सत्यमेव जयते
Ministry of Ayush
Government of India

Yoga for Harmony & Peace

CCRYN

Surveykshan

NATIONWIDE IMPACT
ASSESSMENT SURVEY ON

INTERNATIONAL DAY OF YOGA (IDY)



NATIONWIDE IMPACT
ASSESSMENT SURVEY ON

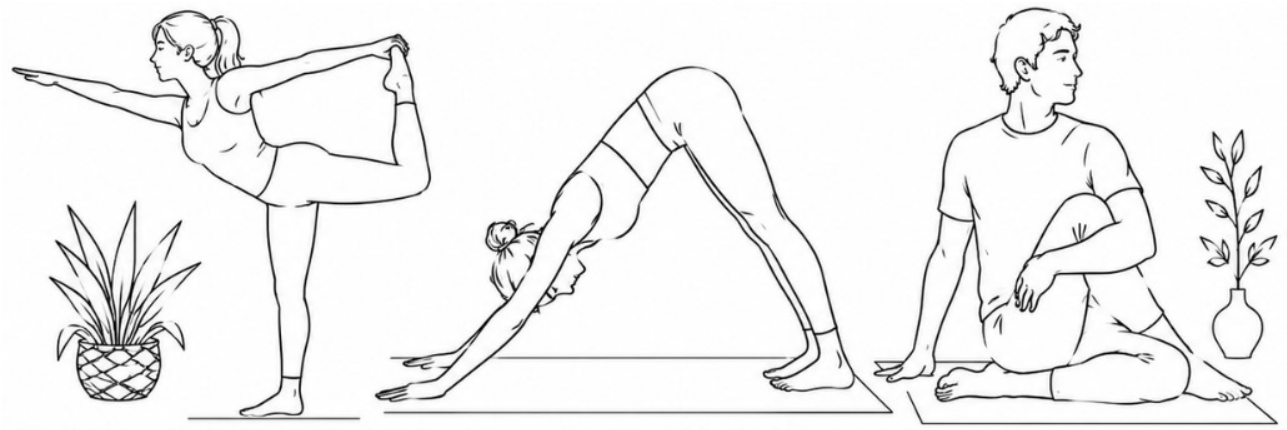
INTERNATIONAL DAY OF YOGA (IDY)

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

आज़ादी का अमृत काल

सत्यमेव जयते

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

स्वयं और समाज के लिए योग
Yoga for self and society

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 दृष्टिकोण 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 गुज़रने के बाद, अंतर्राष्ट्रीय योग दिवस की 11$^{वीं}$ 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 दृष्टिकोण 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 आँकड़े 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.

ACKNOWLEDGEMENT

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.

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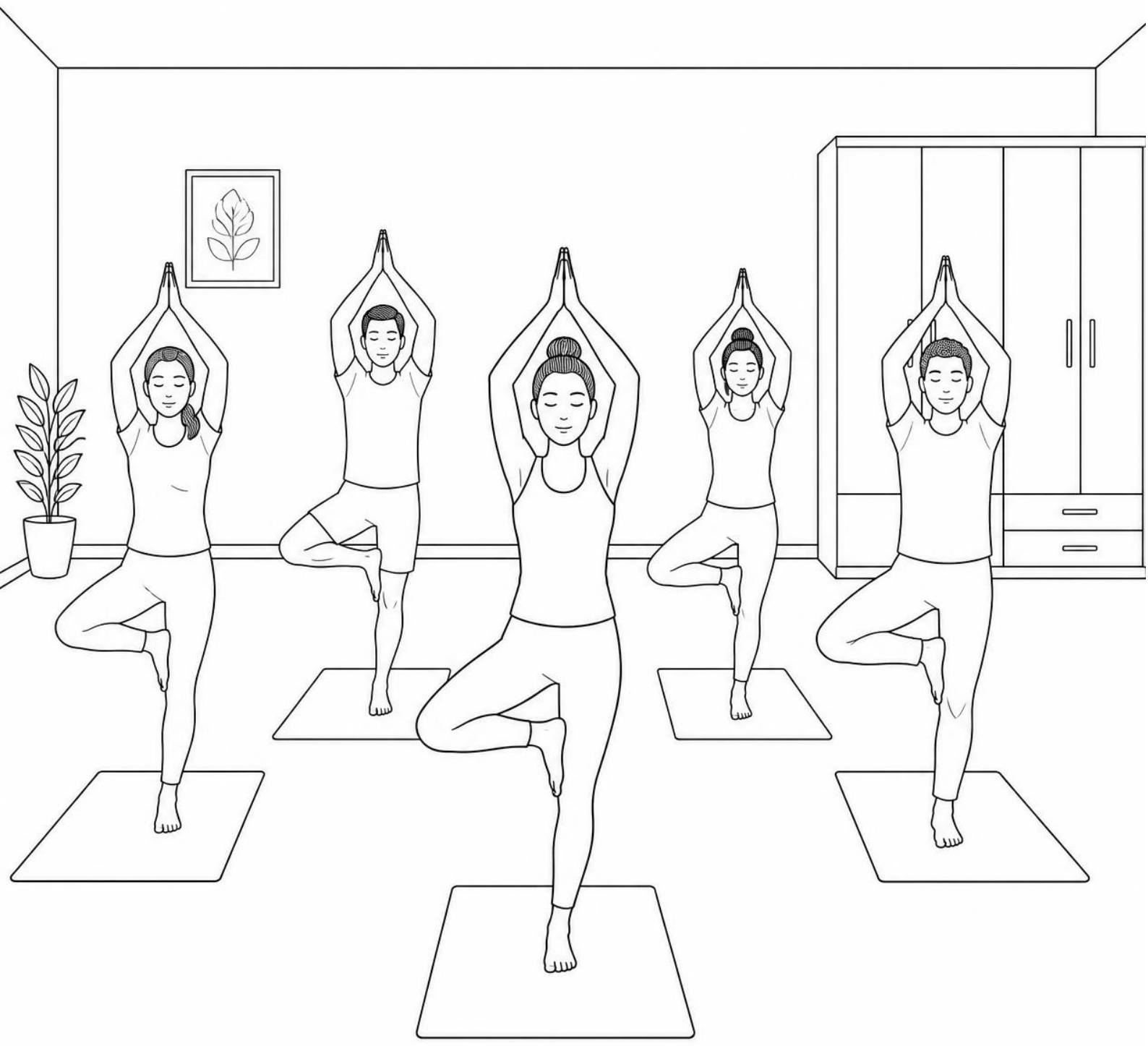
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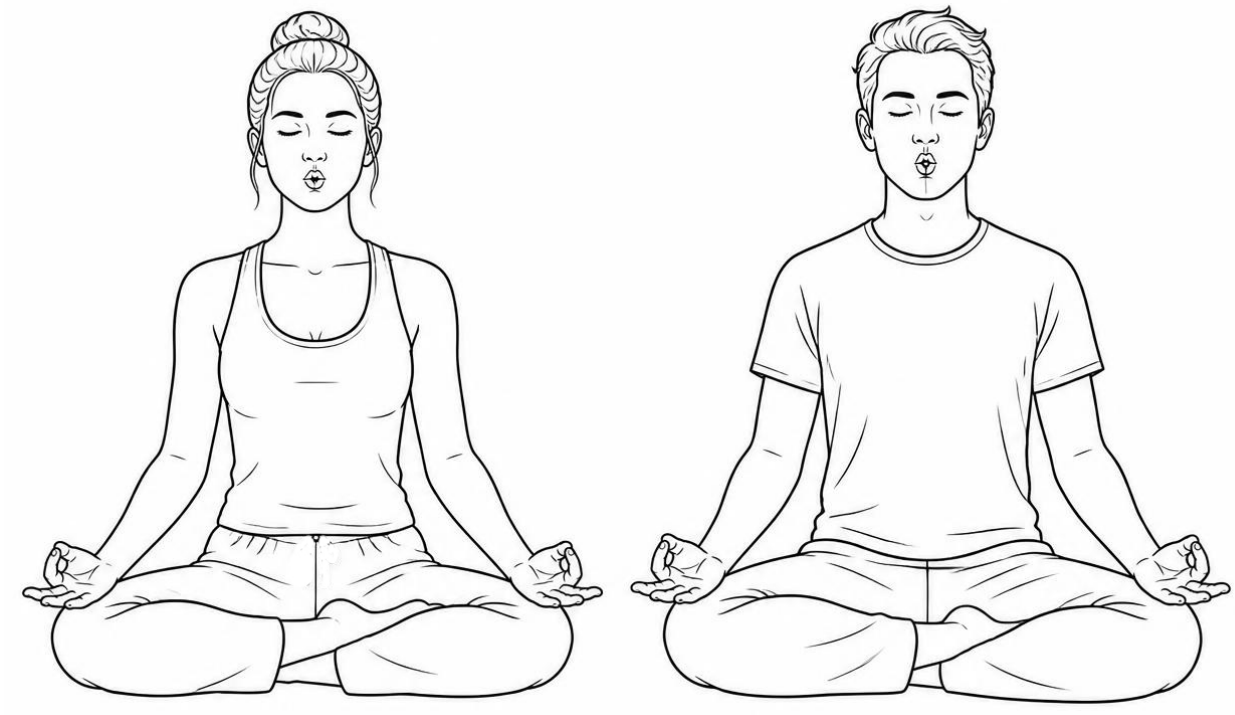
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CHAPTER 1

Introduction

1.1 Background

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)

***Table 1:** List of decadal expansion.*

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"	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"

