 3.85 %.
- Interpretation:** Postural practices dominate, reflecting appeal of physical benefits; CYP has significant uptake but lower than generic asanas. Breathing and meditation practices are less common but critical for mental-health messaging.

3.4 PHYSICAL & MENTAL HEALTH BENEFITS

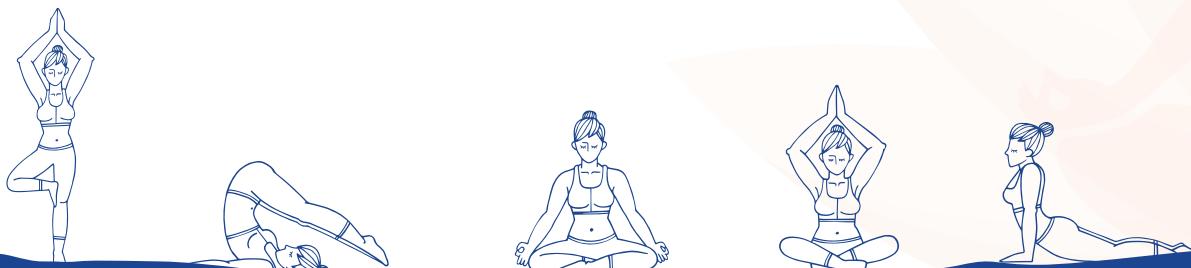
Objective: Summarize self-reported benefits attributable to IDY-driven awareness and practice initiation.

3.4.1 Self-Reported Benefits (Overall)

Figures 23: Overall self-reported benefits of IDY

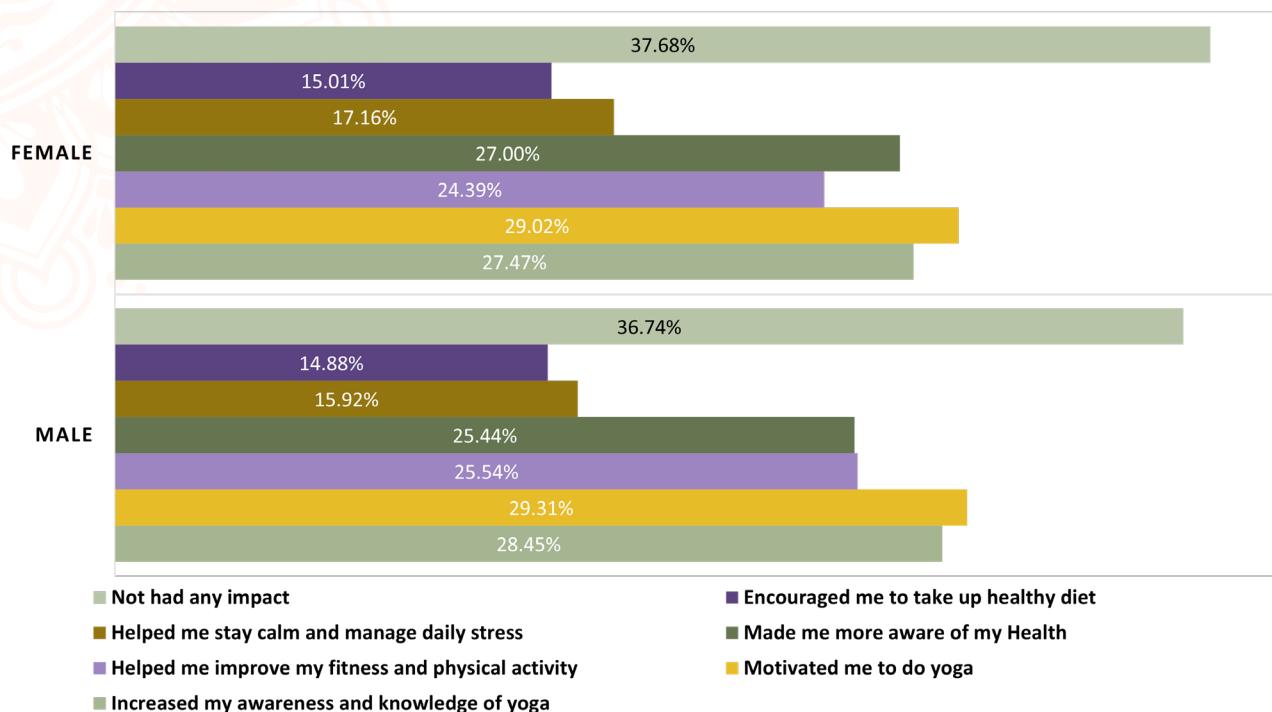


- Increased awareness/knowledge of yoga:** 27.65 %.
- Motivated to practice yoga:** 29.51 %.
- Improved fitness/physical activity:** 24.63 %.
- Greater health awareness:** 26.17 %.
- Better stress management:** 16.91 %.
- Adopted healthier diet:** 15.24 %.
- No personal impact:** 36.67 %.
- Interpretation:** IDY effectively raises awareness and initial motivation but over one-third report no measurable change, indicating need for follow-up mechanisms.



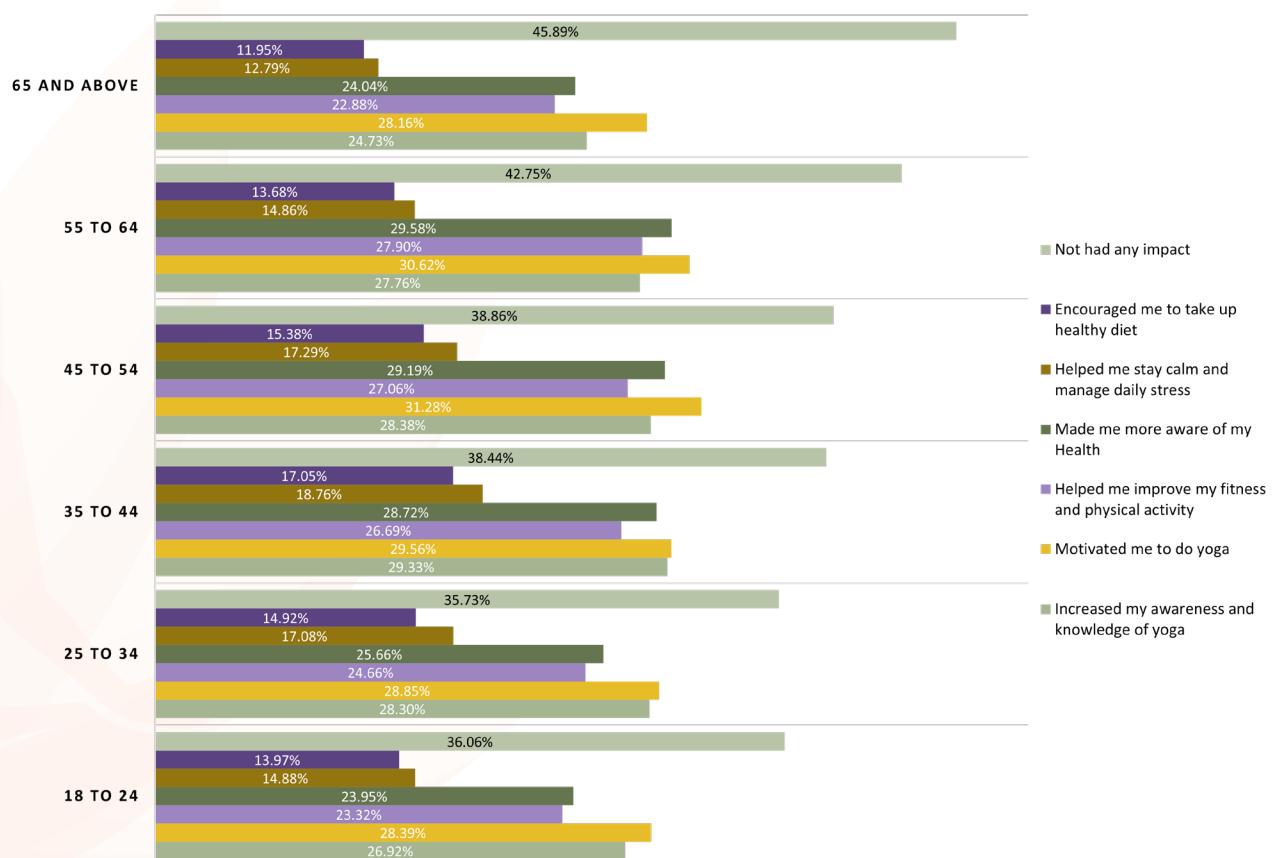
3.4.2 Benefits by Demographics

Figures 24: Gender-wise self-reported benefits of IDY



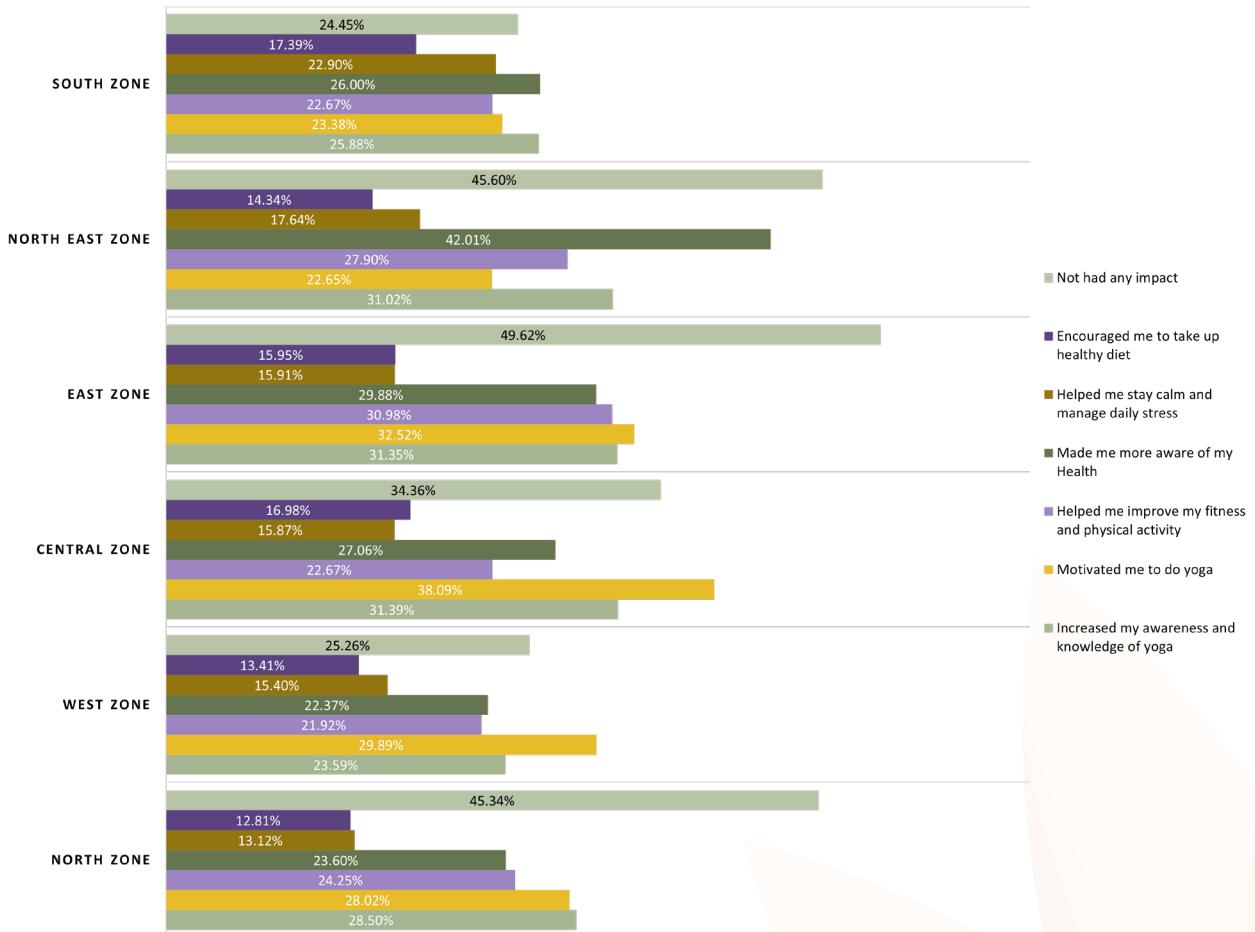
- Gender differences:** Men: awareness 28.45 %, motivation 29.31 %, fitness 25.54 %, health-awareness 25.44 %, stress 15.92 %, diet 14.88 %, no impact 36.74 %; Women: awareness 27.47 %, motivation 29.02 %, fitness 24.39 %, health-awareness 27.00 %, stress 17.16 %, diet 15.01 %, no impact 37.68 %. Women slightly higher on health-awareness and stress management.

Figures 25: Age-wise self-reported benefits of IDY



- **Age group patterns:**
 - **18–24:** awareness 26.9 %, motivation 28.4 %, fitness 23.33 %, health-awareness 23.9 %, stress 14.9 %, diet 14.0 %, no impact 36.1 %.
 - **25–34:** awareness 28.3 %, motivation 28.9 %, fitness 24.7 %, health-awareness 25.7 %, stress 17.1 %, diet 14.9 %, no impact 35.7 %.
 - **35–44:** awareness 29.3 %, motivation 29.6 %, fitness 26.7 %, health-awareness 28.7 %, stress 18.8 %, diet 17.1 %, no impact 38.4 %.
 - **45–54:** awareness 28.4 %, motivation 31.3 %, fitness 27.1 %, health-awareness 29.2 %, stress 17.3 %, diet 15.4 %, no impact 38.9 %.
 - **55–64:** awareness 27.8 %, motivation 30.6 %, fitness 27.9 %, health-awareness 29.6 %, no impact 45.9 % (highest).
 - **65+:** similar trend with higher “no impact” share .

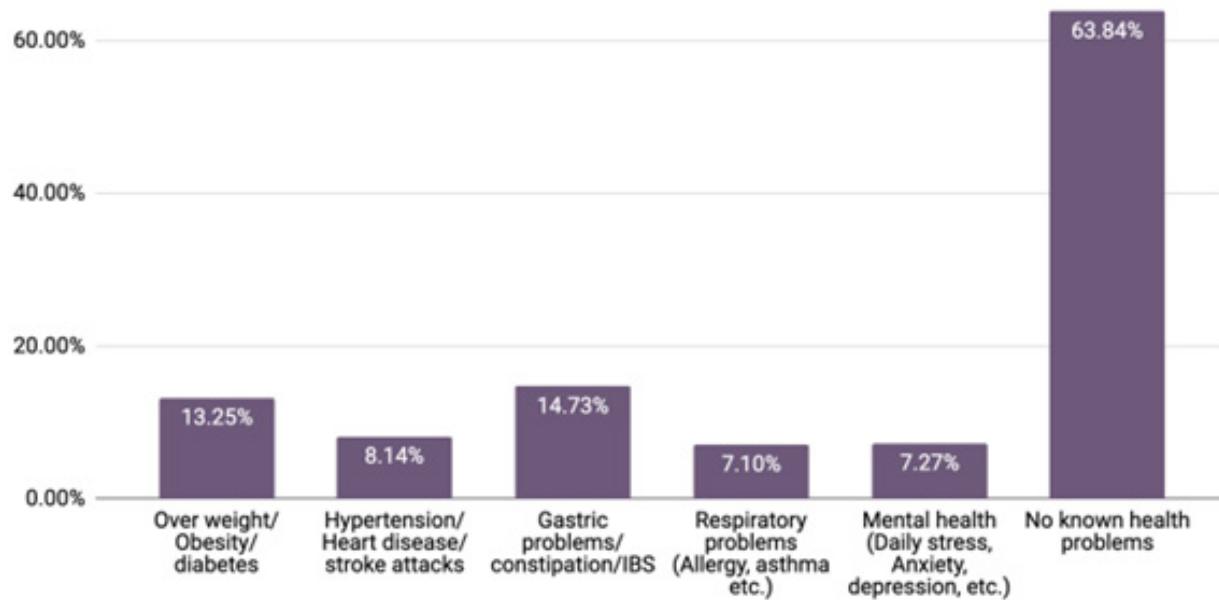
Figures 26: Zonal self-reported benefits of IDY



- **Zone examples:** Central Zone: motivation 38.1 %, awareness 31.4 %, health-awareness 27.1 %, no impact 34.4 %; East Zone: motivation 32.5 %, health-awareness 30.0 %, no impact 49.6 %.
- **Interpretation:** Midlife cohorts report stronger motivational and health-awareness gains; older cohorts have larger no-impact share, indicating need for age-specific follow-up (e.g., gentle programmes, peer groups). Regions show variable conversion from awareness to benefit.

