

Annexure 2

Suggestive Activities of State Governments / UTs on IDY 2025

- State/ UT Administration may ensure that the observation of IDY-2025 reaches every town and every village of the country.
- Mobilization and spreading the messages about benefits of doing regular Yoga.
- Issuing internal guidelines for employees about background and observation of IDY.
- Identification of important locations of public importance and plan yoga activity there.
- Using social media platforms for posting IDY creatives/ latest updates. Following MoAyush social media profiles for updates and sharing them through circulars/ social media posts of government bodies.
- Display IDY logo on every website of State/ UT Govt. and Subordinate Organizations, circulate related material to all the employees/ general public.
- Organizing Yoga related activities. Maximum use/ dissemination of resources available in Yoga portal of Ministry of Ayush.
- Encourage employees to participate in activities already hosted on MyGov platform.
- Hosting IDY Banners/ PM's Quotes on Yoga on all public institutions like hospitals, Health and Wellness Centres, police stations, bus stations, panchayath- municipality-corporation-taluk-village offices etc.
- Each District Magistrate may be directed to organize a countdown event by organizing a mass IDY demonstration (following CYP) at the district headquarters. CYP is available in YouTube / website of MoAyush/ MDNIY in multiple languages.
- Y-Break protocol/ app may be introduced to all government offices. Digital resources of Ministry such as Namaste Yoga App, Y-Break App, Yoga Calendar, Yoga Dictionary etc. may be publicized extensively.
- Organize CYP workshops/ online training programs in association with NGOs involving Yoga experts. Ensuring participation from Resident Welfare Associations.
- Publishing Yoga and IDY specific articles in official e-newsletters, bulletins, magazines etc.
- Organizing Yoga web/seminars. Promotion of IDY activities through social and cultural programs, natak etc. Promoting Yoga as an intangible cultural heritage.
- Observe IDY near Amrit Sarovars in villages.
- Making and disseminating IDY promotional videos by prominent celebrities/ sports persons, yoga gurus, cultural icons etc.
- Usage of eco-friendly yoga products and accessories.
- Using ASHA/ANM workers and prominent sports bodies, clubs and associations to spread the message of Yoga.
- Yoga at all Ayushman Arogya Mandir (Ayush) and Ayushman Arogya Mandir (MoH&FW), and all facilities supported by NAM (Educational institutes, Health Facilities, etc.) and its branding.

- Sharing of the videos/ photos of the IDY observations with Control Room, which will be established in MDNIY.
- Encouraging common people to participate in IDY campaign activities organized by CSCs. CSCs can be used as a resource centre for various IDY activities.
- Involving Gram Pradhans, Ward Councillors and other local community leaders in spreading the message of yoga and leading the IDY main event.
- Database of activities and number of participants participating in IDY 2025 on 21st June may be maintained alongwith videos/photos.