1 https://www.thehindu.com/specials/in-depth/International-Yoga-Day/article60173429.ece | https://www.ndtv. com/cheat-sheet/sushma-swaraj-addresses-the-united-nations-in-new-york-on-international-yogadayhighlights-773899

2 IDY Common Yoga Protocol, 3rd edition, May 2017

3 https://indianexpress.com/article/india/international-yoga-day-2017-lakhs-stretch-and-twist-pm-modiextols-yoga-connect-all-that-has-happened-today-4715558 | https://www.reuters.com/article/us-yogaday-india/thousands-join-indias-modi-hit-the-mat-for-international-yoga-day-idUSKBN19C0Q3 | https:// www.firstpost.com/world/international-yoga-day-record-10000-people-participate-in-event-in-chinaslargest-ever-congregation-3743997.html

4 https://www.thehindu.com/news/national/live-updates-international-yoga-day-observed-across-theworld/article24215787.ece

5 https://www.jagranjosh.com/current-affairs/international-yoga-day-2019-narendra-modi-will-performyoga-in-ranchi-1561006441-1 | https://www.pib.gov.in/newsite/PrintRelease.aspx?relid=196040

6 Press Information Bureau, Government of India. (2020, June 21). 6th International Day of Yoga celebrated across the country through electronic and digital media. | https://www.pib.gov.in/PressReleasePage. aspx?PRID=1633083

7 Press Information Bureau. (2021, June 21). 7th International Day of Yoga observed worldwide with great enthusiasm. Government of India. | https://www.pib.gov.in/PressReleasePage.aspx?PRID=1729162

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/PressReleaseIframePage.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

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.

1.1.2 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-respondent 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.
   - Assess the scope of 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

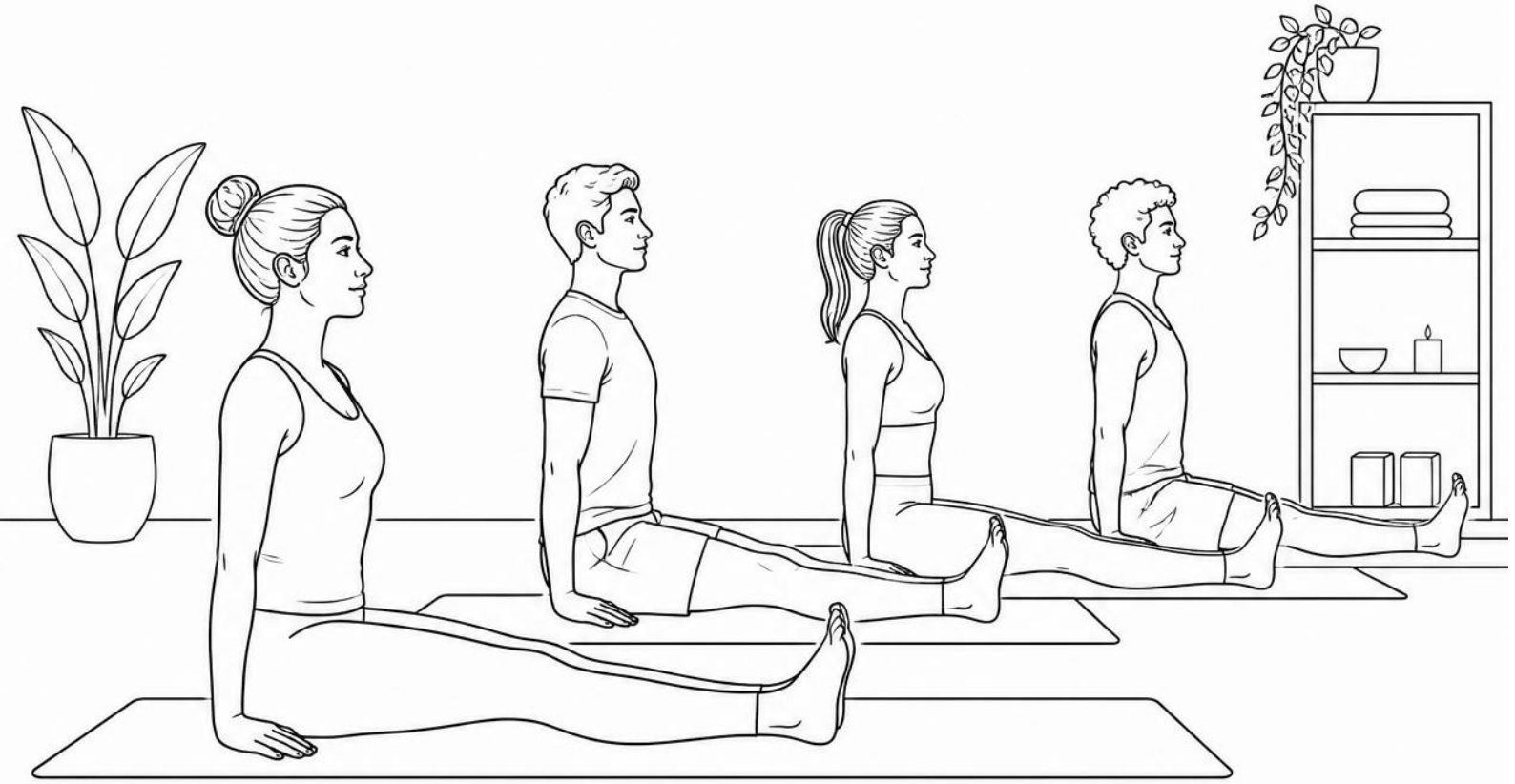
Table 2: *Scope of Evaluation*

Element	Coverage Parameters	Rationale
Geographic Reach	• All 34 States/UTs, grouped into six zones: North, South, East, West, Central & North East. • 7 Key Flagship IDY Locations (e.g., Rajpath / Kartavya Path, Mysuru Palace, UN HQ event site) oversampled at 300 respondents each. • Pan-India rural and urban settings in proportions specified by the Registrar General of India.	Ensure representativeness and regional diversity
Population Universe	• Residents aged 18 years and above (general population).	Include both beneficiaries and sector actors
Data Sources	• 30,084 respondent survey (aligned to WHO-STEPs) • 2,100 Residents of 7 flagship IDY locations (300 interviews per location) • 350 Special strata: 100 nationally recognised "Yoga Influencers", 100 Tour Operators, and 150 Yoga Institutions (5 per state) to probe sector-specific effects • 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.



CHAPTER 2

Methodology

2.1 Approach and Rationale

The study followed globally recognised principles of scientific rigor, representativeness, and ethical data collection. In alignment with the *Notice Inviting Tender for the Nationwide Impact Assessment Survey on the International Day of Yoga (CCRYN, Ministry of Ayush, 2024)*, the approach was designed to ensure statistical validity, national representativeness, and operational feasibility within the compressed timeline specified for field execution.

In accordance with the WHO STEPs surveillance model and the sampling norms of the National Sample Survey Office (NSSO), a probability-based, multi-stage stratified sampling framework was implemented. The design guaranteed the inclusion of all 34 States and Union Territories, which were distributed across six administrative zones. The representation was calibrated based on gender and urban-rural composition.

All sampling proportions were derived from the Population Projections for India and States 2011-2036 (Office of the Registrar General & Census Commissioner, 2020), using the projected population for the year 2025 as the reference base. This allowed the sample structure to reflect India's demographic distribution accurately.

Recognising the rapid-assessment nature of the assignment, the approach balanced statistical discipline with operational pragmatism. The entire field operation was executed digitally through the Surveykshan App, which incorporated *multilingual support, GPS validation, real-time logic checks, encrypted data transmission,* and *audio verification protocols*. This ensured complete traceability and compliance with the technological standards outlined in the tender document.

A dual-evidence model underpinned the analytical design, combining:

- Primary survey data, representing individual-level awareness, participation, and health behaviour; and
- Secondary evidence streams, including *Google Trends, government datasets (MoAyush, NSSO)*, and *academic literature* on wellness and yoga adoption patterns.

The overarching goal was to produce empirical evidence that would connect quantitative representation with policy insight, thereby demonstrating the decadal influence of IDY on public health, awareness, and behavioural change. The objective of ensuring scientific integrity, operational efficiency, and policy relevance was the guiding principle for all methodological decisions, including stratification and weighting.

2.2 Survey Coverage and Design

The study was conducted as a nationwide rapid-assessment survey to assess the decadal impact of the International Day of Yoga (IDY). The survey design was in accordance with the Tender Document issued by the Central Council for Research in Yoga and Naturopathy (CCRYN), Ministry of Ayush (2024) and ensured national representativeness, demographic balance, and zonal comparability, in accordance with the guiding principles of the WHO STEP Survey.

2.2.1 Scope and Components

The assessment comprised of two interlinked components that were designed to capture both **institutional and digital-level engagement** and **population-level participation**:

1. **Primary Survey Data Collection** - Structured interviews with **30,084 adults** from the general population across all **34 States and Union Territories**, representing both urban and rural areas.
2. **Stakeholder Modules** - 2,450 additional respondents including:
    - Seven flagship IDY locations (300 respondents per site)

- Yoga influencers and trainers (100)
- Tour operators and wellness-sector professionals (100)
- Yoga institutions and academies (150)

3. **Secondary Data Integration** - A parallel analytical component reviewing longitudinal evidence from:
   - Google Trends and social-media engagement indices (2015 - 2025).
   - E-commerce and wellness market indices indicating behavioural adoption.
   - *Government datasets* (MoAyush reports, NSSO rounds, MyGov analytics).
   - Academic literature and peer-reviewed studies on yoga practice and wellness behaviour.