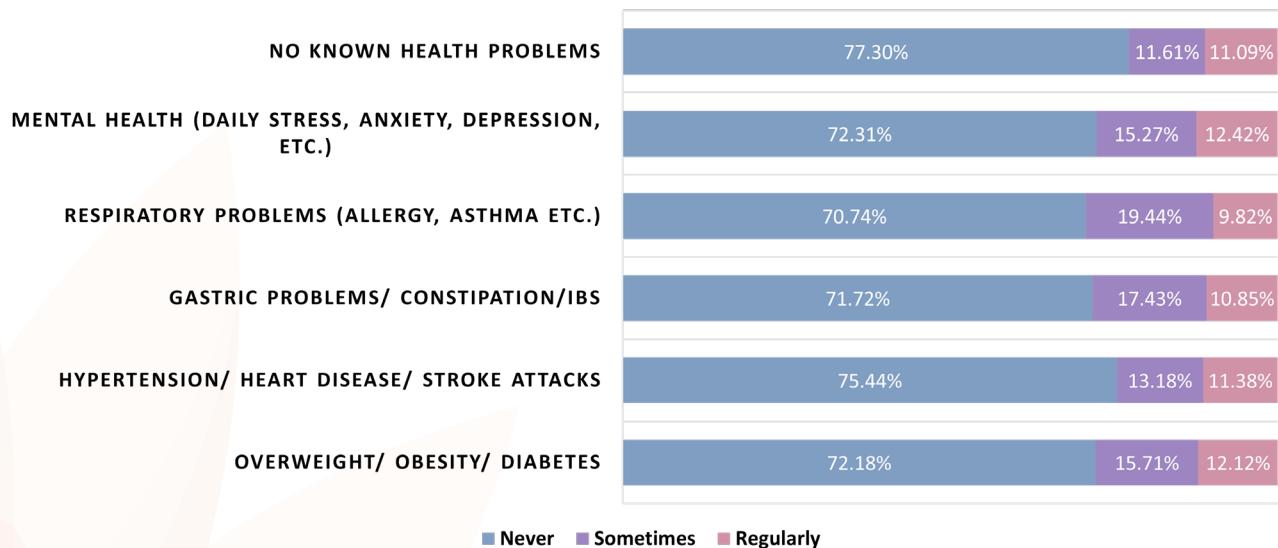
3.4.3 Health Conditions & Practice Uptake

Figures 27: Prevalent Health Conditions



- Prevalence of self-reported health conditions:** Overweight/Obesity/diabetes: 13.25 %; Hypertension/ Heart disease/stroke: 8.19 %; Gastric problems: 14.74 %; Respiratory problems: 7.12 %; Mental health issues: 7.28 %; No known health problems: 63.87 %.

Figures 28: Yoga practice among people with Prevalent Health Conditions



- Practice frequency among those with conditions:** Survey indicates slightly higher uptake among respondents with mental-health concerns (regular practice ~12.4 %), overweight/obesity (~12.1 % regular), hypertension (~11.4 % regular) compared to those without known conditions (~11.1 % regular)
- Implications:** Individuals with health challenges show openness to yoga as complementary therapy; integrate yoga modules into chronic disease management and mental-health programmes via AYUSH wellness centres and primary healthcare networks.

3.5 LIFESTYLE IMPROVEMENTS & PREVENTIVE HEALTH

Objective: Highlight broader lifestyle shifts linked to IDY-triggered engagement and alignment with preventive health strate.

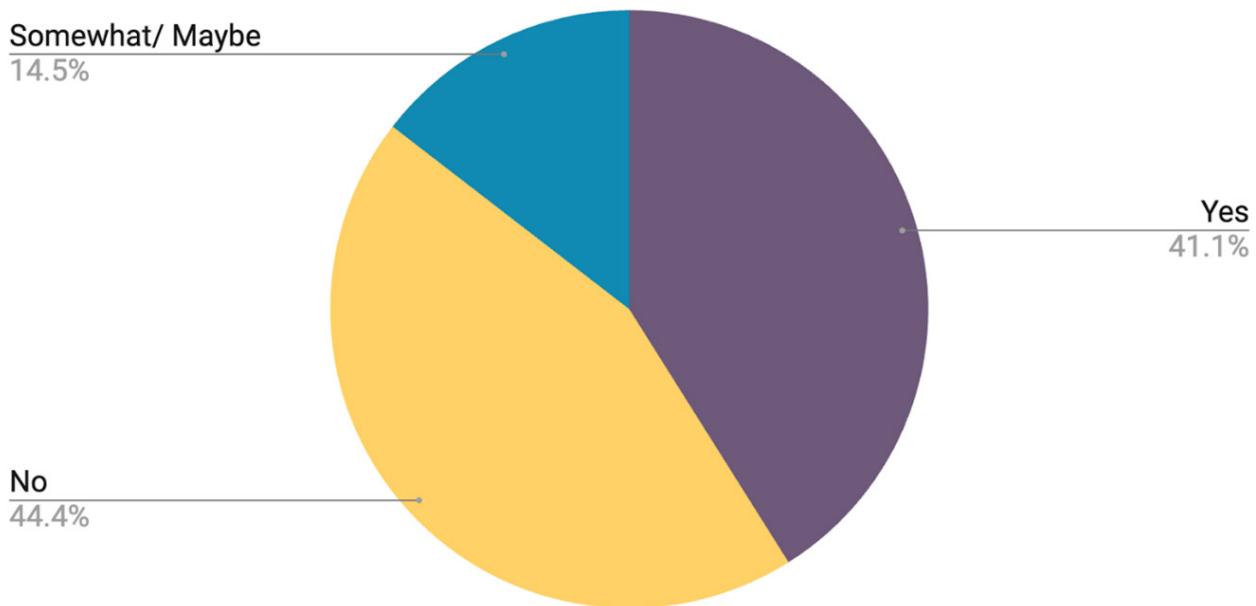
3.5.1 Adoption of Healthy Lifestyle Indicators

- **Self-reported improvements:** Motivated to begin Yoga practice 29.5%; Health-awareness 26.2 %; Fitness 24.6 %; Stress management 16.9 % .
- **Interpretation:** IDY serves as a catalyst prompting reflection on lifestyle; sustaining change requires structured interventions.
- **Implications:** Leverage AYUSH wellness centres and digital platforms to convert episodic motivation into sustained healthy behaviours; design targeted modules (diet counselling, stress management, physical activity integration).

3.5.2 Yoga as an Essential Part of Lifestyle Post-IDY Declaration

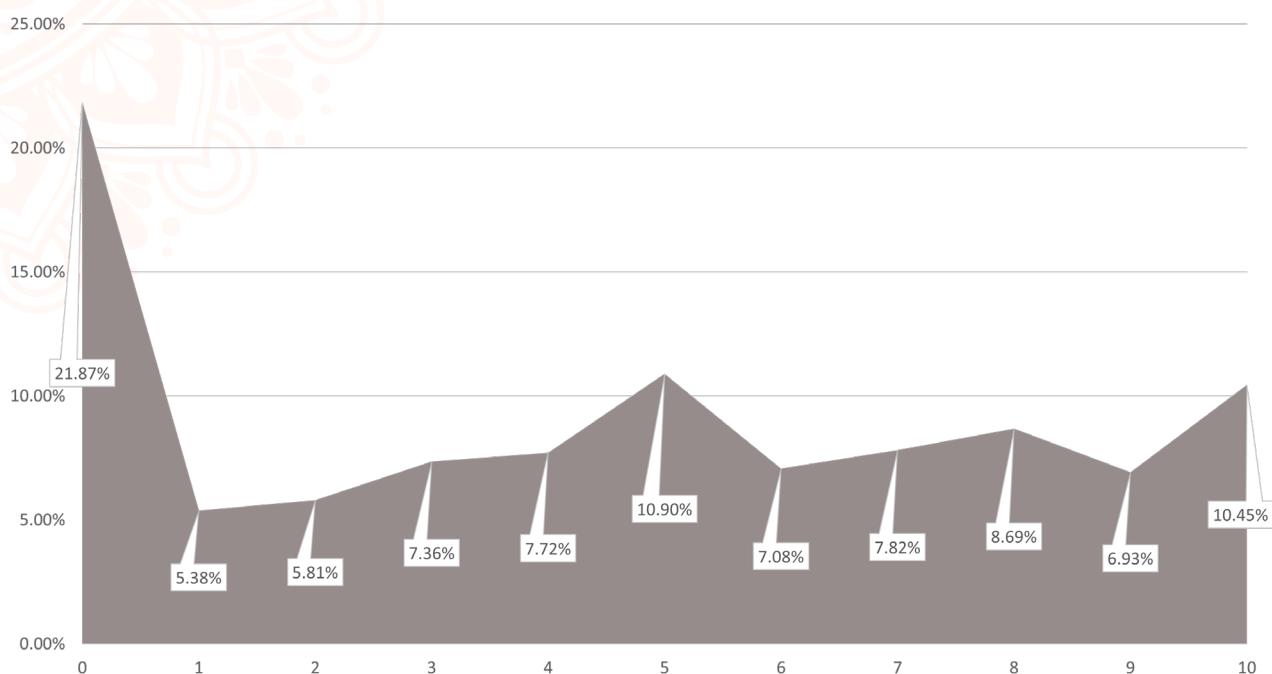
- **Overall integration since UN declaration:** 41.1% of respondents report that they have incorporated Yoga to certain extent in their lifestyle, while 44.4% have not integrated it and 14.5% remain ambivalent (“Somewhat/Maybe”).
 - **Implication:** Nearly half of the population requires follow-up strategies to embed Yoga as a habit. The ambivalent segment (~14.5%) represents an opportunity for targeted nudges (mobile-app reminders, micro-sessions, accountability circles) to move toward full integration, while the “not yet” group (~44.4%) would benefit from robust onboarding (community bootcamps, workplace challenges, visible role models).

Figures 29: Incorporation of Yoga in Lifestyle



3.5.3 Adoption of Healthy Lifestyle (0–10 Linear Scale)

Figures 30: Adoption of Healthy Lifestyle



- **Overall distribution:** The “adoption” question (0 = no impact, 10 = very much so) shows a polarized distribution: ~21.9% at 0 (no adoption), ~10.5% at 10 (strong adoption), with gradual rise through the mid-range peaking around the midpoint (10.9% at “5”), and consistent upticks beyond “6–8” toward “10”.
 - **Implication:** Over one-fifth of respondents feel IDY has not led to lifestyle changes, while roughly one-fifth report substantial positive impact (“8–10”). The mid-range cluster (~10–11% at “5”) indicates many perceive a moderate effect, representing a key segment for strengthening adoption.

3.5.4 Preventive Health Alignment

- **Positioning yoga in preventive health:** Survey responses show readiness among individuals (with/without conditions) to adopt yoga for prevention and management; aligns with Ayushman Bharat wellness centres mandate.
- **Institutional integration:** Utilize IDY momentum to refer participants to year-round preventive-health programmes (e.g., yoga sessions at wellness centres, integration into primary health centre services).
- **Implications:** Strengthen linkages between IDY campaigns and preventive-health infrastructure; embed yoga modules in wellness centres, NCD camps, school health check-ups.



IDY LOCATIONS – FINDINGS



4.1 INTRODUCTION

Since its inception in 2015, the International Day of Yoga (IDY) has been marked by large-scale, centrally organised celebrations held at iconic locations across India and, in recent years, internationally. These events have served not only as national focal points for mass participation but also as strategic tools to amplify India's cultural heritage, wellness agenda, and global soft power.

The first IDY celebration, led by the Hon'ble Prime Minister of India at Rajpath, New Delhi, set two Guinness World Records—one for the largest yoga session with 35,985 participants and another for the most nationalities (84) in a single yoga event. Celebrated in 170 countries including the USA, China, and Canada, the inaugural edition laid the foundation for a worldwide movement.

Subsequent IDY editions have been hosted across diverse locations:

Table 5: Previous IDY Locations

Year	Host City	State/Country
2015	New Delhi (Rajpath)	Delhi
2016	Chandigarh	Chandigarh
2017	Lucknow	Uttar Pradesh
2018	Dehradun	Uttarakhand
2019	Ranchi	Jharkhand
2022	Mysuru Palace	Karnataka
2023	Jabalpur / New York	Madhya Pradesh / USA
2024	Srinagar	Jammu & Kashmir

Each of these venues has served as a platform for public mobilisation, institutional convergence, and cultural symbolism. They demonstrate India's commitment to celebrating yoga as both a grassroots wellness movement and an instrument of global engagement.



4.2 PARTICIPATION AND AWARENESS AT IDY VENUES

4.2.1 Participation Rate

Figures 31: Participation rate in the IDy locations

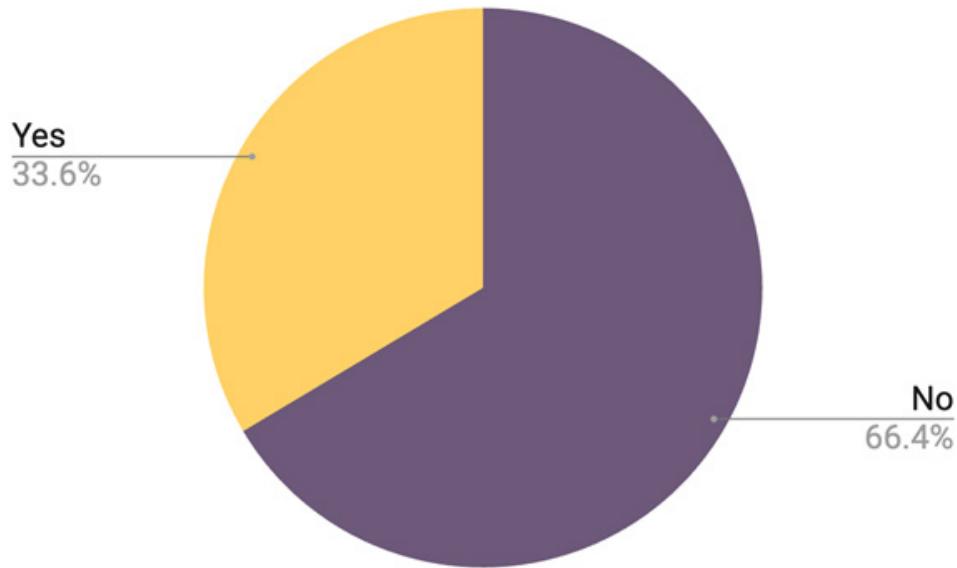


Table 6: Event Participation Rates

City	Participated in IDY (%)
Lucknow	36.00%
Jabalpur	33.78%

Nearly 1 in 3 residents in these locations reported attending at least one IDY event, indicating strong on-ground mobilisation at flagship sites.

4.2.2 CYP Awareness

Figures 32: Common Yoga Protocol awareness in IDY Locations

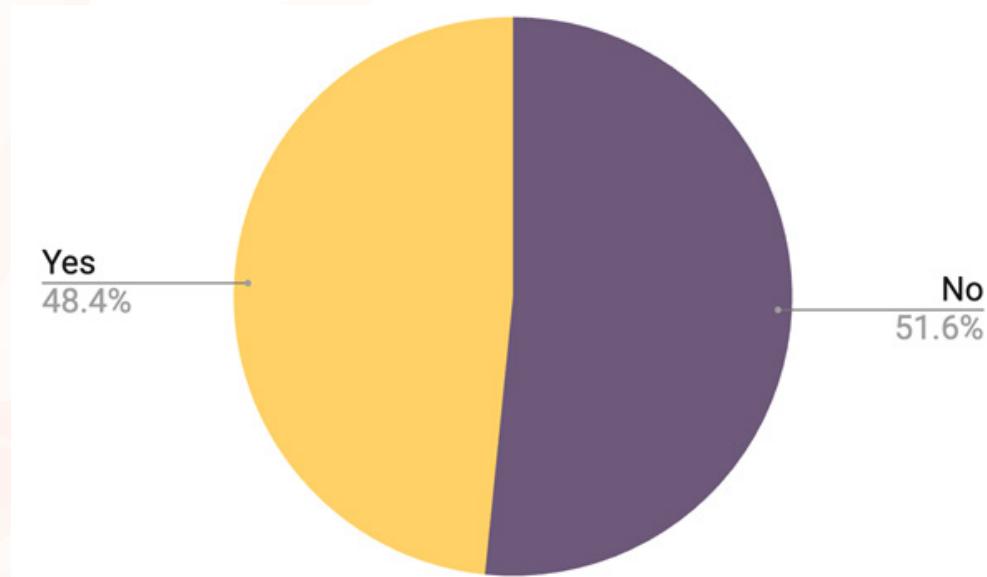


Table 7: CYP Awareness Levels

City	Aware of Common Yoga Protocol (%)	Not Aware (%)
Lucknow	54.46%	45.54%

Awareness of the Common Yoga Protocol (CYP) was significantly higher in Lucknow, possibly due to better media and institutional outreach.

