

Event Proposal Document

Yoga Flash Mob – “Breathe in Public, Flow in Peace”

Organized by: Asana Club

Event Date: 28th June 2025

Venue: ICFAI University, Hyderabad (Main Campus)

Event Overview

The Yoga Flash Mob is a unique and energizing public wellness event where members of the Asana Club will perform a choreographed sequence of yoga asanas at a surprise campus location. Unlike traditional yoga sessions, this event will blend synchronized movement, music, and breathwork to create a visually engaging and peaceful experience that captures attention and spreads awareness about the benefits of yoga in daily life.

Objective / Purpose

- Promote mindfulness, physical well-being, and mental clarity in a creative and accessible format.
- Draw spontaneous attention from students and faculty, sparking curiosity and interest in yoga.
- Create a community experience that’s both memorable and meaningful.

Event Details

- Time: 12:30 PM (scheduled during lunch/break for maximum visibility)
- Duration: 10–15 minutes (concise, impactful performance)
- Location: Surprise spot within ICFAI Main Campus, Hyderabad

Flow Plan (Asana Sequence)

1. Tadasana (Mountain Pose)
2. Utkatasana (Chair Pose)
3. Vrikshasana (Tree Pose)
4. Virabhadrasana II (Warrior II)
5. Trikonasana (Triangle Pose)
6. Bhujangasana (Cobra Pose)
7. Padmasana + Pranayama (Breathwork to end)

All participants will undergo prior practice to ensure flow synchronization.

Special Features

- Calm instrumental/flute background music
- Slow fade-in to performance for dramatic effect
- Coordinated attire (preferably white or light tones)
- Designated volunteer to capture video and photos
- Closing banner display: “Asana Club – Balance Begins with Breath”

Promotion Strategy

- Subtle teasing via Instagram stories and mystery posters: “Something peaceful is coming...”
- Keep exact time and location under wraps to preserve the surprise
- Post-event: Share event video on college social media and notice boards

Permissions & Requirements

- Approval from college authorities for public campus performance
- Portable sound system (optional but recommended)
- Minimum two rehearsals prior to the event
- One anchor/coordinator to deliver a brief closing message

Expected Outcome

- Raise awareness of yoga and wellness in the student community
- Inspire participation in future Asana Club events
- Encourage physical activity and stress reduction in an artistic and communal setting

Budget Estimate

Total Budget: ₹7000

- Props/Costumes/Yoga Mats: ₹3000
- Banner & Print Promotion: ₹2000
- Photography & Videography: ₹1500
- Miscellaneous & Contingency: ₹500

Prepared by:

Asana Club Event Committee

ICFAI University, Hyderabad