The integration of these three evidence streams established a dual-validation paradigm, enhancing reliability and policy relevance by triangulating self-reported behaviour with digital and administrative metrics.

2.2.2 Design Philosophy

The coverage design sought to ensure:

- **Nationwide representativeness**, with state-wise sample allocation proportional to projected 2025 populations (*Population Projections for India and States 2011 - 2036, RGI 2020*);
- **Demographic balance**, maintaining equitable gender and age representation across urban and rural areas; and
- **Operational efficiency**, enabling full field execution and data validation within the **14-day timeline** specified in the Tender Document.

2.3 Sample Framework and Stratification

The sampling framework was designed to fulfil the dual objective of attaining statistical accuracy and field authenticity, essential for large-scale, rapid assessments. The framework grounded in probability-based sampling principles, was consciously adapted to accommodate the practical constraints of a 14-day national data-collection cycle, ensuring both representativeness and transparency.

The design philosophy was guided by three foundational ideas:

1. Inclusivity: every State and Union Territory should be represented, reflecting India's geographic and cultural diversity.
2. Proportionality: state-level contributions should mirror population shares based on *RGI's 2011-2036 Population Projections (2025)*.
3. Adaptability: operational shortcuts (like digital mapping or random walks) should never erode the statistical logic of random selection.

In essence, the framework was constructed as a scientifically disciplined yet field-executable design, one that could produce reliable national indicators within realistic time and resource constraints.

2.3.1 Conceptual Foundation

The study followed a **multi-stage stratified random sampling design**, consistent with global public-health survey norms (WHO

STEPs) and domestic practices (NSSO, NFHS). Each level of selection was defined to ensure traceable probability while maintaining manageable fieldwork loads.

The sampling hierarchy consisted of the following stages:

- **Stage 1 - State and UT Inclusion:** All 34 States and UTs were included, ensuring complete territorial representation.
- **Stage 2 - Urban-Rural Stratification:** Each state's quota was split according to Census 2011 urban-rural ratios, refined using RGI 2025 projections to account for recent urbanisation trends.
- **Stage 3 - District Selection:** Districts were chosen using **Probability Proportionate to Size (PPS)** sampling. Large states contributed between 5 - 8 districts; smaller ones, 2 - 3.
- **Stage 4 - Cluster (PSU) Selection:** Within each selected district, villages (rural) or wards (urban) were randomly drawn from administrative lists, ensuring spatial spread and accessibility.
- **Stage 5 - Household and Respondent Selection:** Enumerators used **systematic random walks** with pre-verified GPS start points and fixed skip intervals. Within each household, one adult (18 +) was selected, balancing gender representation.

This stepwise design facilitated statistically meaningful representation without the extensive pre-listing necessary in conventional surveys. *(Refer to Annexure A: Proportionate Allocation Table).*

2.3.2 Operational Constraints and Adaptive Design

Given the stringent 14-day timeframe for nationwide fieldwork and report submission, doing full census-block listing and mapping exercise, as is customary in extensive population surveys, was not operationally viable.

Instead, the study adopted an **adaptive stratified quota-based randomization approach**, consistent with practices used in **rapid national surveillance or flash assessments** (e.g., WHO-NCD risk factor rapid surveys, MoSPI pilot studies).

Alternate methodology adopted:

- **Urban areas:** Pre-identified clusters (wards/blocks) were selected using population density data and verified through Google Maps and municipal listings. Enumerators were assigned starting points and instructed to follow *systematic random walks* with fixed interval rules (e.g., every 5th household on alternating streets).
- **Rural areas:** Villages were selected from district-level population registers and electoral rolls. Enumerators followed the same random-interval household selection approach after initial random start points validated by GPS.
- **Digital support:** The **Surveykshan app** logged GPS coordinates of each interview, providing a verifiable spatial footprint equivalent to formal block mapping.

This hybrid approach maintained **statistical dispersion and representativeness** while facilitating rapid deployment under constrained timeframes.

2.3.3 Sample Allocation

The sample allocation described here applies exclusively to the Primary Survey Data Collection (n = 30,084).

The general population sample was allocated among all 34 States and Union Territories in proportion to their expected population proportions according to the RGI 2025 forecasts (see to Annexure A). In each State/UT, the sample was further stratified into rural and urban areas according to their population distribution.

It is important to note that this allocation methodology applies only to the general population survey. The stakeholder modules were designed separately using purposive and sector-specific sampling approaches and were not part of the proportionate allocation framework (see *Table 2: Scope of Evaluation*).

2.3.4 Stratification Variables and Controls

Table 3: *Stratification Variables, Controls and Application*

Dimension	Source / Control Basis	Application
State Population	RGI Population Projections (2011-2036, for 2025)	Proportionate allocation
Urban-Rural Ratio	Census 2011 (validated with MoSPI)	Sub-stratification of state quota
Gender Balance	National Sex Ratio Adjusted (M: F ≈ 1:1)	Equal quotas ensured
District Selection	PPS by population size	Ensures spatial diversity
Cluster Selection	Randomized cluster lists within districts	Ensures dispersion within districts
Household Selection	Systematic random walk	Maintains internal randomization

2.3.5 Weighting and Statistical Adjustment

Post-survey **base weights** were computed as the inverse of the selection probability at each stage (zone → state → urban/rural → cluster → household). Calibration weights were applied to align marginal distributions with RGI 2025 projections by **state × gender × locality**. No trimming was required as weight dispersion remained within acceptable bounds (Coefficient of Variation < 15%). Weighted data were used

for all estimates, ensuring **representative national and zonal results** within ±2% precision at the 95% confidence level.

2.3.6 Estimation of Standard Error (SE) and Relative Standard Error (RSE)

The precision of the survey estimates was evaluated by calculating the **Standard Error (SE)** and **Relative Standard Error (RSE)** for each state and for the national aggregate. These measures assess the sampling variability intrinsic to survey estimates and indicate the reliability or stability of such estimates. A reduced standard error (SE) or relative standard error (RSE) signifies a more accurate estimate, while elevated values suggest increased uncertainty stemming from sample variability.

The survey followed a stratified design, with respondents selected across states and further divided into rural and urban sectors and by gender. Because the achieved sample size in each stratum differed slightly from the planned (proposed) allocation, sampling weights were calculated to restore proportional representation. Each respondent within a given cell (rural male, rural female, urban male, urban female) was assigned a weight equal to the ratio of the proposed to the achieved number of interviews in that category, represented as

$$w_i = \frac{N_i}{n_i}$$

where w_i is the sampling weight for the i^{th} cell, N_i is the number of interviews proposed, and n_i is the number of interviews actually conducted. These weights were then normalized within each state to ensure that the total weighted sample equaled the total achieved sample.

Unequal weights increase the variability of estimates compared to a simple random sample. To account for this, the **design effect due to weighting** was computed using Kish's (1992) formula:

$$deff_w = \frac{n\sum w_i^2}{(\sum w_i)^2}$$

where n is the total number of respondents in the state and w_i are the individual or cell weights. This value indicates the extent to which the variance is inflated due to unequal weighting.

Once the weighting design effect was obtained, the **effective sample size** (n_{eff}) was calculated as

$$n_{eff} = \frac{n}{deff_w}$$

This represents the equivalent number of respondents that would yield the same level of precision under simple random sampling. If additional clustering effects are known, the total design effect ($deff_{total}$) can be computed as the product of the weighting and clustering design effects, and the effective sample size recalculated accordingly.

The **Standard Error (SE)** of a proportion was then derived using the effective sample size as follows:

$$SE(\hat{p}) = \sqrt{\frac{\hat{p}(1-\hat{p})}{n_{eff}}}$$

where $\hat{p}$ is the estimated proportion expressed as a fraction (for instance, 0.40 for 40%).

To express the SE in percentage points, the value is multiplied by 100.

The **Relative Standard Error (RSE)** expresses the standard error as a percentage of the estimate itself and is calculated as:

$$RSE(\hat{p}) = \frac{SE(\hat{p})}{\hat{p}} \times 100$$

This provides a convenient measure of reliability, showing the proportionate magnitude of sampling error. For example, an RSE of 5% indicates that the standard error is 5% of the estimate's value.

2.3.7 Limitations

While the methodology ensured representativeness, the following **limitations** are acknowledged transparently:

1. **Absence of full census-block mapping:** Due to the accelerated field window, complete household listing in every cluster could not be executed. Instead, GPS-anchored random walks were adopted to preserve spatial randomness.
2. **Limited field duration:** The 14-day nationwide data collection compressed supervisor re-visits and field re-listing opportunities, though **real-time QC dashboards** mitigated this constraint.
3. **Cluster substitution:** In isolated rural areas or high-rainfall zones, a small proportion of clusters (<3%) were substituted following standard substitution protocols.
4. **Potential non-response bias:** Minimal (<2%). Controlled through replacement of non-contacts within the same cluster.

Despite these limitations, the design meets the essential standards of **national representativeness and reproducibility** under rapid-assessment conditions.