4.3 IMPACT ON YOGA PRACTICE AND LIFESTYLE

4.3.1 Frequency of Yoga Practice

Figures 33: Frequency of Yoga Practice in IDY Locations

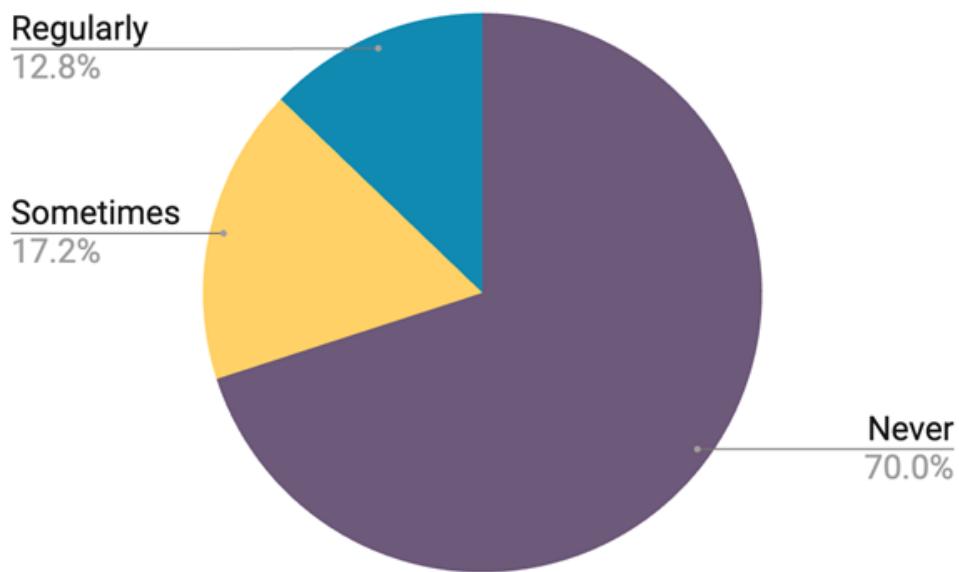


Table 8: Frequency of Yoga Practice

City	Regularly (%)	Sometimes (%)	Never (%)
Lucknow	11.23%	18.77%	70.00%

While daily yoga practice remains modest, event-linked engagement (“sometimes” practicing) is higher in Lucknow—suggesting post-event interest spikes.



4.3.2 Self-Reported Benefits

Figures 34: Self reported Benefits by respondents near IDY Locations

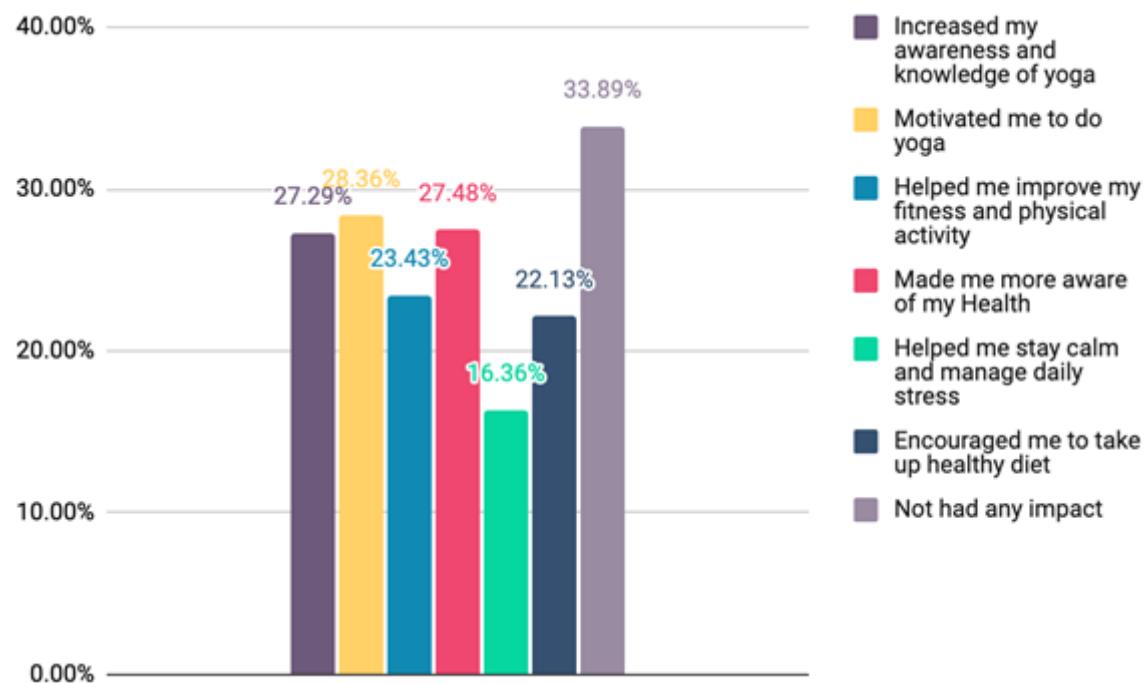


Table 9: Overall Self-Reported Benefits

Benefit	% of Respondents Reporting
Increased awareness and knowledge of yoga	27.29%
Motivated to do yoga	28.36%
Helped improve fitness and physical activity	23.43%
Made more aware of health	27.48%
Helped manage stress/calmness	16.36%
Encouraged adoption of healthy diet	22.13%
No noticeable impact	33.89%

More than 1 in 4 respondents acknowledged health or lifestyle gains, while 1 in 3 felt no impact—indicating scope for deeper behavioural reinforcement.

4.3.3 Yoga as an Essential Part of Lifestyle Post-IDY Declaration

Figures 35: Incorporation of Yoga in Lifestyle at IDY Locations

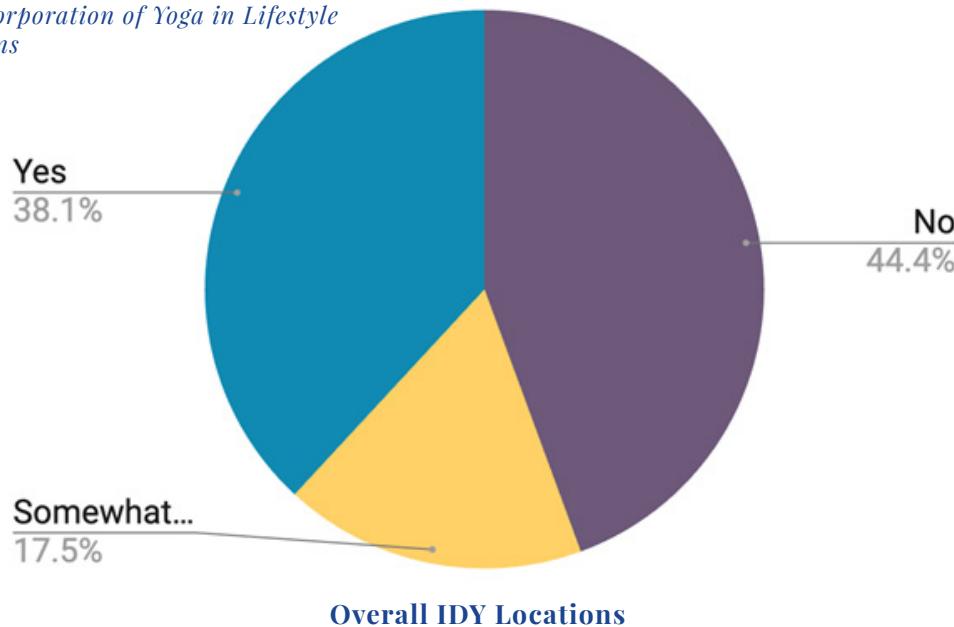


Table 10: Lifestyle Integration of Yoga Post-IDY

City	Yes (%)	Somewhat/Maybe (%)	No (%)
Lucknow	43.69%	21.54%	34.77%
Jabalpur	32.44%	5.78%	61.78%
Ranchi	42.38%	26.04%	31.58%

Lucknow and Ranchi exhibit higher success in integrating yoga into daily life, whereas Jabalpur reflects higher disengagement—pointing to variability in local follow-up efforts.

4.4 ADOPTION OF HEALTHY LIFESTYLE (0-10 LINEAR SCALE)

Figures 36: Adoption of healthy lifestyle at IDY Locations

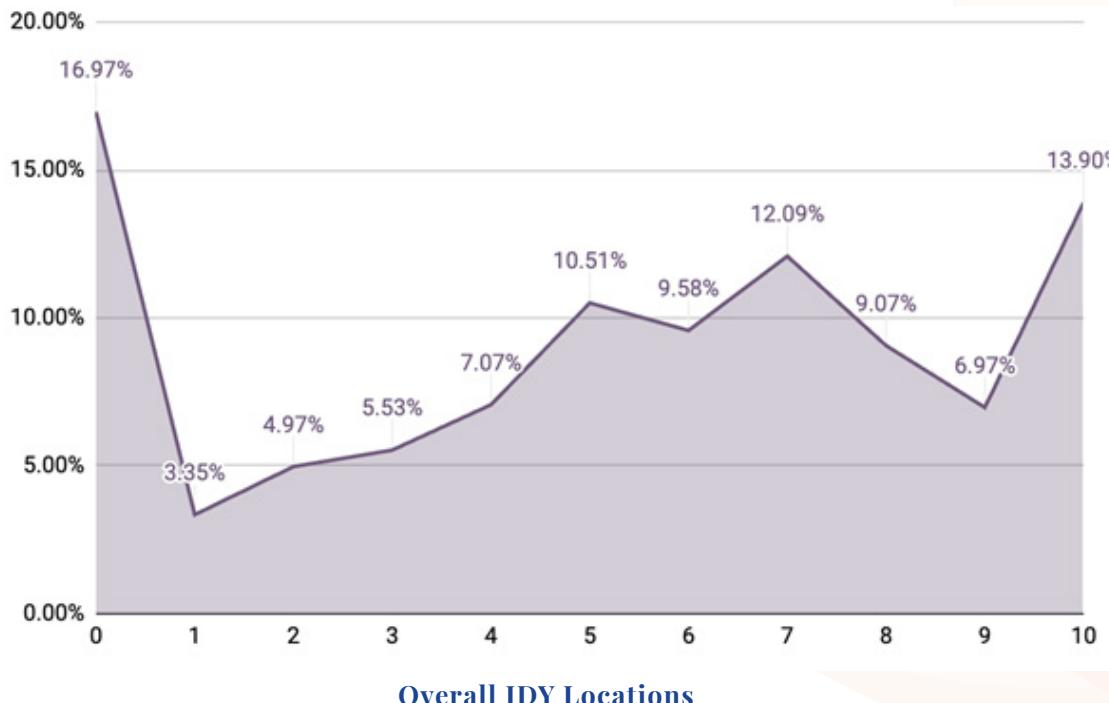


Table 11: Respondents were asked to rate lifestyle changes since IDY on a 0–10 self-assessment scale

0	1	2	3	4	5	6	7	8	9	10
16.97%	3.35%	4.97%	5.53%	7.07%	10.51%	9.58%	12.09%	9.07%	6.97%	13.90%

A large segment (17%) reported no lifestyle change, while another ~14% gave themselves a perfect 10—suggesting polarisation in outcomes.

Table 12: Adoption of healthy lifestyle at IDY Locations

	0	1	2	3	4	5	6	7	8	9	10
Lucknow	9.85%	4.46%	6.77%	7.38%	9.23%	12.46%	10.62%	12.92%	8.62%	7.69%	10.00%
Ranchi	5.26%	2.49%	4.99%	4.71%	7.20%	12.19%	10.25%	25.76%	16.07%	6.37%	4.71%

Ranchi shows a larger middle-band adoption, suggesting more modest, sustained lifestyle changes, while Lucknow shows higher high-end optimism.

Overall higher awareness and participation in locations where main IDY events were held under the leadership of our honourable Prime minister.



SECTORAL INSIGHTS –

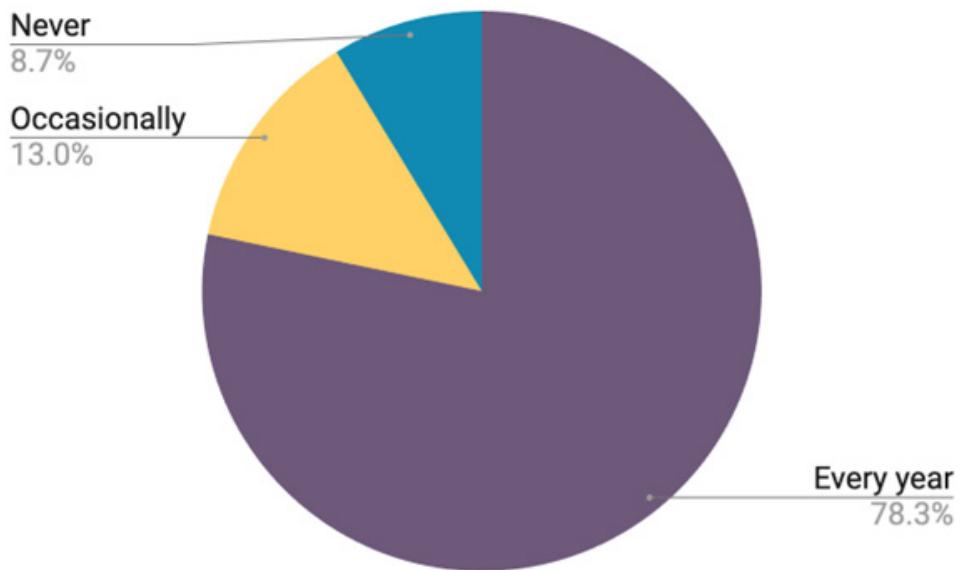
Yoga Institutes, Yoga Influencers and Tour Operators

5.1 YOGA INSTITUTION

This section presents key findings from a dedicated survey of registered yoga institutions ($n = 150$) across India. These institutes—ranging from grassroots training centres to established academies—play a vital role in advancing the objectives of the International Day of Yoga (IDY) through direct service delivery, capacity building, and advocacy. The survey was conducted to understand how IDY has shaped institutional practices, enrolment, revenue, and perceived benefits.

5.1.1 IDY Event Engagement

Figures 37: IDY Event hosting by Yoga institutes

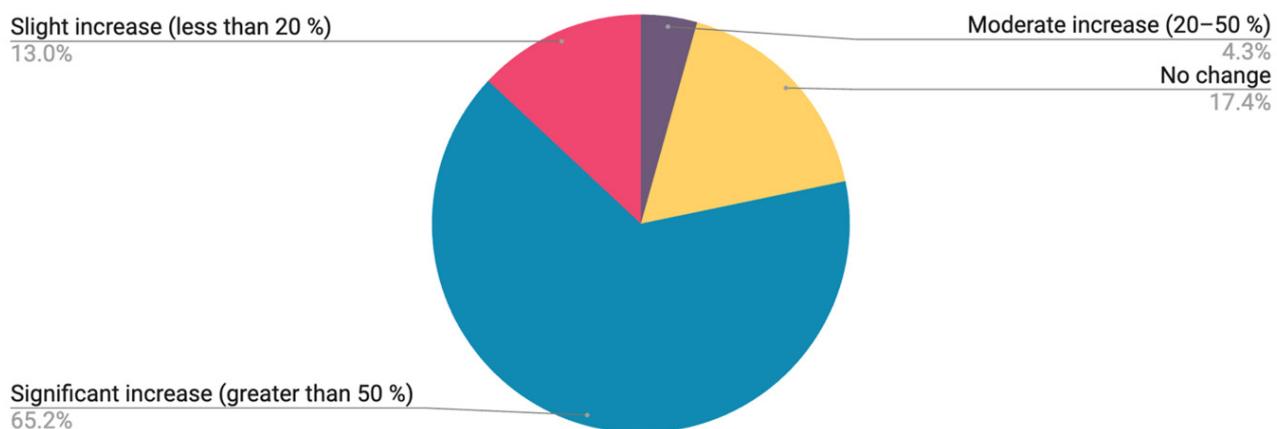


- 78.3% of surveyed institutes host an IDY event every year.
- 13% conduct IDY programmes occasionally, depending on local partnerships or funding.
- 8.7% reported not hosting IDY activities, often due to resource constraints or low visibility in their locality.

