

Government of India
Ministry of AYUSH

Guidelines for organizing of Yoga Fest/Utsav in States/UTs.

Yoga is a system of holistic living, having the roots in Indian tradition and culture. Evolved thousands of years back by the Rishis, Yoga techniques are being widely used for meeting the changing health care needs of mankind. Yoga has attracted global attention in recent years. The awareness about Yogic practices is increasing among people from different walks of life, not only for preservation and promotion of health, but also for the management of various diseases. Many Yoga experts and Medical Professionals have been advocating Yogic lifestyle intervention for the prevention and management of stress induced, psychosomatic and lifestyle related disorders, it is felt that the Yoga facility should be propagated at a mass level to more and more people adhering to the classical knowledge, so that people involved in Yoga stream can derive maximum benefits.

2. The Government has taken steps to spread this Indian cultural and spiritual heritage worldwide, which is a credible system and shall provide India the leadership in assuring the quality teaching and training across the globe. Today people across the globe practice Yoga in one form or the other, therefore, the need of the hour is to propagate Yoga in every nook and corner of the country.

3. Keeping in view the preventive and holistic benefits of Yoga among the masses especially the youth it has been proposed to organize 3-day Yoga Fest or Utsav in States/UTs with a view to take the Yoga to the masses upto the grassroot level to facilitate a better way of life.

4. The Yoga Fest/Utsav will envisage the promotion, propagation and development of Yoga in the mainstream of mass and class in every State/UT of India, where various Yoga traditions shall meet to form a Yogic Ocean featuring the following directions:

- i) Promote the classical tradition of Yoga.
- ii) Educate people on the scientific aspects of Yoga.
- iii) Educate people on the policies of the Government in education, training in Yoga.
- iv) Create an opportunity for networking between the experts and stake holders.
- v) Promote the Make in India through brand generation of Yoga apparels, teaching aid, games, ancillary products.
- vi) Create a network of Yoga Training Institutes/Centres for promotion and propagation of Yoga.

5. **Aim and Objectives:**

The main objective of the Yoga Fest is to promote, develop and disseminate Yoga among the general public on all India level for prevention of disease and health promotion as under:

- i. To enhance the knowledge of Yoga amongst the masses.
- ii. To increase mass awareness about health benefits of Yoga.
- iii. To promote the positive health through Yoga.
- iv. To introduce Yoga training/therapy to the general public of the State
- v. To introduce Yoga modules developed by different leading Yoga Schools for health promotion.
- vi. To bring an awareness about important healthy lifestyle.

6. **Activities:**

The Yoga Fest/Utsav will be organized in States/UTs which would include the following activities:

- a. To organize a Seminar, discussions and discourses on different aspects of Yoga Education, Training and Therapy to bring familiarity and awareness about benefits of Yoga among the general public.
- b. To organize Yoga Therapy Sessions in the Utsav for promoting positive health.
- c. To conduct introductory Yoga classes for bringing awareness among people about the role of Yoga in their daily life.
- d. To organize Yoga Exhibition-cum poster presentation and Quiz Competition.
- e. To organize Yoga Workshops by Yoga Masters of leading schools in the country.
- f. To put Stalls displaying and selling Yoga apparels, teaching aids, games, ancillary products, etc.

7. **The Yoga Fest would reflect the following:**

- i. Synergy in Yoga;
- ii. Country promoting its rich cultural heritage, various streams signifying different means but one end;
- iii. An event promoting evolution in tradition and offering experience
- iv. An event worthy for an International tourist to attend and understand the real essence of Yoga.

8. **Stakeholders/beneficiary**

A	Citizen	i. Education ii. Awareness iii. Knowledge iv. Experience
B	Yoga Teacher	a) Enhanced Knowledge b) Networking c) Involvement
C	Entrepreneurs	i. Showcasing products ii. Exposure iii. Possibility of more business
D	Institutes	a. Creating more awareness b. Networking c. Development

9. **Key Element/Components of the Yoga Fest/Utsav**

- i) The Yoga Fest/Utsav would be organized by CCRYN in collaboration with MDNIY, New Delhi, respective State Governments and / or leading YOGA Institutions.
- ii) The Yoga Fest would be organized once in a financial year in a State/UT.
- iii) The organizer may accommodate stalls of Yoga & naturopathy by NGOs on payment of nominal fee.
- iv) Stalls of other AYUSH Systems can be considered.

10. **Venue & Infrastructure:-**

- i) The venue of the Yoga Fest should be located in an easily accessible area with maximum footfall and close proximity to the city.
- ii) A pre-fabricated location may be preferred over a makeshift one. The venue must be safe and fire retardant as far as possible to avoid any mishap.
- iii) The organizer/ State Government will provide 200 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which may be bifurcated into smaller divisions (stalls) allocated to the participating Research councils or National Institutes and NMPB under the Ministry.
- iv) The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc. may be conducive to movement of public, lighting and ventilation.
- v) The following infrastructure facilities have been identified as the minimum requirement to be provided by the organizer of the Fest:-
 - (a) Furniture, Lighting, Fire safety provisions.
 - (b) Large halls (with P.A. system and other basic requirements) for demonstration of yoga for atleast 500 people.

- (c) Halls/ Auditoriums with seating capacity (50-60people) for organizing seminars & workshops.
- (d) Clean and hygienic free-health check up clinics in Ayurveda, Yoga & Naturopathy Unani, Siddha and Homoeopathy. Arrangements for free distribution of basic AYUSH medicines may be made. Each clinic must be atleast 9 sq. meters with all facilities for examination of patients. Separate clinic for female patients will be required to be set up by the State Government/organizer.
- (e) Facilities and staff for keeping record of patients (male and female separately)
- (f) Green house(approx. 50 sq. meter stall covered with green net) for display and sale of medicinal plants,
- (g) Other basic amenities to be provided (as per needs in the stall) to the Ministry or its participating Research Councils/ National Institutes.

11. Duration of the Fest:

The Fest may be held for 3 days by utilizing Saturday, Sunday and other holidays so that maximum public is able to visit the Fest.

12. Funds:

Funds would be released through CCRYN and MDNIY who would monitor the activities as also the expenditure on the event.

13. Monitoring of the Fest:

A Committee would be constituted under CCRYN/MDNIY comprising of members from MDNIY/CCRYN, State AYUSH Deptt. and the implementing agency. A detailed report on the event will be submitted to the Ministry by the Monitoring Committee.

14. It will be the responsibility of the State Government/organizer to ensure coordination between various agencies, i.e., service provider, fabricator, agency executing display material, Ministry of AYUSH participants, Ministers and other invited dignitaries of the State Governments. Leading Yoga organizations, regulatory bodies, etc. may be associated with the Fest to ensure participation of various stakeholders of Yoga & Naturopathy.

15. Incentives to AYUSH Industry for participation in Yoga Fest would be allowed as per the provisions of IEC Scheme which is available in the Ministry's Website at www.ayush.gov.in

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