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)

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:

- Automated skip logic and range checks (100% interviews)
- GPS/timestamp verification
- Supervisor back-checks (15% of cases)
- QC team re-contact verification (10%)
- Real-time anomaly flags for outliers, GPS duplication
- Ethics-compliant consent and privacy safeguards

2.7 Data Analysis and Triangulation

- **Base Weights** were computed using inverse probability across all stages
- **Calibration** aligned weights to gender × locality margins for each state
- **No trimming** required; weights were well-distributed

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:

- In-person informed consent
- **Confidentiality agreements** signed by all field personnel
- **Data encryption** at rest and in transmission (TLS 1.3 / AES-256)
- Health and safety protocols including hydration breaks and 24x7 helpline
- **Right to withdraw** ensured for all respondents

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





CHAPTER 3

Primary Findings

This chapter presents the principal findings of the nationwide quantitative survey undertaken to assess the reach, awareness, and behavioural impact of the International Day of Yoga (IDY) (n = 32,534) over the past decade. The analysis utilizes data from a statistically representative sample throughout India's six geographic zones, offering empirical evidence on participation patterns, yoga awareness, practice behaviour, and perceived outcomes.

The chapter is organised thematically. The initial section analyses participation trends in IDY events, highlighting the extent and inclusiveness of engagement across various states and demographic categories. The subsequent analysis examines awareness and involvement with the Common Yoga Protocol (CYP), assessing its prevalence and correlation with ongoing practice. This is succeeded by an evaluation of yoga practice trends, encompassing frequency, demographic variations, and methods of practice. The subsequent sections examine self-reported health advantages and the incorporation of yoga into daily routines, emphasizing lifestyle modifications and health-enhancing behaviours since the proclamation of IDY.

Together, these findings provide a data-driven understanding of yoga's diffusion as both a public health and social movement. They highlight how IDY has shaped awareness, participation, and wellness-oriented behaviours, offering an evidence base to guide future policy and programme interventions under the Ministry of Ayush.

3.1 Participation Patterns in International Day of Yoga (IDY) Events

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

3.1.1 Overall Participation Rate in IDY Events

The survey findings reveal that around one-third of participants (33.4%) engaged in activities associated with the International Day of Yoga (IDY) over the specified timeframe.

This indicates a widespread national involvement, with participation spanning many demographic groups and regions.

The remaining two-thirds (66.6%) of respondents form the wider population segment that constitutes the potential outreach base for future IDY observances.

Collectively, these proportions delineate the present state of public engagement with IDY and establish a reference point for comprehending the evolution of involvement and its potential growth in future iterations of the event.

3.1.2 Zone-wise Participation in International Day of Yoga (IDY) Events

The analysis of participation across India's six geographic zones indicates measurable regional variation in engagement with International Day of Yoga (IDY) activities. The West Zone (41.47%), South Zone (40.41%), and Central Zone (39.59%) reported the highest proportions of respondents who had participated in IDY events. These figures suggest a relatively wider reach of IDY activities in these areas, where yoga institutions, community organisations, and public events appear to have achieved greater participant mobilisation.

Participation in the East Zone (28.51%), North Zone (27.42%), and North-East Zone (25.18%) was lower in comparison. The data point to geographic and programmatic variations that may reflect differences in local infrastructure, the scale of public gatherings, and the modes through which information about IDY was disseminated.

Across zones, the participation range, from about 25% to 41%, suggests that while IDY activities have achieved national spread, their intensity and scale of public engagement vary by region. States within the western, southern, and central belts record relatively higher proportions of respondents exposed to IDY programming, whereas participation in the northern and north-eastern zones appears more moderate.

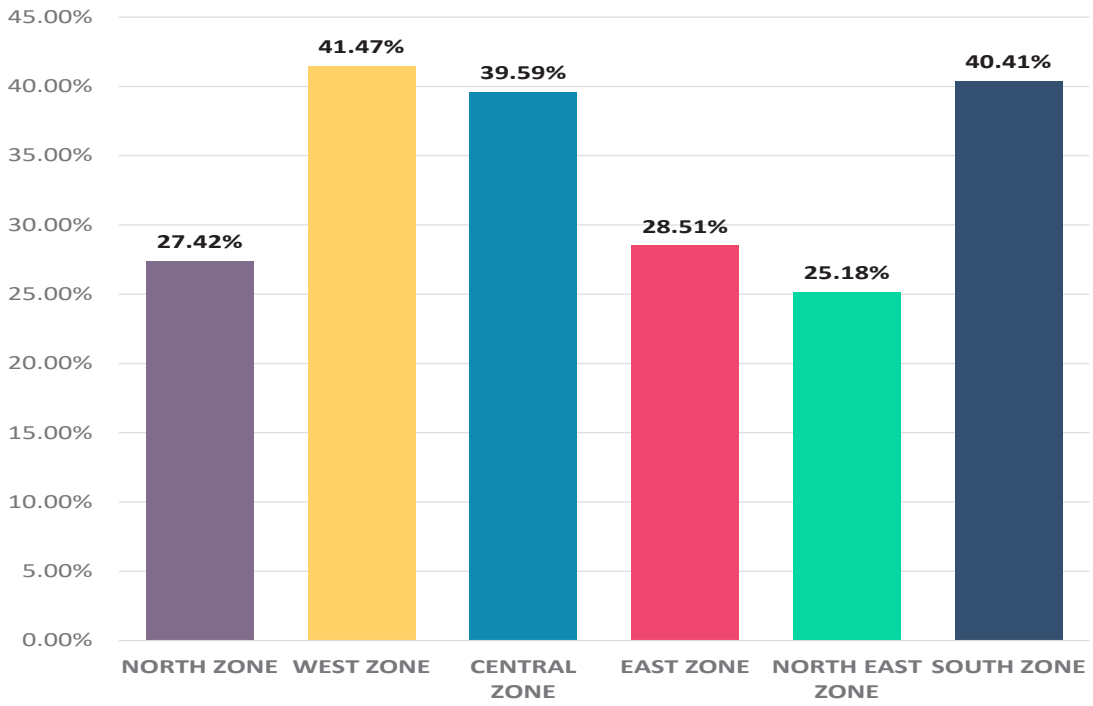


Figure 1: *Zonal Variation in Participation Trends*

These zonal differences provide a broad spatial understanding of IDY's outreach and inform the interpretation of subsequent findings related to awareness of the Common Yoga Protocol (CYP), practice behaviour, and self-reported outcomes.

3.1.3 State-level Variation in Participation

Participation levels in International Day of Yoga (IDY) activities varied considerably across States and Union Territories, reflecting diverse socio-cultural and institutional contexts. At the all-India level, 33.45 percent of respondents reported participation in IDY-related activities.

Among the participating States, engagement ranged from a high of 69.37 percent in Rajasthan to lower proportions in States such as Meghalaya (15.33 percent), Himachal Pradesh (15.54 percent), Kerala (14.56 percent), and NCT of Delhi (13.39 percent).

Several States recorded participation well above the national average Rajasthan

Table 4: *Zone-wise Participation in International Day of Yoga (IDY) Events with Corresponding SE and RSE.*

Zone	Yes	SE	RSE
North Zone	27.42%	*0.44%*	*1.62%*
West Zone	41.47%	*0.65%*	*1.57%*
Central Zone	39.59%	*0.89%*	*2.25%*
East Zone	28.51%	*0.48%*	*1.67%*
North East Zone	25.18%	*1.09%*	*4.33%*
South Zone	40.41%	*0.63%*	*1.56%*
Average	**33.10%**	***0.25%***	***0.75%***

Table 5: *State-wise Participation in International Day of Yoga (IDY) Events with Standard Error (SE) and Relative Standard Error (RSE)*

State	Yes (%)	SE (%)	RSE (%)
Jammu and Kashmir	40.42%	*2.17%*	*5.37%*
Himachal Pradesh	15.54%	*1.43%*	*9.20%*
Punjab	18.15%	*1.43%*	*7.86%*
Haryana	34.01%	*1.70%*	*5.01%*
Nct of Delhi	13.39%	*1.30%*	*9.71%*
Uttar Pradesh	27.05%	*0.56%*	*2.07%*
Uttarakhand	47.26%	*2.31%*	*4.90%*
Chandigarh*	22.24%	-	-
Ladakh*	37.88%	-	-
Rajasthan	69.37%	*1.21%*	*1.75%*
Gujarat	29.24%	*1.52%*	*5.19%*
Maharashtra	28.16%	*0.84%*	*2.97%*
Goa*	13.21%	-	-
Dadra & Nagar Haveli*	26.50%	-	-
Madhya Pradesh	32.25%	*1.00%*	*3.11%*
Chhattisgarh	54.81%	*1.84%*	*3.36%*
Bihar	30.19%	*0.82%*	*2.73%*
Sikkim*	17.33%	-	-
West Bengal	17.01%	*0.63%*	*3.71%*
Jharkhand	35.05%	*1.61%*	*4.58%*
Odisha	49.31%	*1.42%*	*2.88%*
Assam	24.26%	*1.24%*	*5.13%*
Arunachal Pradesh*	7.57%	-	-
Nagaland*	8.21%	-	-
Manipur	81.36%	*3.92%*	*4.82%*
Mizoram*	0.00%	-	-
Tripura	28.93%	*2.83%*	*9.78%*
Meghalaya	15.33%	*1.32%*	*8.61%*
Andhra Pradesh	68.51%	*1.41%*	*2.06%*
Karnataka	41.62%	*1.30%*	*3.13%*
Kerala	14.56%	*1.27%*	*8.72%*
Tamil Nadu	25.31%	*1.02%*	*4.04%*
Telangana	44.72%	*1.54%*	*3.44%*
Puducherry*	16.22%	-	-
Average	**33.45%**	***0.26%***	***0.76%***

* Note: We have not computed SE in states where sample size is below 50

(69.37%), Andhra Pradesh (68.51%), Chhattisgarh (54.81%), Odisha (49.31%), Uttarakhand (47.26%), Telangana (44.72%), Karnataka (41.62%), and Jammu and Kashmir (40.42%). These levels indicate strong community mobilisation and institutional involvement.