This reflects strong alignment between institutional activity and IDY objectives, with over 9 in 10 institutes having hosted at least one IDY-linked event since 2015.

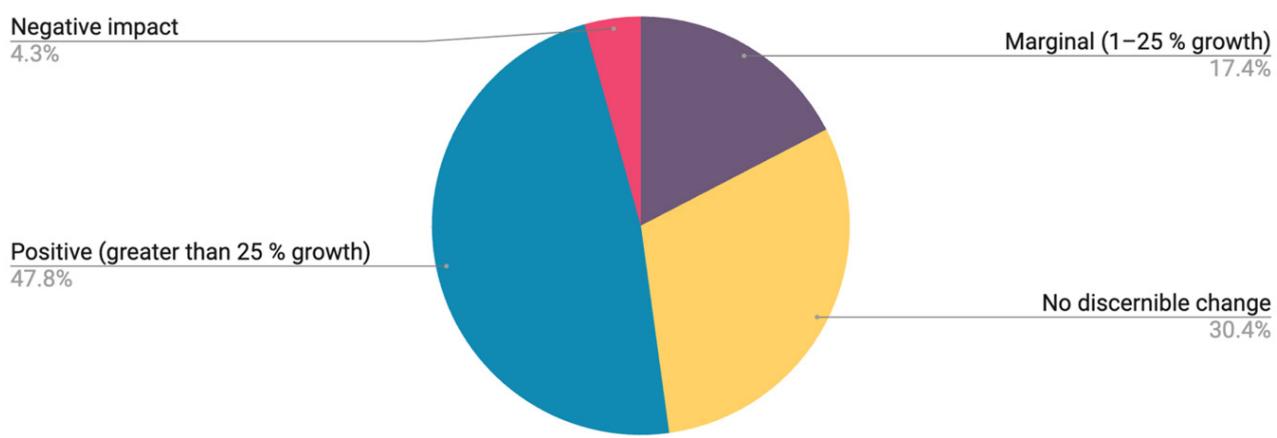
5.1.2 Enrolment & Revenue Impact

Figures 38: Impact of IDY on Enrolment



- Enrolment uplift:** 65.2 % of institutes saw significant increase (more than 50%) in student numbers attributed to IDY; 4.3 % experienced moderate growth (20 – 50%) since 2015.

Figures 39: Impact of IDY on Revenue



In terms of financial outcomes:

- 65.2% of institutes reported a positive revenue impact;
- 47.8% experienced revenue growth exceeding 25%;
- 17.4% reported revenue growth between 1–25%.

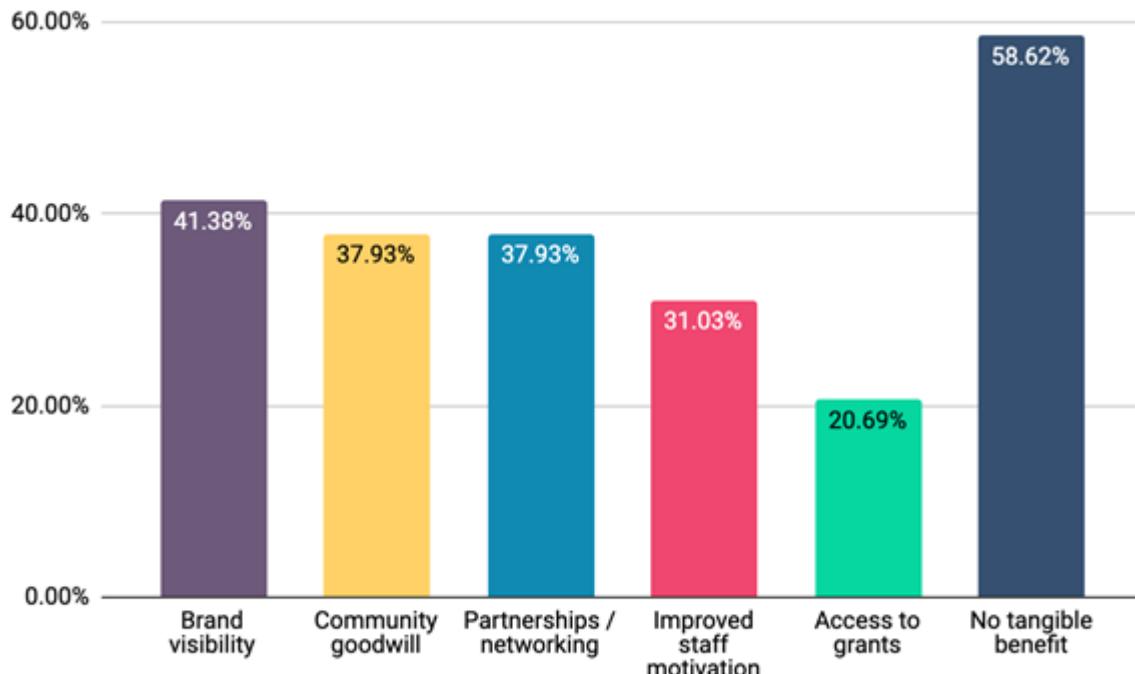
These trends suggest that IDY has not only driven public interest but also strengthened institutional sustainability, especially for those operating in metropolitan and tourism-linked areas.



5.1.3 Strategic Value

Perceived Benefits

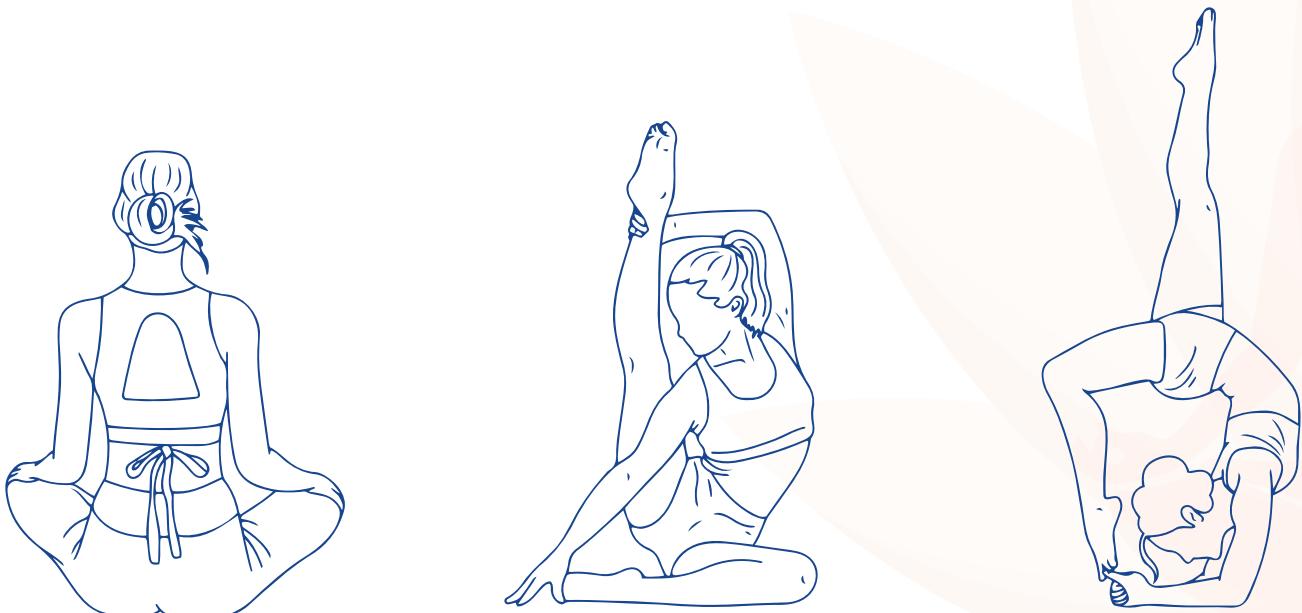
Figures 40: Perceived benefits of IDY events



Institutes identified multiple advantages stemming from their IDY participation:

Table 13: Perceived benefits of IDY events

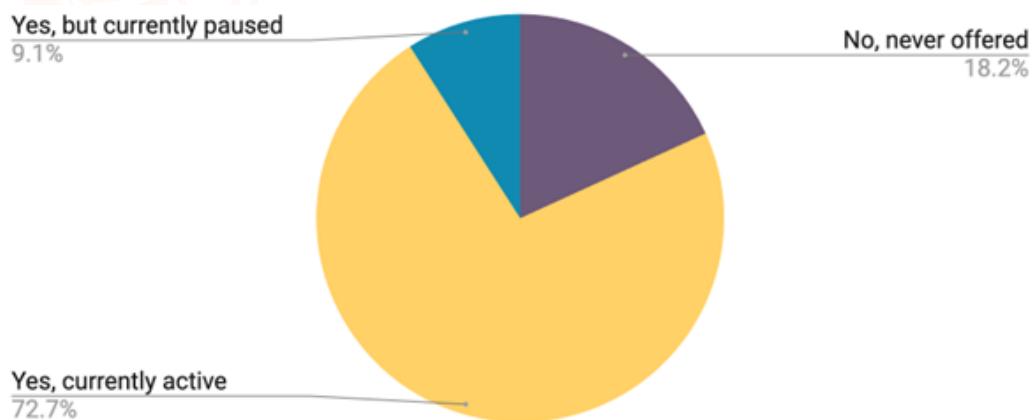
Benefit Area	% of Respondents
Enhanced brand visibility	41.38%
Community goodwill	37.93%
New partnerships/networking	37.93%
Improved staff motivation	31.03%



5.2 YOGA TOUR OPERATOR

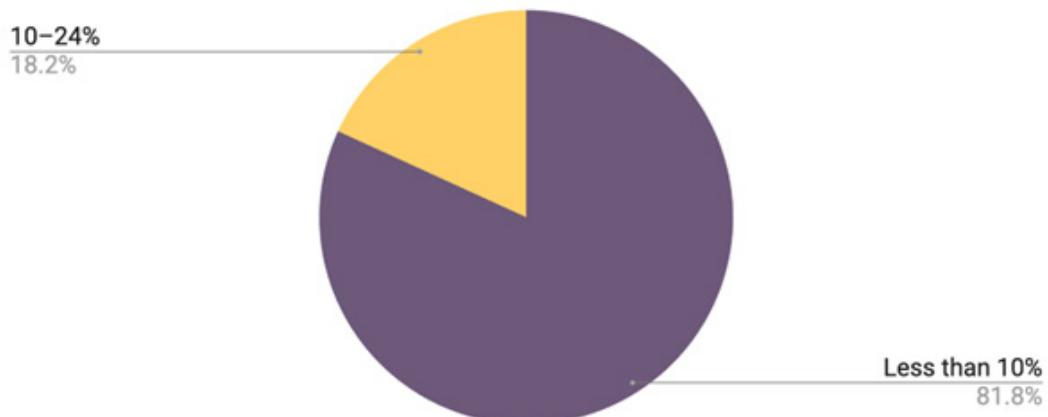
5.2.1 Service Offering & Scale

Figures 41: Yoga tour offerings



- **Current yoga-tour activity**
 - 72.7 % Yes, actively offering
 - 9.1 % Yes, but currently paused
 - 18.2 % No, never offered

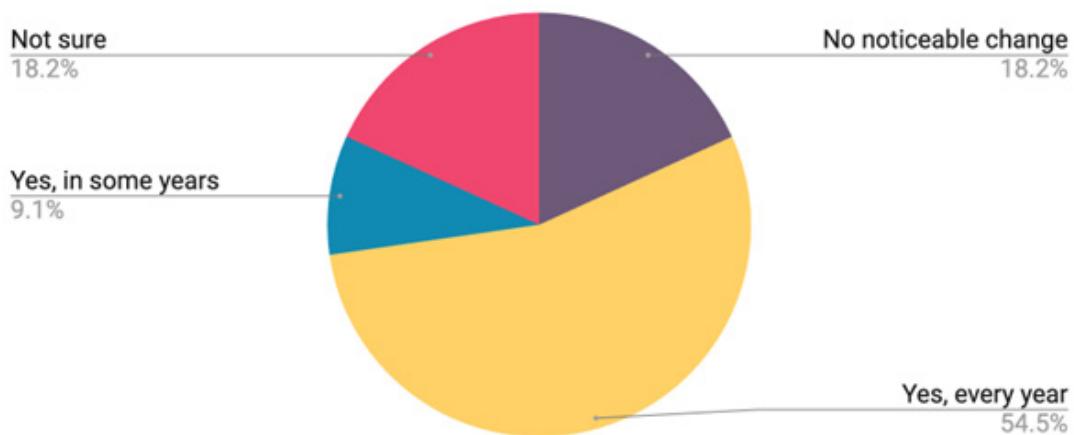
Figures 42: Revenue from Yoga Tours



- **Revenue reliance (from operators who offer Yoga packages)**
 - < 10 %: 81.8 %
 - 10-24 %: 18.2 %

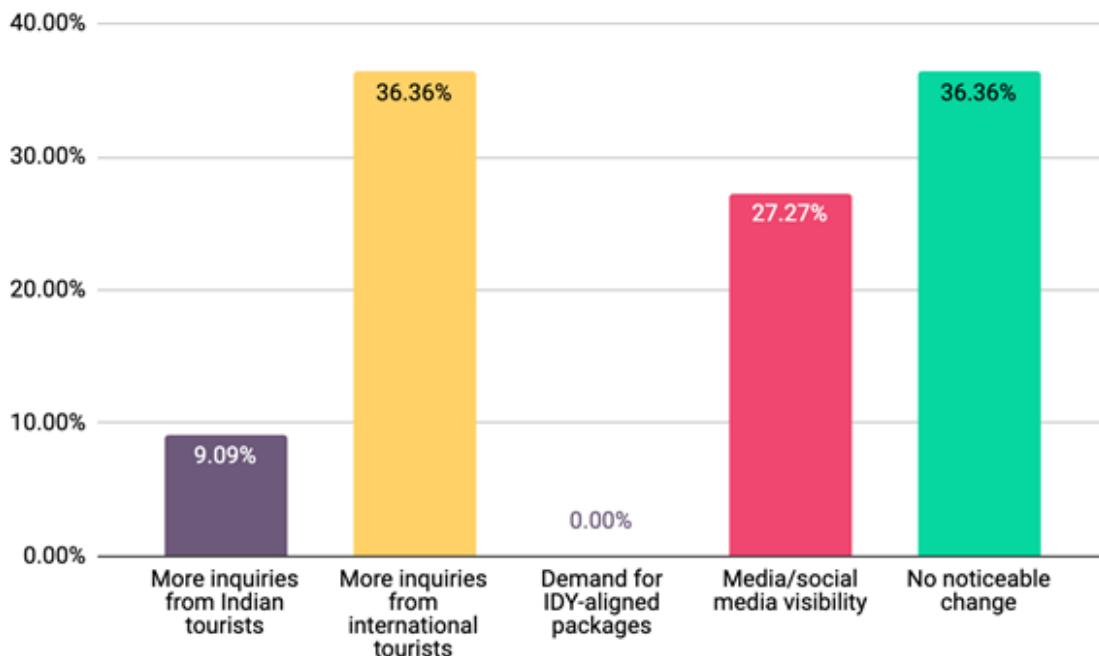
5.2.2 IDY-Driven Demand

Figures 43: Demand around IDY



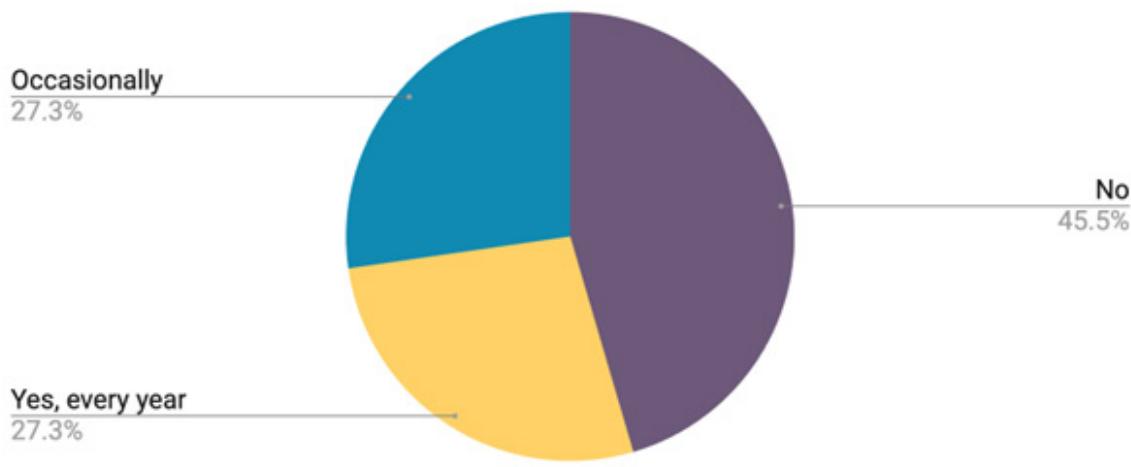
- **Seasonal uplift (Increased interest in yoga tourism around IDY – June 21):**
 - Yes, every year: 54.5 %
 - Yes, in some years: 9.1 %