A cluster of States showed participation levels close to the national average, such as Jharkhand (35.05%), Haryana (34.01%), Madhya Pradesh (32.25%), Bihar (30.19%), Gujarat (29.24%), Maharashtra (28.16%), Uttar Pradesh (27.05%), Tripura (28.93%), and Tamil Nadu (25.31%). These figures represent balanced and consistent engagement.

Lower participation levels were observed in a few regions, including Assam (24.26%), West Bengal (17.01%), Punjab (18.15%), Meghalaya (15.33%), Himachal Pradesh (15.54%), Kerala (14.56%), and NCT of Delhi (13.39%). These patterns may reflect varying programme outreach, demographic characteristics, or contextual differences influencing observance.

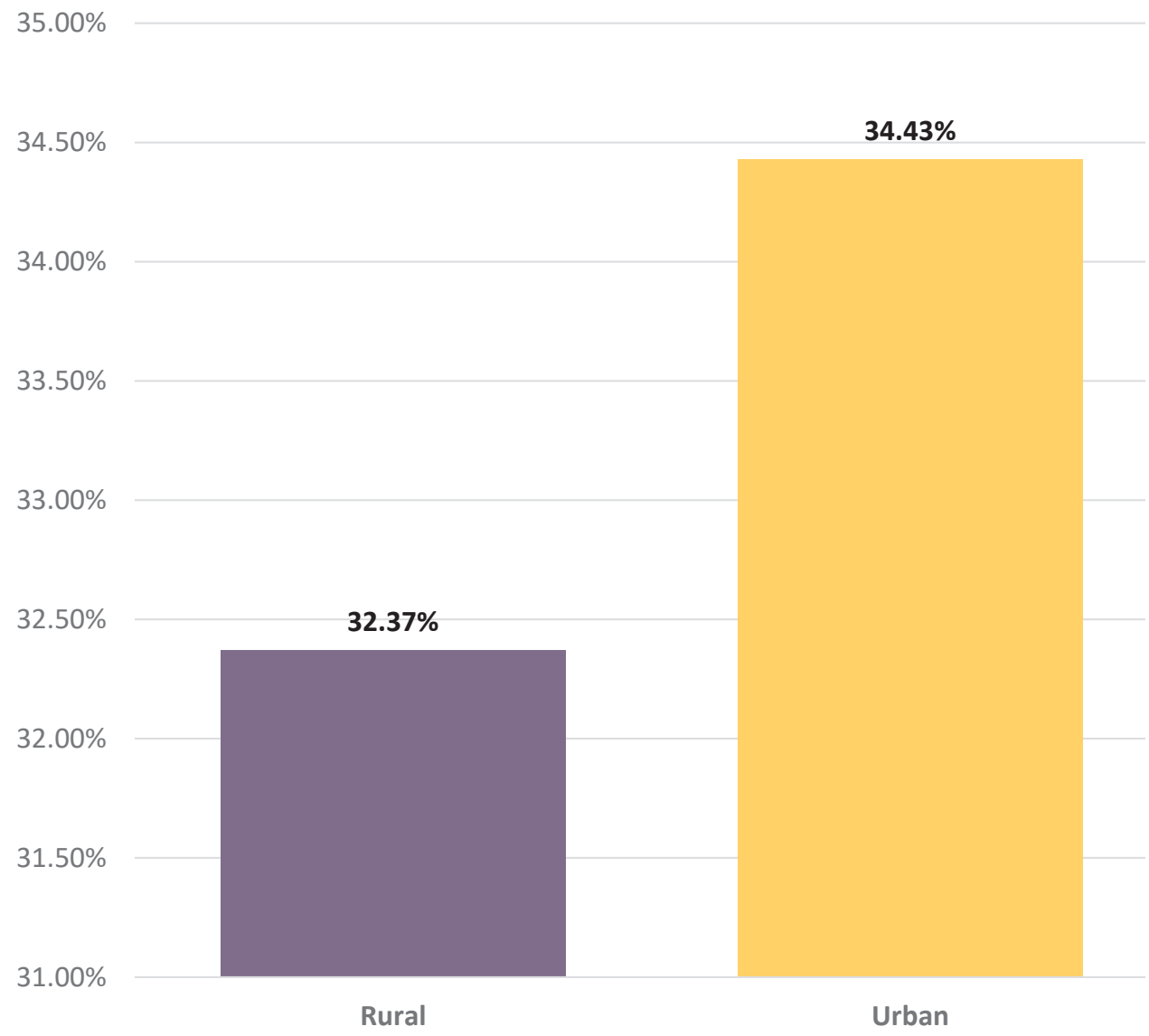


Figure 2: *Proportion of Respondents Participating in International Day of Yoga (IDY) Events by Locality (Urban vs. Rural)*

Table 6: *Participation in IDY Events by Locality of Residence along with SE and RSE Estimates*

Locality	Yes	SE	RSE
Rural	32.37%	*0.32%*	*0.99%*
Urban	34.43%	*0.38%*	*1.10%*
Average	**33.25%**	***0.24%***	***0.73%***

Overall, the distribution of participation reflects a heterogeneous yet widespread pattern across the country. While levels differ across States, measurable engagement was evident in all regions, underscoring the broad reach and visibility of IDY activities nationwide.

3.1.4 Urban–Rural Differentials in Participation

Participation in *International Day of Yoga (IDY)* activities was found to be comparable across urban and rural areas, with a **slightly higher proportion of respondents in urban locations (34.4%)** reporting participation compared to **32.4 percent in rural areas**.

The difference of around **two percentage points** suggests that engagement with IDY is **broadly consistent across locality types**, indicating that yoga-related observances and outreach initiatives have reached both urban and rural populations in near-equal measure.

This balanced pattern points to the **widespread diffusion of IDY awareness and access**, demonstrating that participation is not confined to metropolitan centres but extends meaningfully into rural communities as well.

3.1.5 Gender-wise Participation Patterns

Gender-wise analysis of *International Day of Yoga (IDY)* participation reveals similar engagement across both groups, with 34.5 percent of male respondents and 31.6 percent of female respondents reporting participation.

The difference of around three percentage points indicates that both men and women are comparably represented among IDY participants. The results suggest that yoga-related activities have found resonance

Table 7: *Participation in IDY Events by Gender along with Associated Standard Error (SE) and Relative Standard Error (RSE)*

Gender	Yes	SE	RSE
Male	34.51%	*0.33%*	*0.97%*
Female	31.63%	*0.36%*	*1.14%*
Average	**33.21%**	***0.25%***	***0.74%***

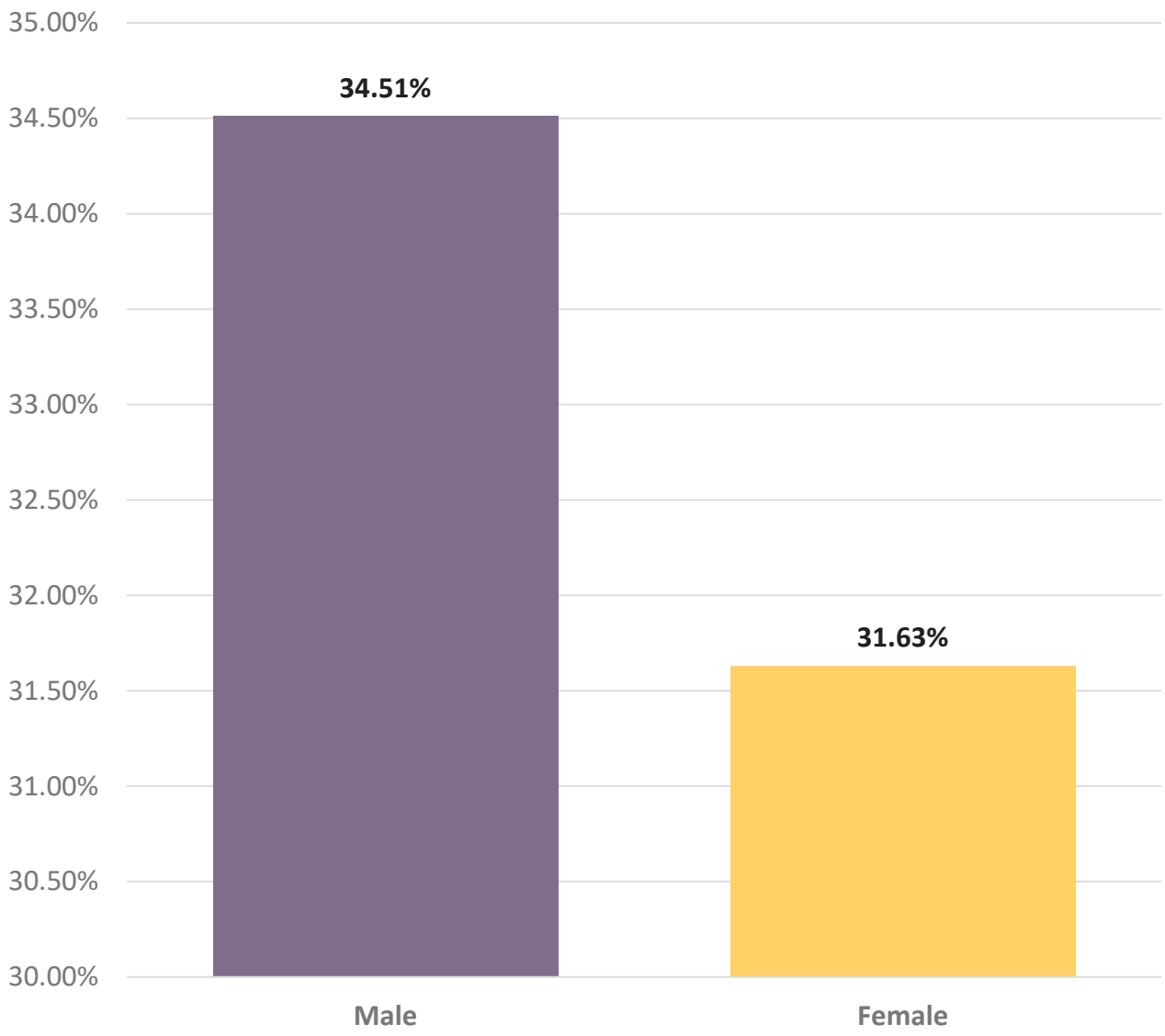


Figure 3: *Gender-wise Participation in International Day of Yoga (IDY) Events*

among a wide cross-section of the population, reflecting the inclusive and accessible nature of the initiative across gender lines.

3.1.6 Age-wise Distribution of Participation

Participation in *International Day of Yoga (IDY)* activities show a clear age-related gradient.

The highest participation was recorded among respondents aged 18-24 years (39.1%), followed by the 25-34 age group (32.5%). Engagement gradually tapers in older age brackets, ranging between 28-30 percent among adults aged 35-64 years, and 24.3 percent among those aged 65 years and above.

This pattern suggests that younger respondents are relatively more engaged in IDY-related events, possibly reflecting greater exposure through educational institutions, social media, and community programs.

Nevertheless, the consistent participation observed across middle and older age groups underscores the broad demographic inclusivity of the initiative.

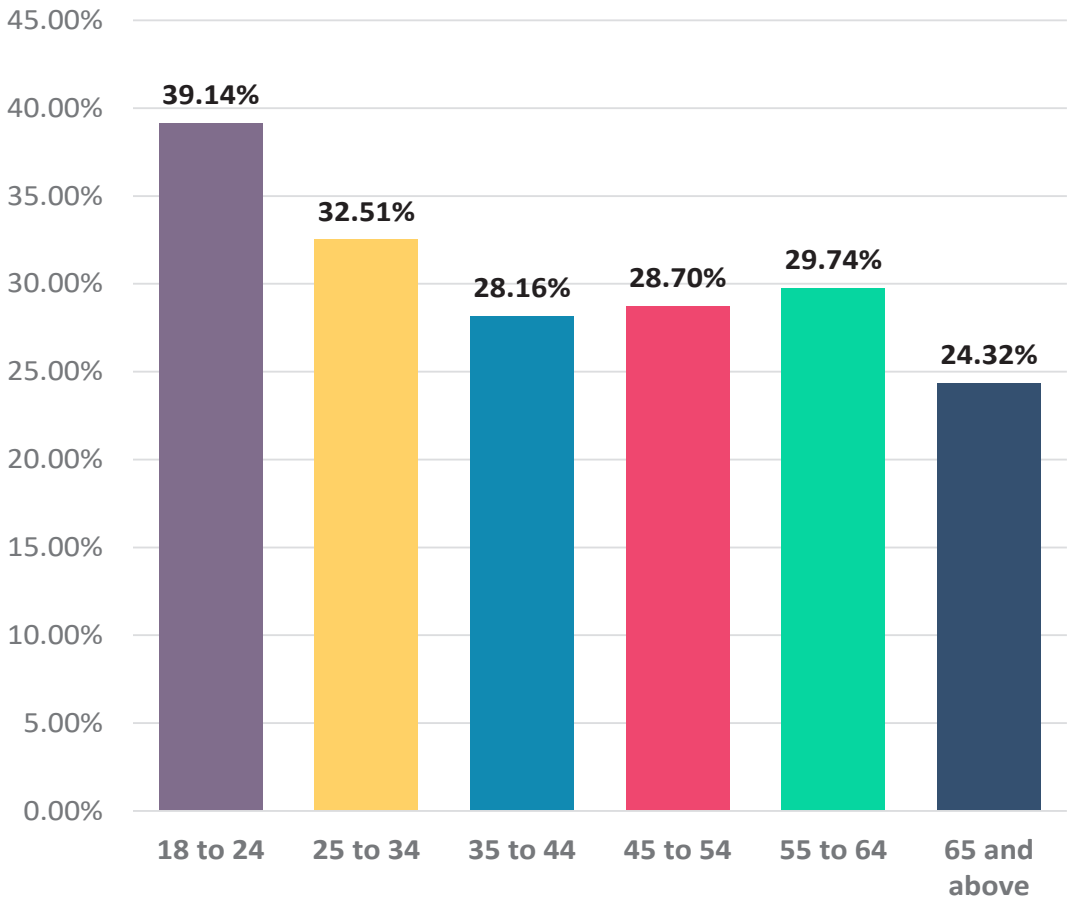


Figure 4: *Age-wise Distribution of Participation in International Day of Yoga (IDY) Events*

Table 8: *Age-wise Participation in International Day of Yoga (IDY) Events with Associated SE and RSE*

Age	Yes	SE	RSE
18 to 24	39.14%	*0.46%*	*1.16%*
25 to 34	32.51%	*0.42%*	*1.31%*
35 to 44	28.16%	*0.55%*	*1.95%*
45 to 54	28.70%	*0.75%*	*2.61%*
55 to 64	29.74%	*1.08%*	*3.64%*
65 and above	24.32%	*1.54%*	*6.33%*
Average	**33.10%**	***0.25%***	***0.74%***

3.1.7 Occupational Profile of Participants

Participation in *International Day of Yoga (IDY)* activities varied considerably across occupational categories.

The highest participation was reported among healthcare professionals (56.5%), followed by those employed in government and public sector services (48.0%), and members of the Armed Forces (42.3%).

Engagement levels were also above the national average among students (41.8%) and other professional groups (33.5%), while participation among self-employed individuals (29.3%), farmers (31.5%), and homemakers (26.1%) was comparatively lower.

Respondents classified under 'Others' (22.3%) reported the lowest levels of participation.

Overall, the results suggest that IDY participation is more pronounced in occupational segments with structured institutional settings or health-oriented environments, while still maintaining presence across diverse livelihood categories.

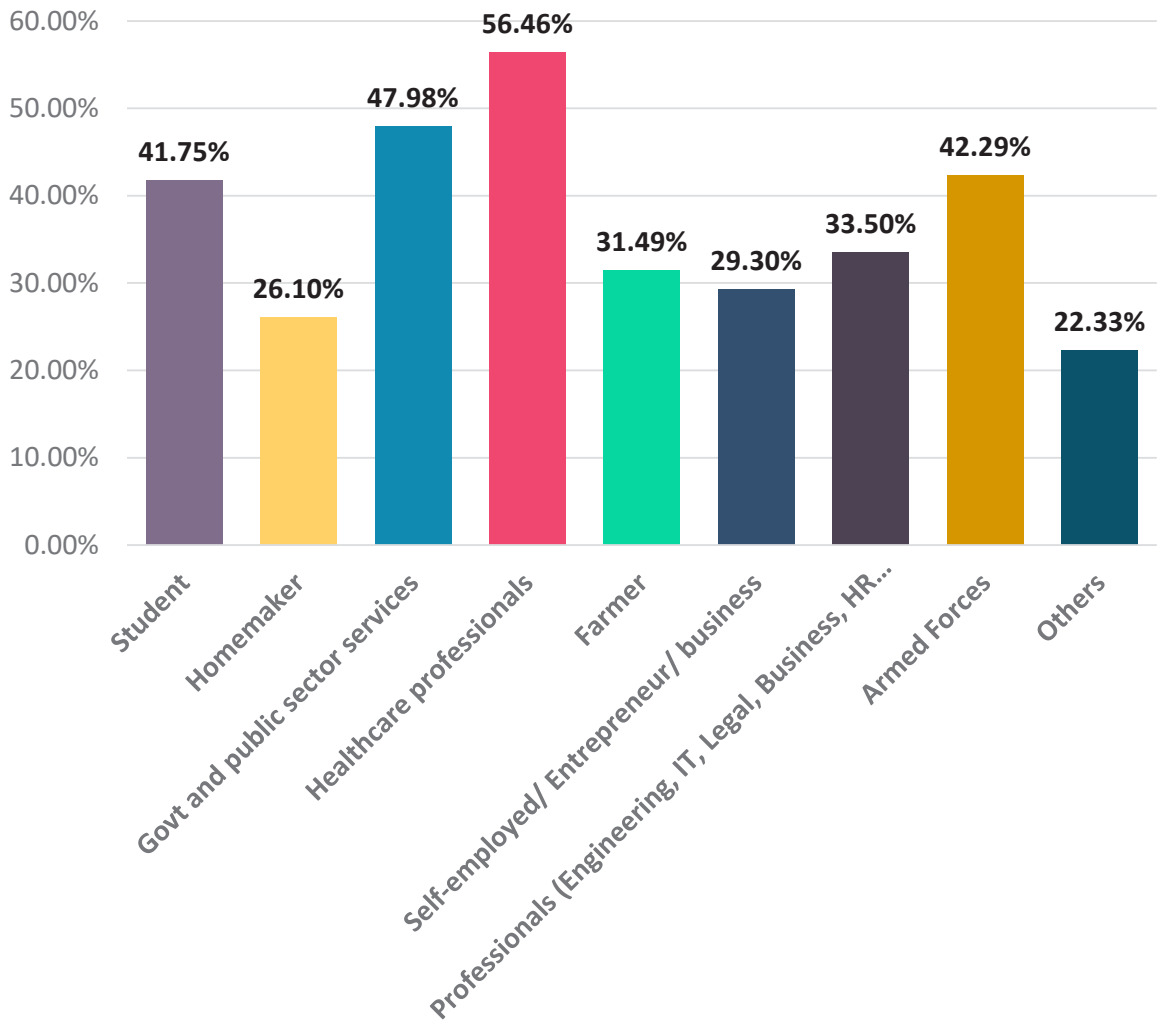


Figure 5: *Occupational Profile of Participants in International Day of Yoga (IDY) Events*