Figures 44: Changes in Demand around IDY



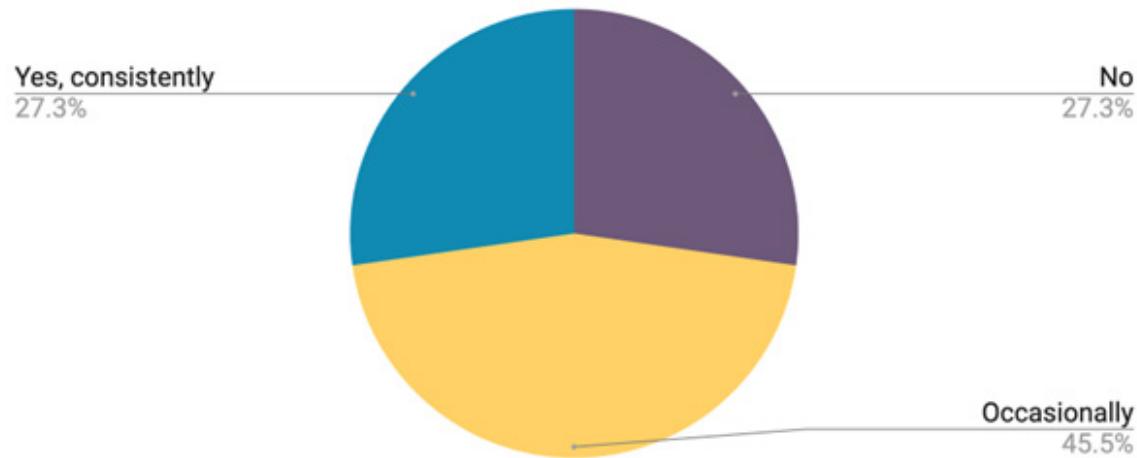
- **Observed changes (Select all that apply):**
 - More inquiries from Indian tourists;
 - More inquiries from international tourists;
 - Demand for IDY-aligned packages;
 - Greater media/social-media visibility.

Figures 45: Special promotions around IDY



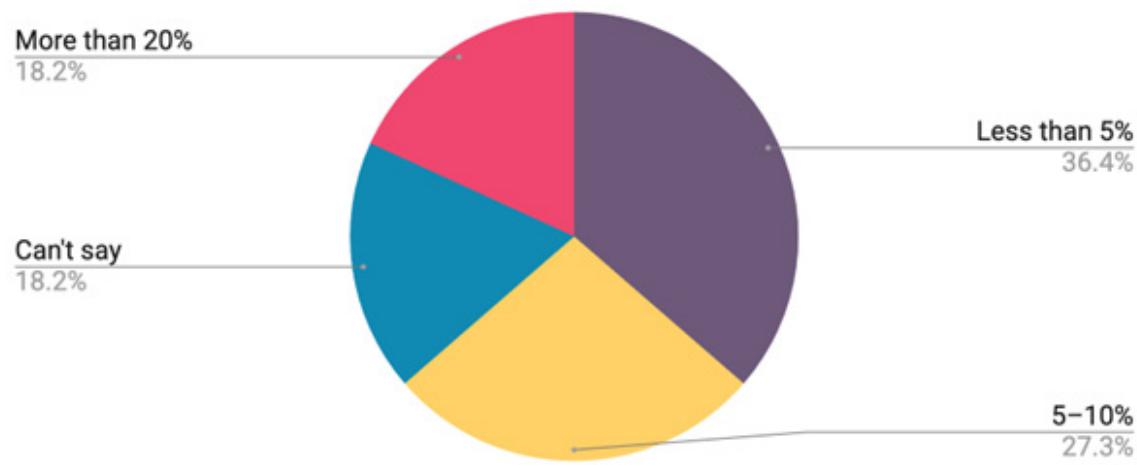
- **Special promotions**
 - Yes, every year: 27.3 %
 - Occasionally: 27.3 %

Figures 46: Bookings surge around IDY



- **Bookings surge** (Bookings or inquiries higher during IDY period?): Yes, consistently: 27.3 %; Occasionally: 45.5 %;

Figures 47: Business Growth around IDY



- **Business growth** (Approximate growth due to IDY awareness in last 5 years):
 - < 5 %: 36.4 %
 - 5–10 %: 27.3 %
 - > 20 %: 18.2 %



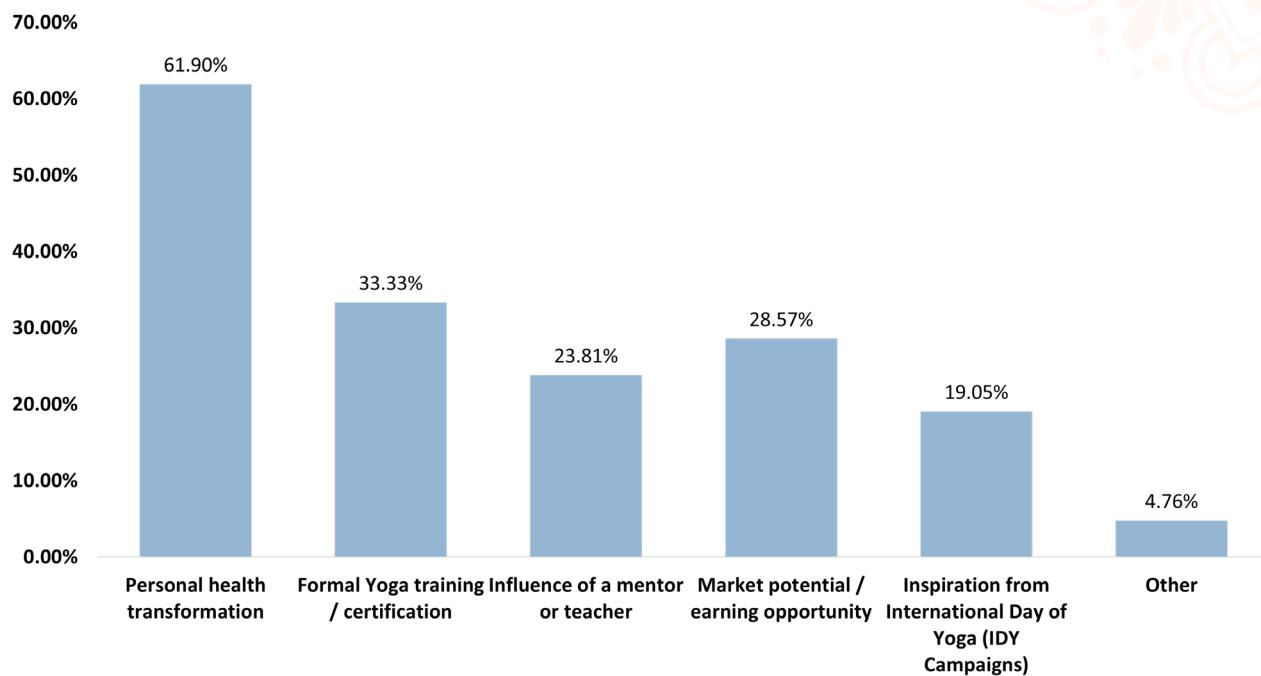
5.3 YOGA INFLUENCERS PERSPECTIVES

This section distils key insights from the Social-Media Influencers survey (n=100)

5.3.1 Content Strategy

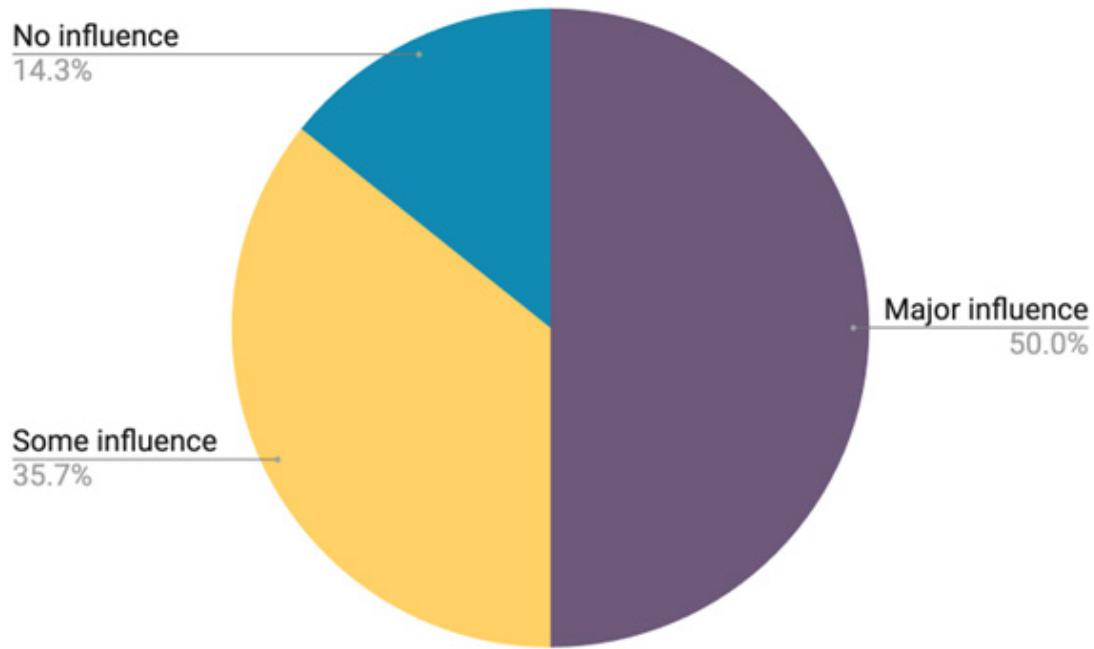
- Influenced decision to create yoga content

Figures 48: Inspiration for starting Yoga content



- 19 % cite Inspiration from IDY campaigns as a factor in starting yoga content.

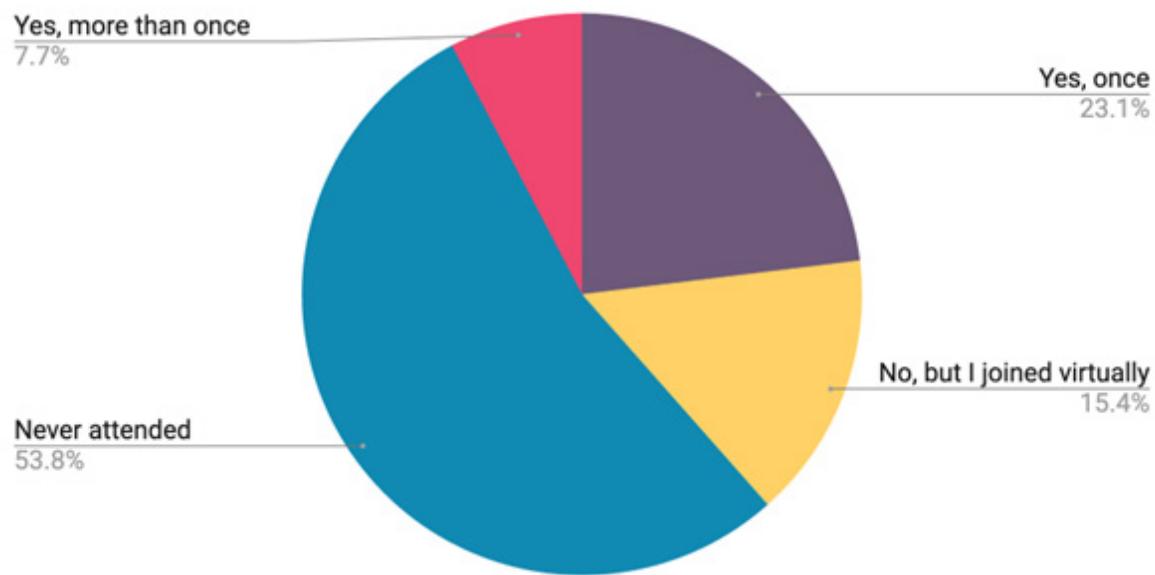
Figures 49: Influence of IDY on content



- 50 % report IDY as a Major influence; 35.7 % Some influence; 14.3 % No influence.

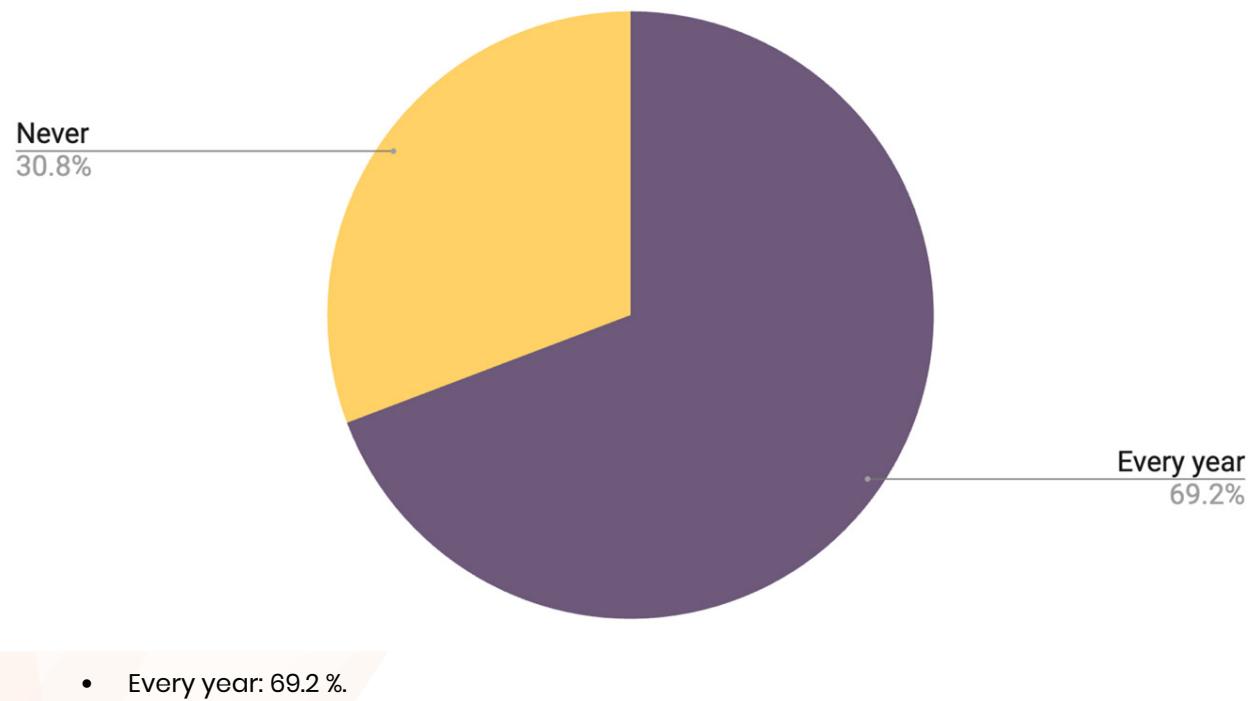
5.3.2 Event Participation & Content Production

Figures 50: Participation in IDY event



- **Attendance at official IDY events**
 - Yes, more than once: 7.7 %; Yes, once: 23.1 %; Virtual only: 15.4 %.
- **IDY content production frequency**

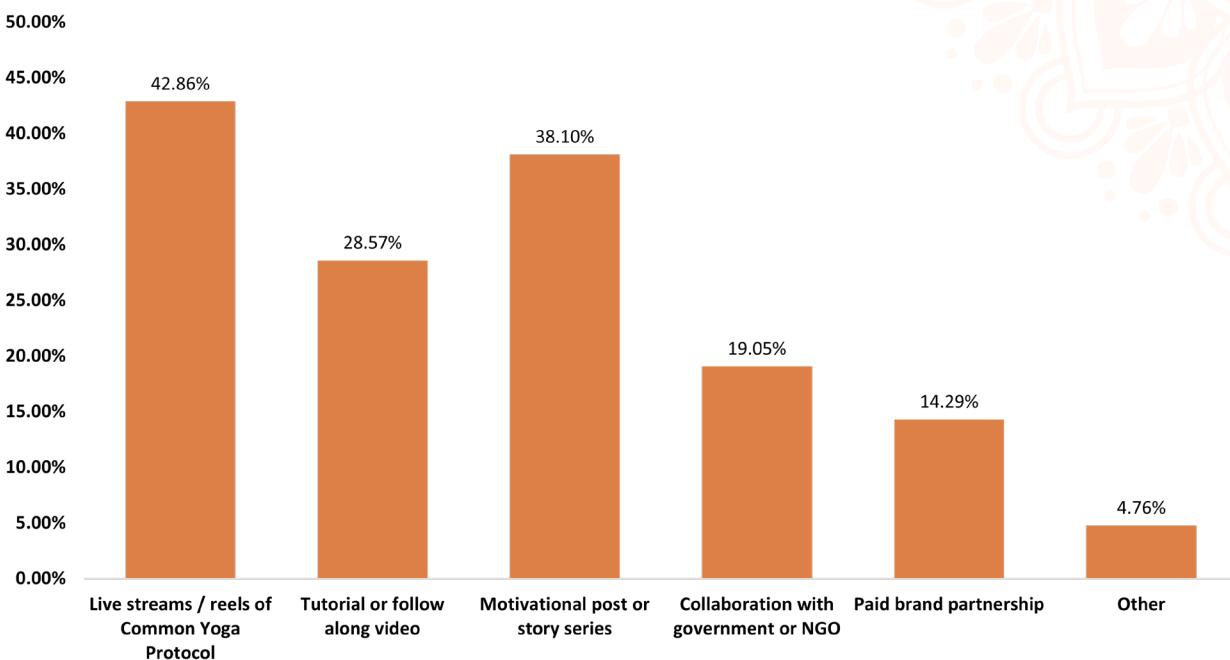
Figures 51: Produced or promoted content for IDY on channel



5.3.3 Campaign Reach & Engagement

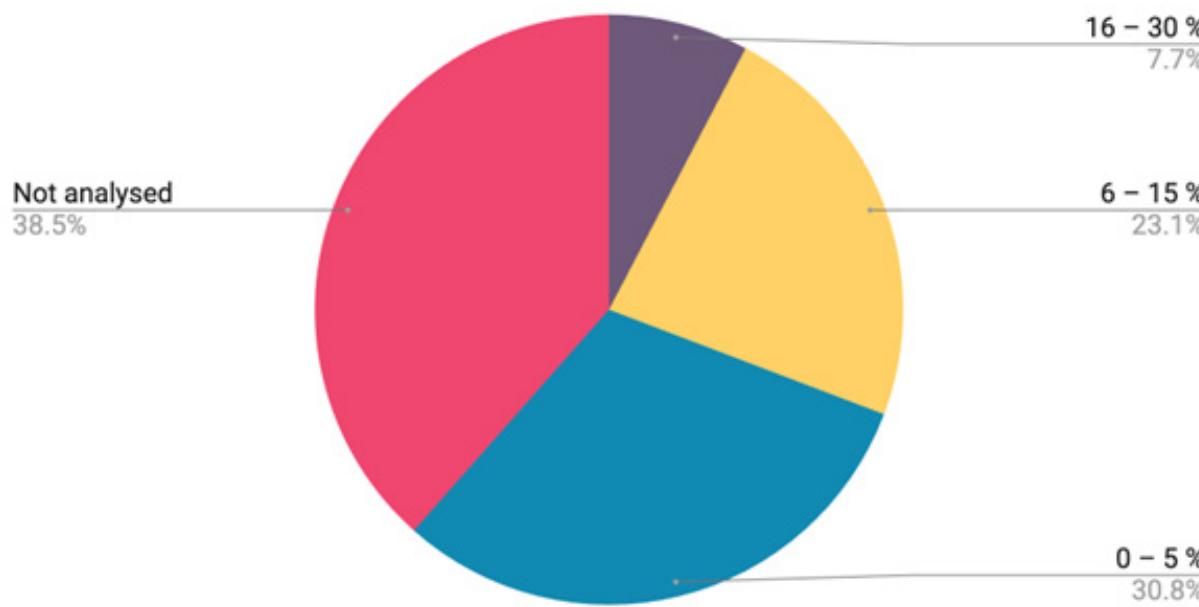
- Formats used in most recent IDY campaign (select all that apply)

Figures 52: Primary formats used



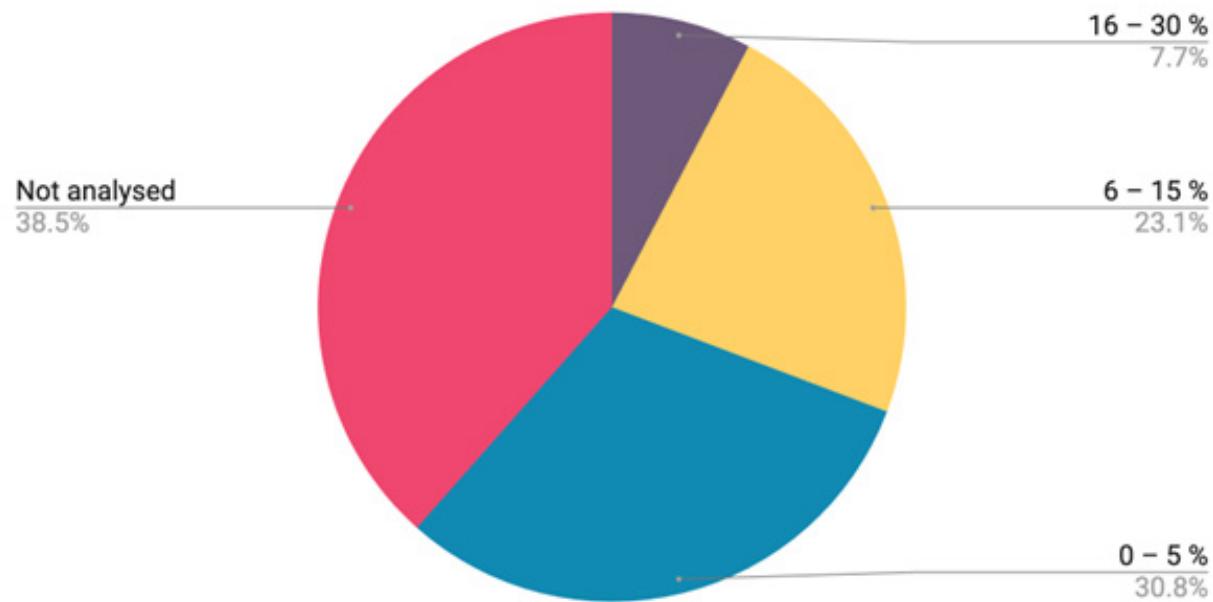
- Live streams/Reels of CYP: 42.86 %
- Tutorials/follow-alongs: 28.57 %
- Motivational posts/story series: 38.10 %
- Collaborations (govt/NGO or paid): 19.05 %

Figures 53: Probable follower growth from IDY 2024 content



- Follower growth from 2024 IDY campaign
 - 0-5 %: 30.8 %; 6-15 %: 23.1 %; 16-30 %: 7.7 %

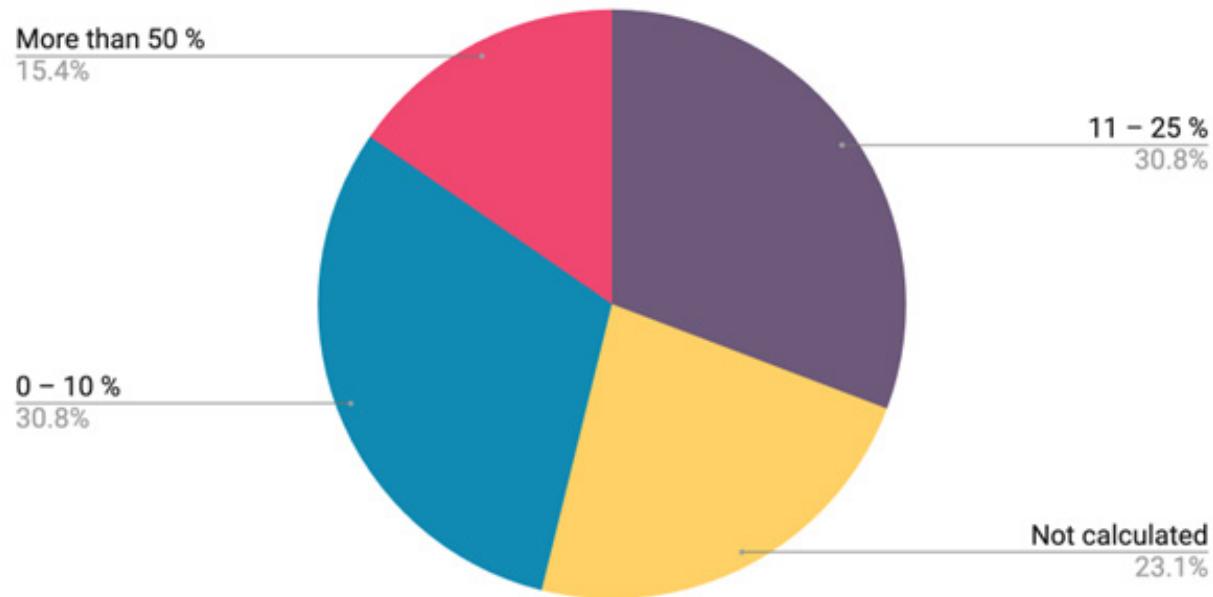
Figures 54: Comments indicating increase in awareness due to content



- **Comments indicating raised awareness**
 - 0–5 % of comments: 30.8 %; 6–15 %: 23.1 %; 16–30 %: 7.7 %

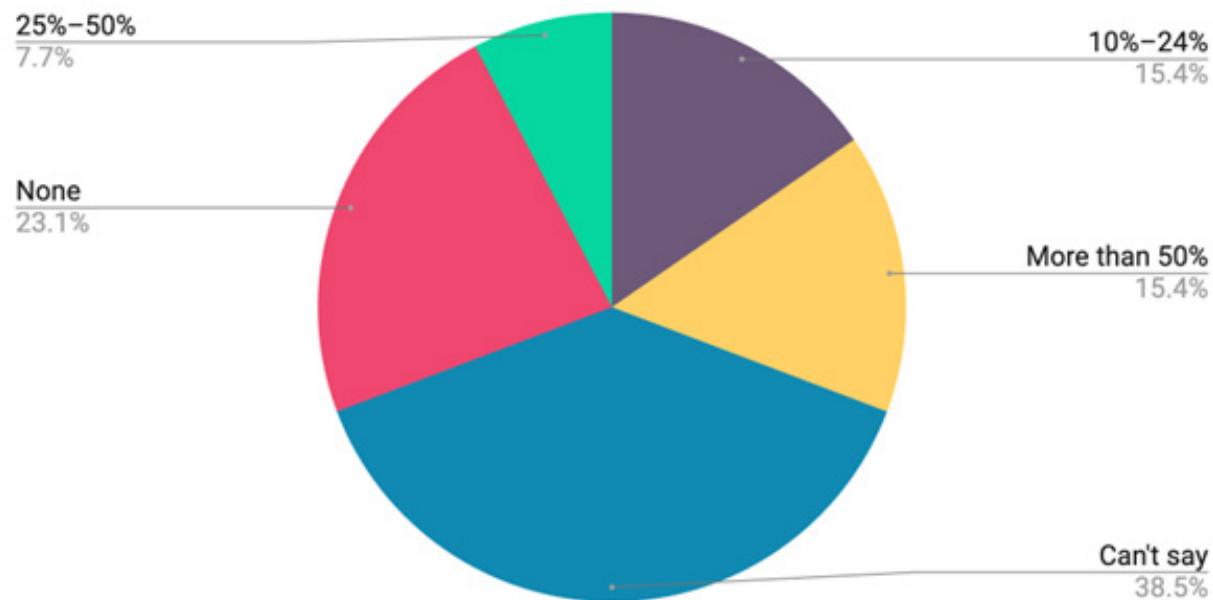
5.3.4 Monetization & Income Impact

Figures 55: Approximate share of income from Yoga content



- **Share of income from yoga content**
 - 0–10 %: 30.8 %; 11–25 %: 30.8 %; > 50 %: 15.4 %

Figures 56: Increase in income due to last year's IDY campaign



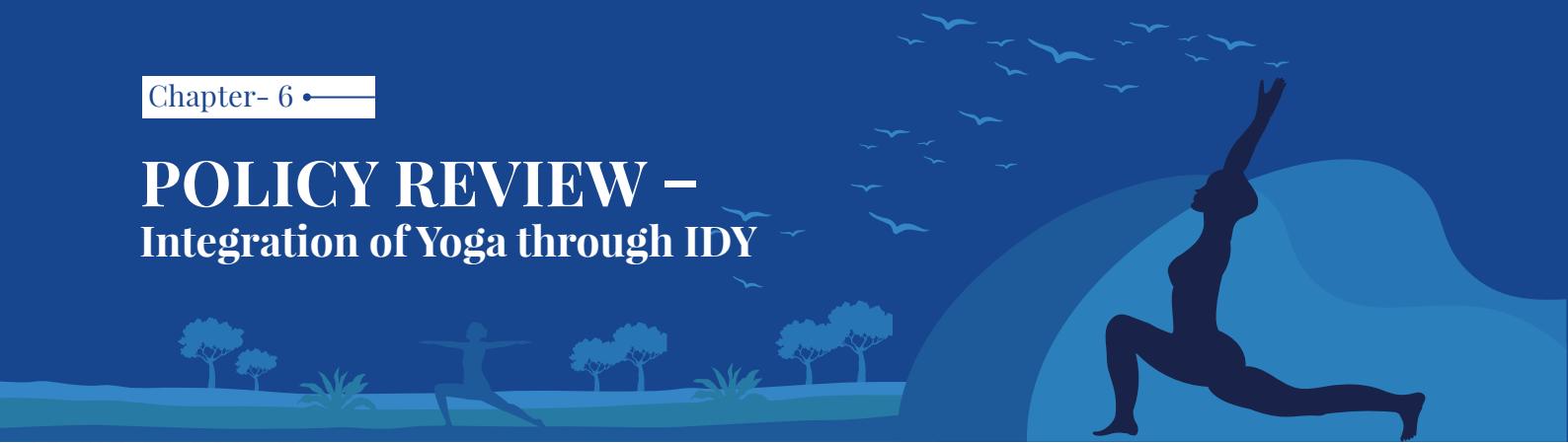
- **Income increase due to IDY campaigns**

- Yes, significantly (over 50 %): 15.4 %; moderately (25–50 %): 7.7 %; slightly (10–24 %): 15.4 %;



POLICY REVIEW –

Integration of Yoga through IDY



The International Day of Yoga (IDY), proclaimed by the United Nations in December 2014, has emerged as a pivotal instrument in India's public policy, evolving from a symbolic celebration into a driver of coordinated action across public health, education, youth engagement, urban planning, digital outreach, and global diplomacy. Over the past decade, IDY's high-impact campaigns and structured institutional partnerships have enabled the integration of yoga into healthcare initiatives¹, educational curricula², urban infrastructure, digital platforms for mass engagement, and as a tool for international cultural diplomacy³.