Table 9: *Occupation-wise Participation in International Day of Yoga (IDY) Events with SE and RSE Estimates.*

Occupation	Yes	SE	RSE
Student	41.75%	*0.52%*	*1.25%*
Homemaker	26.10%	*0.44%*	*1.68%*
Govt and public sector services	47.98%	*1.13%*	*2.35%*
Healthcare professionals	56.46%	*1.72%*	*3.05%*
Farmer	31.49%	*0.66%*	*2.11%*
Self-employed/ Entrepreneur/ business	29.30%	*0.57%*	*1.94%*
Professionals (Engineering, IT, Legal, Business, HR etc.)	33.50%	*1.18%*	*3.53%*
Armed Forces	42.29%	*3.34%*	*7.90%*
Others	22.33%	*0.98%*	*4.41%*
Average	**33.10%**	***0.25%***	***0.74%***

3.2 Awareness and Engagement with Common Yoga Protocol (CYP)

Note: This should not be confused with IDY awareness; this question asked whether people were aware of the term "common yoga protocol" that was observed during IDY

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

3.2.1 Overall CYP Awareness

The survey findings indicate that **39.3 percent of respondents** reported awareness of the Common Yoga Protocol (CYP), whereas **60.7 percent** had not encountered information regarding it at the time of the survey.

This proportion suggests that the CYP-though recognized by a substantial segment of the population-has yet to achieve universal visibility across the national sample. The current level of awareness serves as an important benchmark for understanding how knowledge of standardized yoga practices is distributed among different sections of society.

3.2.2 Zone-wise Awareness of the Common Yoga Protocol

The chart illustrates zone-wise variation in awareness of the Common Yoga Protocol (CYP) across India. Awareness levels exhibit distinct regional differences. The Southern Zone reported the highest awareness, with 48.12% of respondents indicating familiarity with CYP, followed by the Central Zone (44.09%) and the Western Zone (43.20%). The Eastern Zone also reflected

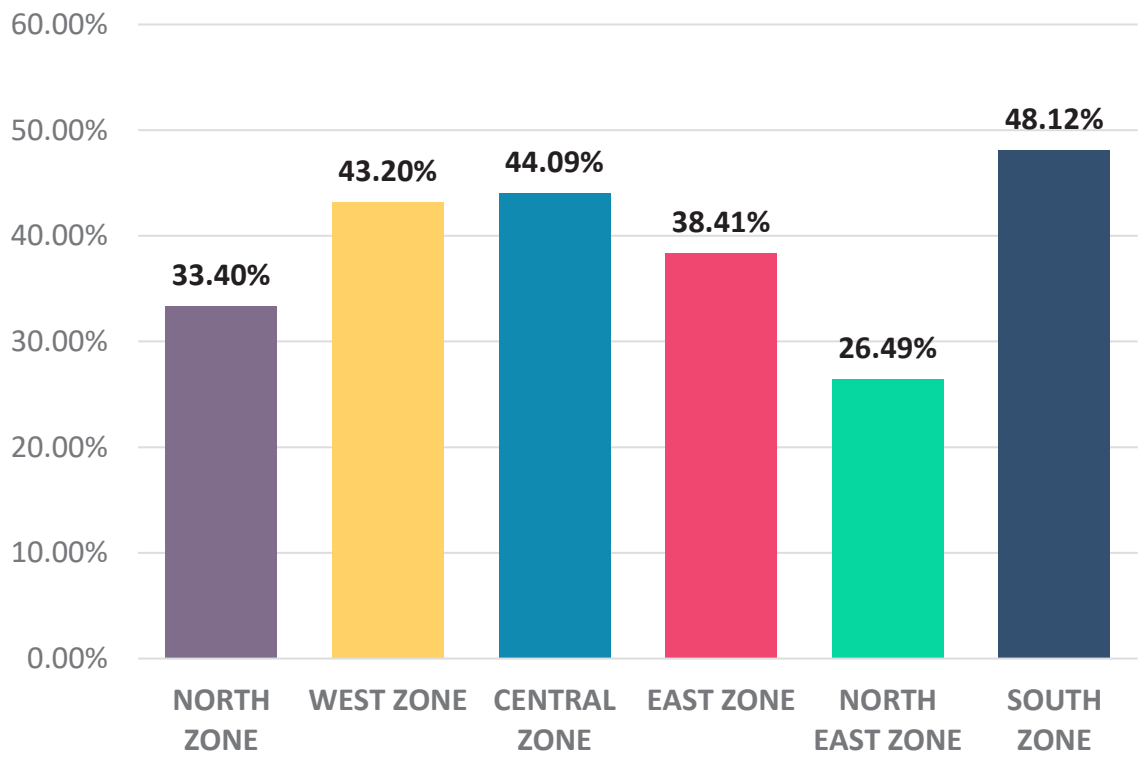


Figure 6: *Awareness of the Common Yoga Protocol (CYP) by Zone*

a moderate level of awareness at 38.41%, while comparatively lower proportions were observed in the Northern Zone (33.40%) and North-Eastern Zone (26.49%).

These findings indicate that awareness of CYP tends to be relatively higher in the southern and central parts of the country, where institutional and community-level yoga outreach activities are reportedly more visible, whereas comparatively lower figures in the northern and north-eastern regions point to variations in information dissemination and engagement intensity.

Table 10: *Zone-wise Awareness of the Common Yoga Protocol (CYP) with Associated SE and RSE.*

Zone	Yes	SE	RSE
North Zone	33.40%	*0.47%*	*1.41%*
West Zone	43.20%	*0.65%*	*1.52%*
Central Zone	44.09%	*0.91%*	*2.05%*
East Zone	38.41%	*0.51%*	*1.33%*
North East Zone	26.49%	*1.11%*	*4.18%*
South Zone	48.12%	*0.64%*	*1.33%*
Average	**39.34%**	***0.26%***	***0.66%***

Table 11: *State-Level Awareness of the Common Yoga Protocol (CYP)*

State	Yes (in%)	SE	RSE
Jammu and Kashmir	42.47%	*2.18%*	*5.14%*
Himachal Pradesh	18.12%	*1.51%*	*8.34%*
Punjab	14.45%	*1.30%*	*9.01%*
Haryana	43.89%	*1.79%*	*4.07%*
Nct of Delhi	36.72%	*2.13%*	*5.79%*
Uttar Pradesh	32.72%	*0.59%*	*1.81%*
Uttarakhand	55.57%	*2.30%*	*4.14%*
Chandigarh*	26.86%	-	-
Ladakh*	48.48%	-	-
Rajasthan	68.06%	*1.22%*	*1.80%*
Gujarat	28.64%	*1.51%*	*5.26%*
Maharashtra	35.25%	*0.89%*	*2.52%*
Goa*	24.98%	-	-
Dadra & Nagar Haveli*	42.00%	-	-
Madhya Pradesh	35.18%	*1.02%*	*2.91%*
Chhattisgarh	61.14%	*1.80%*	*2.95%*
Bihar	33.90%	*0.85%*	*2.51%*
Sikkim*	60.67%	-	-
West Bengal	34.34%	*0.80%*	*2.32%*
Jharkhand	42.77%	*1.67%*	*3.89%*
Odisha	56.17%	*1.41%*	*2.51%*
Assam	27.64%	*1.30%*	*4.70%*
Arunachal Pradesh*	10.34%	-	-
Nagaland*	21.82%	-	-
Manipur	29.03%	*2.51%*	*8.65%*
Mizoram*	9.23%	-	-
Tripura	37.85%	*2.53%*	*6.68%*
Meghalaya	9.51%	*0.92%*	*9.68%*
Andhra Pradesh	58.29%	*1.50%*	*2.57%*
Karnataka	55.48%	*1.31%*	*2.36%*
Kerala	17.21%	*1.19%*	*6.91%*
Tamil Nadu	34.99%	*1.12%*	*3.21%*
Telangana	59.58%	*1.52%*	*2.55%*
Puducherry*	43.24%	-	-
Average	**33.45%**	***0.26%***	***0.67%***

** Note: We have not computed SE in states where sample size is below 50*

3.2.3 State-wise Awareness of the Common Yoga Protocol

Awareness of the *Common Yoga Protocol (CYP)* exhibits considerable state-wise variation.

The highest awareness was recorded in Rajasthan (68.1%), followed by Chhattisgarh (61.1%), Odisha (56.2%), Telangana (59.6%), and Andhra Pradesh (58.3%)-indicating relatively deeper reach of structured yoga promotion in these regions.