6.1 POLICY INSTITUTIONALISATION AND PROGRAM INTEGRATION



Public Health: The Common Yoga Protocol (CYP) has been institutionalized as a core component of non-communicable disease (NCD) prevention services and is routinely offered at Ayushman Bharat Health & Wellness Centres (HWCS), enhancing holistic healthcare delivery⁴.



Education: Yoga has been formally integrated into school curricula under the National Education Policy (NEP) 2020 through State Councils of Educational Research and Training (SCERTs) and the Central Board of Secondary Education (CBSE), supported by tailored teaching modules to promote wellness among students⁵.



Youth Engagement: Structured yoga sessions are embedded annually in the calendars of key youth organizations such as the National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS), and the National Cadet Corps (NCC), fostering youth participation and health awareness⁶.



Urban Planning: Wellness parks and designated yoga zones, often inaugurated on International Day of Yoga (IDY), are incorporated into urban development schemes like the Smart Cities Mission and Atal Mission for Rejuvenation and Urban Transformation (AMRUT), promoting community well-being⁷.



Diplomacy: IDY celebrations have been held in over 190 countries through Indian diplomatic missions, significantly strengthening India's cultural diplomacy and soft-power outreach worldwide⁸.

6.2 KEY MINISTERIAL COORDINATION AND CAMPAIGN EXECUTION

A structured inter-ministerial mechanism underpins IDY implementation:

Ministry	Program Role^{9 10 11}
M/o External Affairs/Indian Council for Cultural Relations	<ul style="list-style-type: none"> International Coordination: Coordinating with foreign governments and institutions for IDY 2025 observation globally, including CYP training and event coordination by Indian Missions. Engaging Foreign Missions in India: Collaborating with embassies/high commissions to support their IDY efforts, including trainer deputation for CYP training. UN and Multilateral Coordination: Working with UN bodies (Yoga Highlights at UNESCO wall), including WHO, and where India is a member to achieve IDY goals. Support for Signature Activities: Actively contributing to "Yoga Bandhan or the Bond of Yoga", "Yoga Connect", and "Yoga Unplugged". Global Media Campaigns: Conducting media campaigns abroad, highlighting Yoga's health, wellness, and cultural aspects. Facilitation for celebration in Countries having Ayush Chair, ICD 11 member countries, Countries/Institutions where Ministry of Ayush has MoU
D/o Health & Family Welfare	<ul style="list-style-type: none"> Healthcare Network Mobilisation: Leveraging the healthcare network from medical hospitals and colleges to AAMs to raise awareness about Yoga's health benefits. Personnel Participation: Encouraging healthcare personnel (including ASHA/ANM) and their families to participate in IDY 2025 activities. Employee and Family Participation: Encouraging employee and family participation in IDY and making it part of their daily routine. Support for Signature Activities: Supporting "Yoga Prabhava" and "Samyogam".
Ministry of Railways	<ul style="list-style-type: none"> Awareness Promotion through Railway Network: Using the railway network for IDY promotion through hoardings and videos at stations. Employee and Family Participation: Encouraging employee and family participation in IDY and making it part of their daily routine. Institutional Participation: Roping in educational and technical institutions affiliated with the Ministry for IDY participation. Launch - Yoga dedicated Train for International Day of Yoga (IDY). Announcement for IDY at waiting areas.
M/o Information & Broadcasting	<ul style="list-style-type: none"> Media Channel Utilisation: Utilising print, electronic, and online media channels for disseminating information about IDY 2025 activities. Local Media Engagement: Engaging local communities through AIR, Community Radio and DD programs, chat shows, and interactions with local celebrities on Yoga and IDY. Media Professional Workshop: Organising competition, workshops/seminars for RJs and other media professionals on IDY and CYP. Telecast Support: Providing telecast support for the main IDY event and signature events through Doordarshan channels. Organize Antarrashtriya Yoga Diwas Media Samman for spreading the message of yoga.
Department of Higher Education/ School Education & Literacy	<ul style="list-style-type: none"> Educational Institution Mobilisation: Mobilising educational institutions to promote Yoga awareness and IDY participation. Student Volunteering: Encouraging student volunteering in IDY activities, including CYP training, through NCC and NSS. Organising competition, workshops/seminars for students/employees on Yoga. Launch Yoga clubs in Universities/Schools. Support for Signature Activities: Supporting "Yoga Unplugged", "Yoga Maha Kumbh", and "Yoga Prabhava".

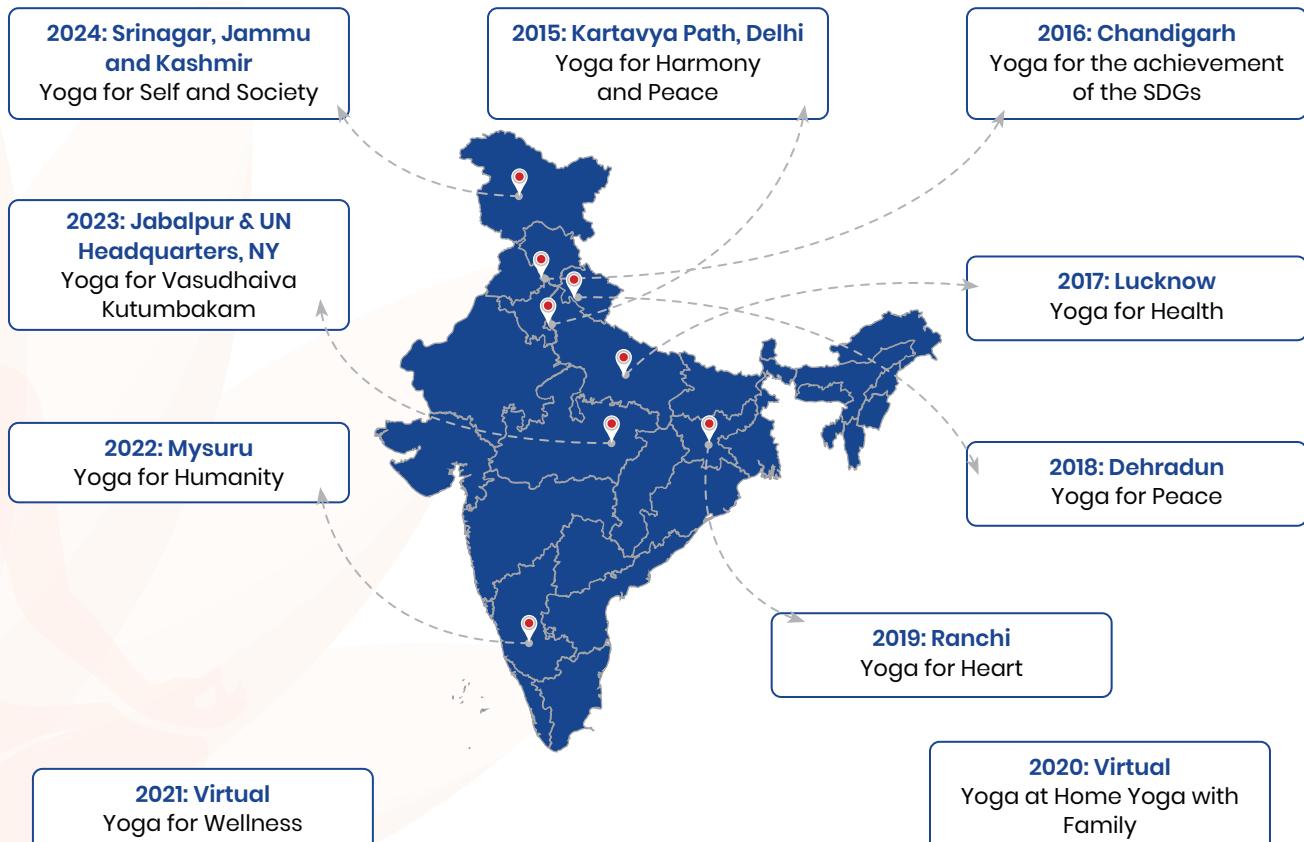
Department of Post	<ul style="list-style-type: none"> Postal Network Mobilisation: Utilising the postal network, especially in rural areas, for various IDY activities. Philatelic Commemorations: Organising philatelic events and issuing commemorative stamps to mark the IDY decade. Staff Participation: Encouraging staff and families to participate in IDY through welfare and recreation channels. Support for Signature Activities: Assisting with field-level documentation for "Yogasangama", "Yoga Parks" etc.
M/o Electronics and Information Technology	<ul style="list-style-type: none"> MyGov Portal Outreach: Utilising the MyGov portal for extensive online promotion of IDY 2025. Portal and App Development: Developing digital tools to support various IDY activities. Digital Media Promotion: Promoting IDY through online banners on government websites. Common Service Centre Mobilisation: Engaging CSCs for IDY activities, including CYP training.

6.3 IDY CAMPAIGNS OVERVIEW

The International Day of Yoga (IDY) has, over a decade, evolved from a centrally coordinated national initiative into a robust, globally recognised movement. Each successive edition of IDY has been distinguished by a unique annual theme, carefully selected venues, and the systematic deployment of targeted campaigns aimed at deepening public engagement and broadening demographic participation.

The following map succinctly presents the venues and overarching themes that have defined each year's observance of the International Day of Yoga:

Previous International Days of Yoga (IDY)



Ministry of AYUSH data illustrate a steady year-on-year rise in IDY participation—from roughly 36,000 participants at the inaugural 2015 event to over 24.53 crores in 2024—underscoring a decade-long trend of growing public engagement.



Source: <https://www.pib.gov.in/FeaturesDetails.aspx?NoteId=154713>

Building upon this chronological foundation, the Government of India—through the Ministry of AYUSH and its partner ministries—has launched a series of multi-dimensional campaigns and outreach mechanisms accompanying each annual celebration. These have been designed not only to amplify participation but also to foster greater alignment with national health objectives, international diplomacy, and the evolving needs of a diverse population.

Key Campaigns and Landmark Initiatives

2015: Yoga for Harmony and Peace ^{11 12 13}



- On 21 June 2015, Hon'ble Prime Minister Shri Narendra Modi led a mass yoga event at Rajpath, New Delhi.
- Two Guinness World Records: largest yoga lesson at a single venue (35,985 participants) and most nationalities in a yoga session (84 nationalities).
- Common Yoga Protocol and Yoga DVDs were prepared to disseminate awareness of Yoga among the masses.
- Global observance across 190+ countries

Photo Source: Reuters/Adnan Abidi/File Photo

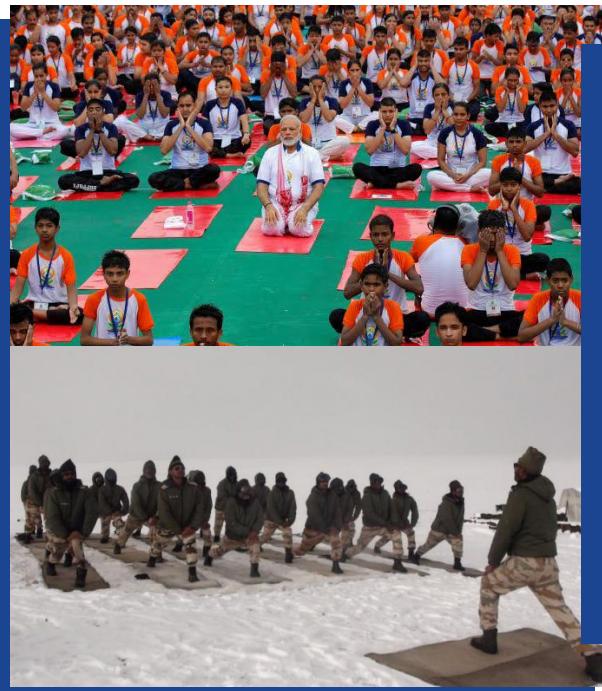
2016: Yoga for the achievement of the SDGs ^{14 15 16}



- On 21 June 2016, the main event was held at the Capitol Complex, Chandigarh
- Hon'ble Prime Minister Shri Narendra Modi led an estimated 30,000 participants in the mass yoga session, which included nearly 10,000 each from Chandigarh, Punjab, Haryana
- Over 150 differently-abled participants performed under the Common Yoga Protocol — marking the first such inclusive involvement at IDY
- Launch of the PM Yoga Awards (announced on IDY 2016) to recognise outstanding contributors to yoga

Photo Source: PIB Archive, Government of India

2017: Yoga for Health 17 18 19



- The main celebration was held at Ramabai Ambedkar Maidan, Lucknow, Uttar Pradesh, led by Hon'ble Prime Minister Shri Narendra Modi.
- Approximately 51,000 participants joined the yoga demonstration, including youth, NCC cadets, security forces, and state representatives, even under challenging weather conditions.
- The 2017 edition focused on promoting yoga as a preventive and holistic health intervention, aligning with India's growing emphasis on non-communicable disease (NCD) prevention.
- IDY was observed at over 5,000 locations globally. Notably, yoga demonstrations were conducted by the Indo-Tibetan Border Police (ITBP) at 19,000 ft in Ladakh and across various Central Armed Police Forces (CAPFs).

Photo Source: Media Wing Brahma Kumaris (2017, June 21)

Photo Source: ITBP_official/Twitter

2018: Yoga for Peace 11 20 21



- Prime Minister Narendra Modi led the 4th edition of IDY at the Forest Research Institute (FRI), Dehradun, with approximately 50,000 participants gathering for the mass yoga demonstration.
- The theme underscored yoga's potential to foster harmony and cultural unity, aligning physical practice with social cohesion.
- In Rajasthan's Kota district, over 100,000 people participated in a single session, earning a Guinness World Record.

Photo Source: PIB Archive, Government of India



- Another major event was held at the Red Fort in Delhi by Brahmakumaris, with nearly 30,000 participants, including 2,000 women from the police force. In total, around 65,000 people joined the celebrations in Delhi. Across the country, about 9.59 crore people took part in the Yoga Day activities.

Photo Source: The Hindu BusinessLine. (2018, June 21)

2019: Yoga for Heart 11 22 23 24 25



- Main event was held at Prabhat Tara Ground, Ranchi, Jharkhand; led by Hon'ble Prime Minister Shri Narendra Modi with participation of over 30,000 individuals.
- Emphasised the role of yoga in preventing cardiovascular diseases and promoting heart health as part of preventive healthcare.
- An estimated 13 crore participants across India took part in IDY-related activities, showcasing broad-based public enthusiasm.
- IDY 2019 was celebrated in 150+ countries, including yoga events at international landmarks such as the Eiffel Tower, Sydney Opera House, Washington Monument, and Mount Everest Base Camp.

Photo Source: Ministry of AYUSH (GoI) / Facebook

Photo Source: Ministry of External Affairs (GoI) / Flickr



Photo Source: Jagran Josh. (2019, September 1)

AYUSH Milestones:

- PM's Yoga Awards conferred to individuals and institutions.
- Launch of 12 commemorative AYUSH stamps.
- Roll-out of 10 new AYUSH Health & Wellness Centres under Ayushman Bharat.

2020: Yoga at Home, Yoga with Family 26 27 28

• Digital-first IDY due to COVID-19 pandemic:

For the first time since its inception, all events were held virtually to comply with lockdown and social distancing protocols.

• Massive Online Participation:

Over 12.06 crore individuals participated through television broadcasts, social media live streams, and digital apps.

• Launch of "My Life – My Yoga" Global Video Blogging Contest:

Announced by Hon'ble Prime Minister in "Mann Ki Baat"; received entries from over 140 countries, showcasing yoga's global appeal.

• CYP Content in 22+ Indian Languages:

Ensured accessibility for a diverse population practicing from home.

- **Special Outreach Initiatives:**

Customised yoga modules and webinars for children, the elderly, frontline workers, and persons with disabilities.

- **UN & WHO Endorsement:**

The United Nations and World Health Organization supported the message of using yoga for immunity and mental well-being during the pandemic.

2021: Yoga for Wellness ²⁹

- **Continued Digital Implementation:**

Due to the second wave of COVID-19, events remained largely virtual, building on the previous year's success.

- **Record Participation:**

Over 15.68 crore people across India participated in online yoga sessions, demonstrating sustained public engagement.

- **Launch of WHO mYoga App:**

Jointly unveiled by Hon'ble PM Shri Narendra Modi and WHO Director-General Dr. Tedros. The app offers safe, standardised yoga training modules in multiple languages.

- **Expansion of Y-Break App:**

The Ministry of AYUSH promoted the Y-Break (Yoga Break) protocol for corporate and institutional use – a 5-minute yoga routine for office goers.

- **Focus on Mental Health & Immunity:**

The campaign reinforced yoga's relevance for post-COVID recovery, stress reduction, and building physical and mental resilience.

- **Widespread Institutional Participation:**

Central ministries, state departments, educational institutions, paramilitary forces, and embassies worldwide conducted decentralised yoga events.

2022: Yoga for Humanity ^{30 31 32 33}

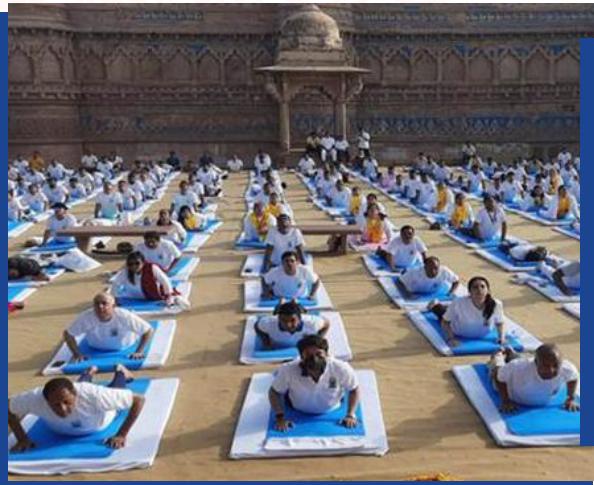


- **Main Event at Mysuru Palace, Karnataka:**

Prime Minister Narendra Modi led the 8th International Day of Yoga observance on 21 June 2022 with over 15,000 participants, aligning with Azadi Ka Amrit Mahotsav celebrations.

- These 15,000 participants included over 200 special physically challenged children, 100 orphaned children, 15 transgender individuals, HIV-positive people, and ASHA workers.

Photo Source: The Times of India. (2022, June 21). International Day of Yoga 2022 [Photograph]



- **75 Iconic Heritage Sites Celebration:**
Simultaneous IDY events were held at 75 historic locations across India, reinforcing yoga's connection to national heritage and cultural diplomacy.
- **Community-Wide Demonstrations at Gwalior Fort:**
Over 2,000 participants, including officials from the Civil Aviation Ministry, performed CYP under the theme Yoga for Humanity.

Photo Source: Press Information Bureau, Government of India, Ministry of Civil Aviation. (2022, June 21)

- **Mass Participation & Global Outreach:**
Total national participation reached 22.13 crore, with international engagement estimated around 125 crore, marking significant global resonance.
- **100-Day Countdown and “Yoga Locator” Campaign:**
A nationwide preparatory campaign—100 days, 100 cities, 100 organisations—culminated across India, supported by a countdown at Red Fort and a digital/print exhibition in Mysuru.
- **Guardian Ring – 24-Hour Worldwide Relay:**
The Guardian Ring initiative linked IDY activities across 16 time zones and 79 countries, promoting the PM's “One Sun, One Earth” ethos.
- **Surya Namaskar for Vitality:**
Integrated with national IDY events under the same theme, reinforcing vitality and tradition—though specific participant numbers per this exercise are embedded within the broader participation figures.

2023: Yoga for Vasudhaiva Kutumbakam 34 35 36 37 38

Major Campaigns and Initiatives:



- **UN Headquarters Event:**
The Hon'ble Prime Minister of India led the main event at the North Lawns of the United Nations Headquarters in New York, joined by representatives from over 135 countries—a historic first for IDY, projecting India's leadership in wellness diplomacy.

Photo Source: The Siasat Daily. (2023, June 21)



- **Main National Event in Jabalpur, Madhya Pradesh:**
The main event in India took place in Jabalpur, with over 15,000 participants demonstrating the Common Yoga Protocol (CYP) in the presence of the Vice President of India.

Photo Source: Press Information Bureau, Government of India



- **Ocean Ring of Yoga:**
Naval personnel from 19 ships across 34 countries participated in synchronised yoga demonstrations, symbolising the global unity and reach of the initiative.

Photo Source: Jagran Josh. (2023, June 21)

- **Har Aangan Yoga Campaign:**

Yoga sessions were conducted in panchayats, Anganwadi centres, and schools throughout India, expanding grassroots reach.

- **Yoga Bharatmala and Yoga Sagarmala:**

The Indian Army, Navy, Air Force, ITBP, BSF, and BRO created chains of yoga demonstrations across land (Bharatmala) and along the coastline and islands (Sagarmala), illustrating unity and the penetration of yoga in every region.

- **Yoga from Arctic to Antarctica:**

The Ministry of Earth Sciences coordinated yoga sessions from research stations at both poles, marking the truly global nature of IDY 2023.

- **Participation and Impact:**

According to government sources, more than 23.14 crore (231.4 million) people in India participated in yoga events on June 21, 2023, with additional global observance through Indian missions and embassies.

Major Campaigns and Initiatives:



Photo Source: <https://ayush.gov.in/#!/idy2024>

- **Main National Event in Srinagar, Jammu & Kashmir:** The main event was held in Srinagar, Jammu & Kashmir, marking the first time the International Day of Yoga was celebrated at this iconic and symbolically significant location, with wide participation from local communities, youth, and dignitaries.

- **Yoga With Family Video Contest:**

Hosted via the MyGov and MyBharat portals, this digital campaign encouraged families nationwide to share their yoga journeys and practices, furthering the community and family orientation of the IDY movement.

- **Yoga Tech Challenge:**

An innovation-driven initiative aimed at identifying and supporting start-ups, companies, and individuals working on digital solutions and technology platforms for yoga. This challenge emphasized the intersection of wellness and technology in the post-pandemic era.

- **Yoga with Space Conference:**

Organized in partnership with ISRO and the Central Council for Research in Yoga & Naturopathy (CCRYN), this event explored the role of yoga in space travel and astronaut well-being, positioning India as a thought leader in cutting-edge wellness science.

- **Global Participation:**

Indian missions abroad, along with UN and diaspora organizations, organized yoga demonstrations at international landmarks, reinforcing India's ongoing leadership in global wellness diplomacy.

6.4 SYNERGIES WITH NATIONAL FLAGSHIP MISSIONS

Since its inception in 2015, the International Day of Yoga (IDY) has strategically aligned with India's key national flagship missions, creating a broad and lasting impact across health, environment, culture, and diplomacy. The inaugural event set a strong precedent by integrating yoga into national consciousness and policy frameworks⁴⁴. Following this, the Niyamrita Madhumeha Bharata Abhiyan (National Diabetes Control Programme) launched after the second IDY, demonstrated yoga's efficacy in reducing diabetes risk by 64% among pre-diabetics through a large-scale clinical trial⁴⁵. The 2022 IDY celebrations were integrated with the Azadi Ka Amrit Mahotsav, held at 75 iconic heritage sites, thereby combining wellness promotion with national pride and cultural heritage. Urban wellness infrastructure has been enhanced

through the Smart Cities Mission and AMRUT, which incorporated wellness parks and yoga zones to provide accessible spaces for physical and mental well-being⁴⁶. The 2023 theme, “Yoga for Vasudhaiva Kutumbakam,” aligned with India’s G20 presidency, featuring mass yoga sessions in Jabalpur, the United Nations Headquarters, and the innovative “Ocean Ring of Yoga” maritime initiative. In 2025, the flagship event Yoga Sangam will mobilize synchronized yoga performances at over 1,00,000 locations, engaging diverse groups such as senior citizens, pregnant women, and persons with disabilities, promoting inclusivity and preventive healthcare^{47 48}. Complementary initiatives like Yoga Samavesh and Harit Yoga focus on marginalized communities and environmental stewardship through yoga-integrated tree plantation and eco-awareness drives⁴⁹. These efforts align with India’s broader developmental and diplomatic goals, including the G20 vision of “One Earth, One Family, One Future,” positioning yoga as a holistic tool for national wellness and global cultural diplomacy⁵⁰.

6.5 SUMMARY

Over ten years, IDY has matured from a symbolic event into a fully integrated policy instrument, seamlessly aligning with India’s preventive health, education, youth, urban, digital, and diplomatic agendas. Its replicable model offers a blueprint for scalable wellness policy implementation and bolsters India’s global cultural positioning, while remaining anchored in science, accessibility, and institutional convergence.

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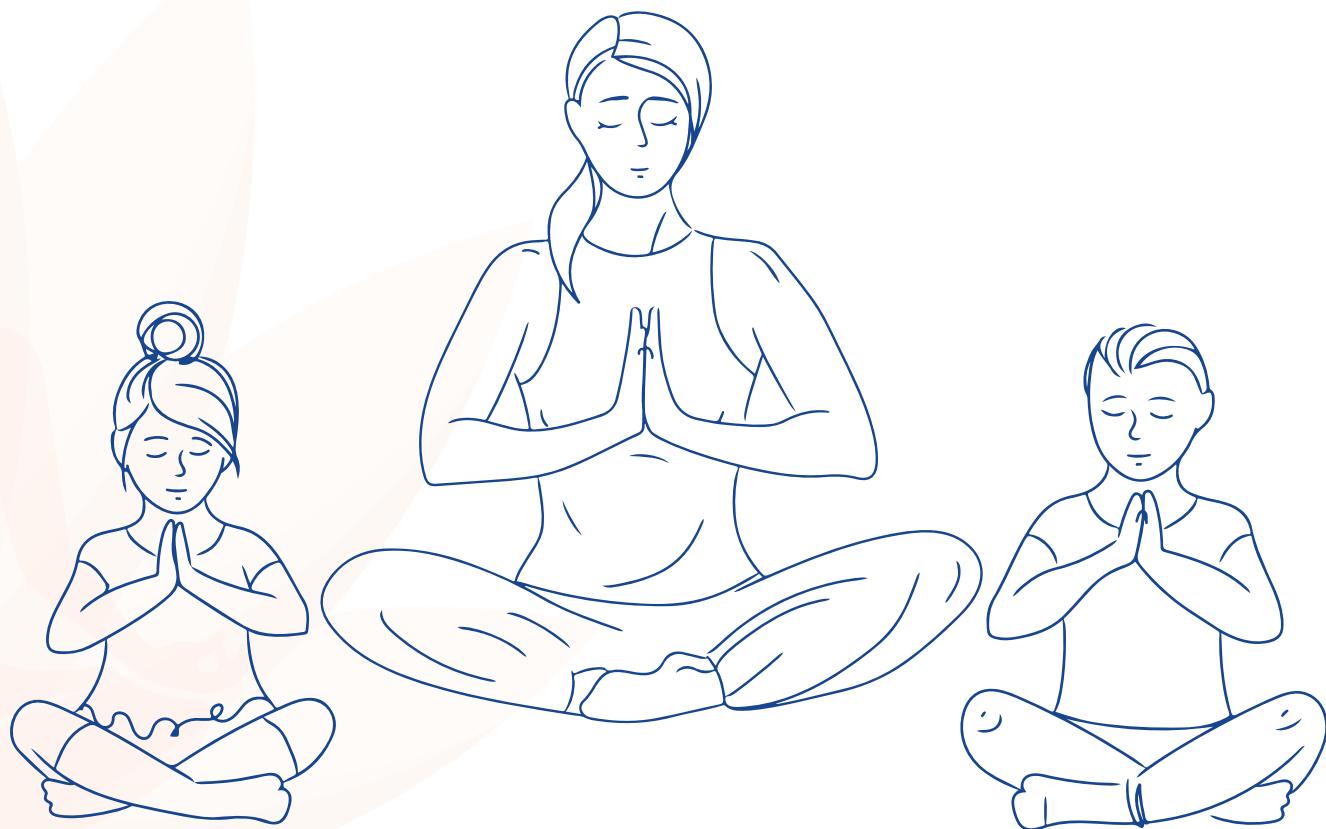
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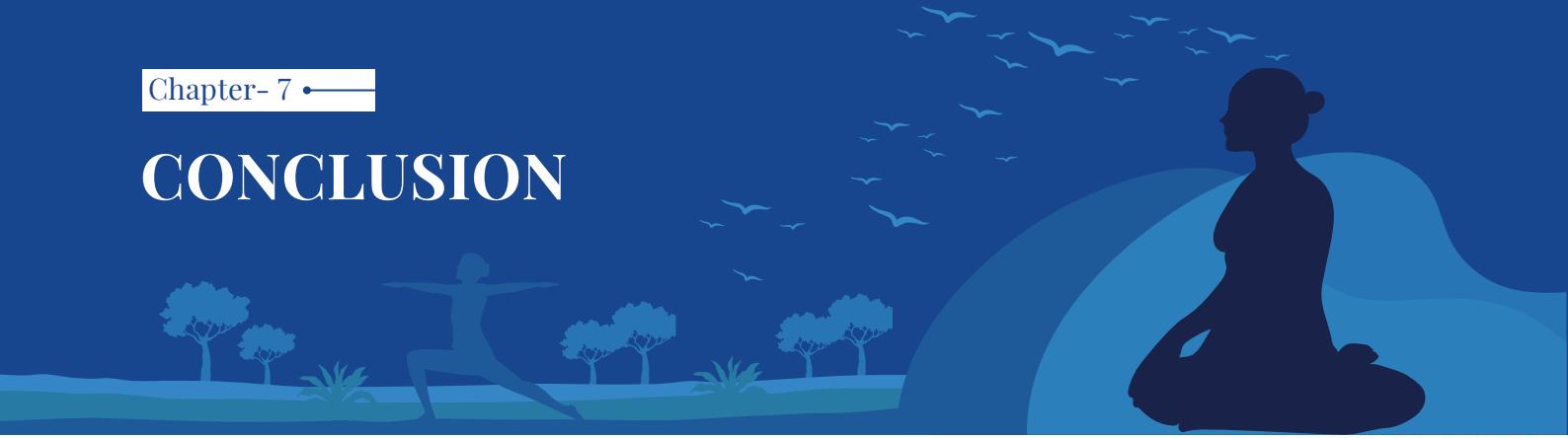
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CONCLUSION



Over the past decade, the International Day of Yoga (IDY) has established itself as a major national and global observance, markedly raising public awareness and catalysing early-stage engagement with yoga. One in three Indian adults (33.4 %) attended a community-based IDY event over the last decade since declaration of 21st June as International Day of Yoga (IDY), while awareness of the Common Yoga Protocol has climbed to approximately 40 % nationally. Although only about 11 % of adults report regular yoga practice, nearly 30 % of respondents credit IDY with motivating their first steps into yoga, and over 24 % note tangible improvements in physical fitness, with 16–27 % citing enhanced health awareness and stress management benefits.

Institutional and sectoral stakeholders—from registered yoga centres (over 90 % host annual IDY events) to tour operators (58 % report consistent booking uplifts around June 21) and social-media influencers (50 % produce IDY content every year)—underscore IDY’s role in expanding the yoga ecosystem’s socio-economic footprint . At the policy level, IDY has been woven into flagship programmes across health (Ayushman Bharat Wellness Centres), education (NEP 2020 curricula), youth engagement (NSS, NYKS, NCC) and urban development (Smart Cities, AMRUT), reflecting a robust inter-ministerial coordination model.

This comprehensive assessment confirms that IDY has successfully transformed a one-day observance into a sustained movement—driving initial uptake, strengthening institutional capacity, and embedding yoga within national wellness, educational, and diplomatic frameworks. Over one-third of adults participated in IDY events—and that figure doesn’t even include those who joined from home—demonstrating the expansive reach and growing momentum of the movement. While habitual practice continues to evolve, this strong participation and widespread sectoral integration underscore IDY’s power to spark a nationwide embrace of yoga.

Overall, the decade-long journey of IDY demonstrates a replicable model for integrating traditional wellness practices into modern public policy, laying a data-driven foundation for the next phase of India’s holistic health agenda.



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