Mid-range awareness levels (30-40%) were observed in large and diverse States such as Uttar Pradesh, Maharashtra, Tamil Nadu, and West Bengal, while lower proportions were seen in a few northeastern States including Mizoram, Meghalaya, and Arunachal Pradesh (below 15%).

This distribution suggests that public familiarity with the CYP is widespread but uneven, with stronger awareness in regions where yoga-related institutional activities have been more visible or sustained over time.

3.2.4 Variation in CYP Awareness by Place of Residence

The regional distribution of awareness about the **Common Yoga Protocol (CYP)** indicates a discernible but moderate variation between rural and urban populations.

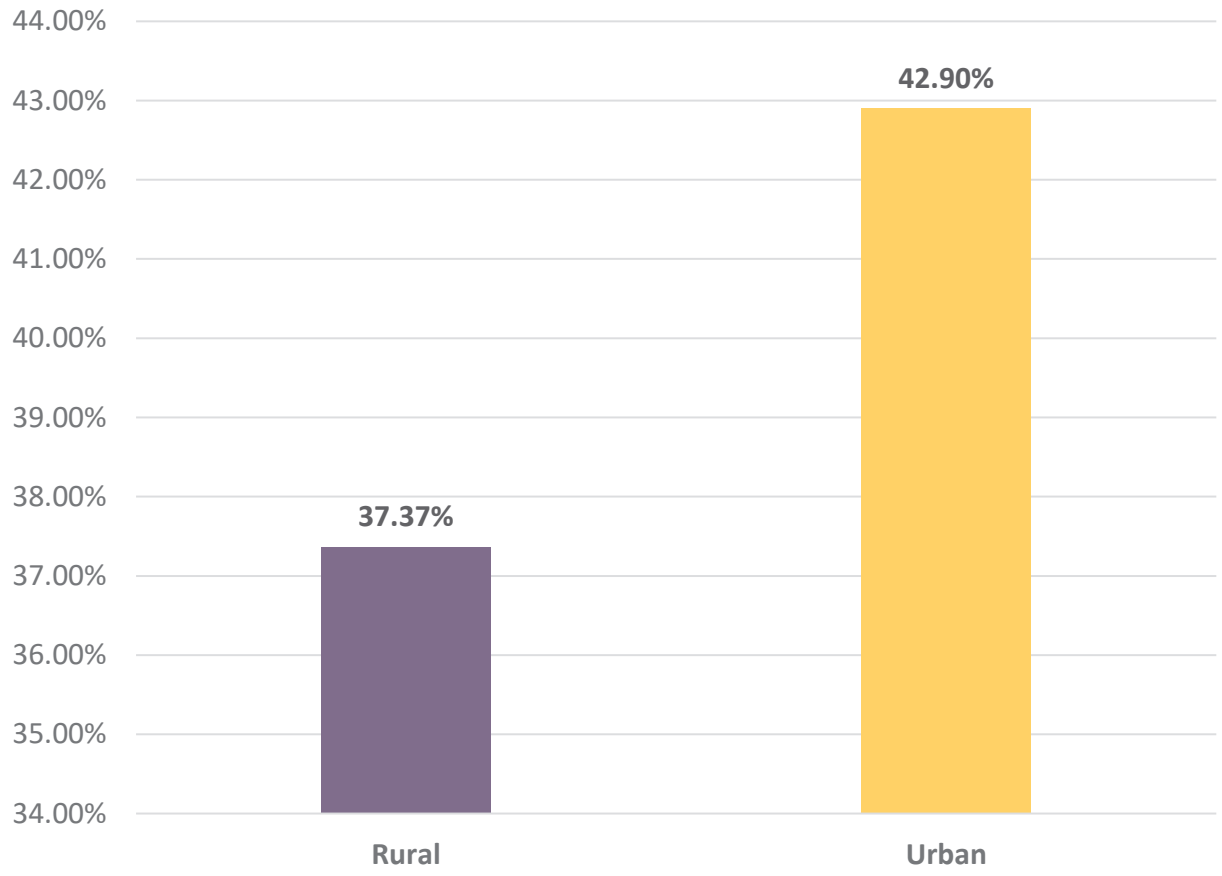


Figure 7: *Proportion of Respondents Aware of the Common Yoga Protocol (CYP) in Rural and Urban Areas*

As shown in the figure, **42.90% of urban respondents** reported being aware of the CYP, compared to **37.37% of rural respondents**. This **5.5 percentage point difference** highlights a modest yet consistent urban advantage in information dissemination and engagement with institutional yoga programmes.

The higher awareness levels in urban areas can be attributed to factors such as greater exposure to government-led campaigns, media coverage, yoga centres, and community-based wellness programmes. Urban residents are also more likely to encounter structured yoga sessions in educational institutions, workplaces, and residential societies, where the CYP is routinely demonstrated or taught.

In contrast, the slightly lower awareness in rural regions suggests that while outreach efforts-particularly through schools, Gram Panchayats, and local wellness centres-have expanded, coverage gaps remain. Accessibility constraints, digital reach limitations, and fewer organised yoga promotion activities at the village level may account for this difference.

Nevertheless, the findings also reveal that **over one-third of rural respondents are aware of the CYP**, indicating significant progress in national outreach efforts since the inception of the International Day of Yoga (IDY). The data suggests a continuing **mainstream diffusion of yoga knowledge**, with the CYP increasingly recognised beyond urban centres as a standardised and inclusive framework for safe and effective yoga practice.

Overall, these results underscore the growing penetration of CYP awareness across India, while reaffirming the importance of sustained rural engagement and targeted awareness strategies to ensure equitable reach and understanding of yoga practices nationwide

3.2.5 Gender-Based Differences in CYP Awareness

The analysis of Common Yoga Protocol (CYP) awareness by gender reveals a near-equal distribution between male and female respondents, suggesting balanced exposure to information and outreach efforts across genders.

As shown in the figure, **39.61% of female respondents** reported being aware of the CYP, compared to **39.10% of male respondents**-a marginal difference of **0.51 percentage points**. This negligible

***Table 12:** Awareness of the Common Yoga Protocol (CYP) by Place of Residence with SE and RSE Estimates.*

Locality	Yes	SE	RSE
Rural	37.37%	*0.33%*	*0.88%*
Urban	42.90%	*0.39%*	*0.92%*
Average	**39.72%**	***0.25%***	***0.64%***

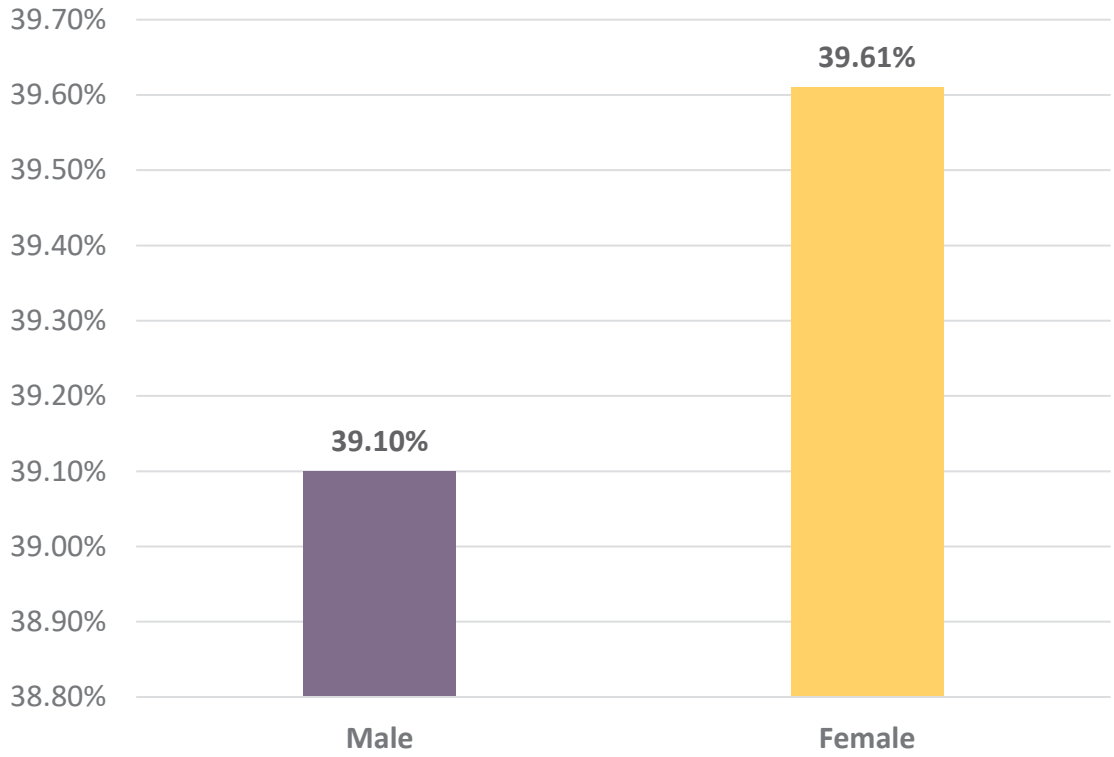


Figure 8: *Proportion of Male and Female Respondents Reporting Awareness of the Common Yoga Protocol (CYP)*

variation indicates that both men and women have had comparable opportunities to access and engage with CYP-related communication, training, or demonstration activities.

The slight female advantage in awareness may be reflective of higher participation rates among women in wellness-oriented initiatives, community yoga programmes, and school-based or institutional sessions where CYP dissemination is common. Additionally, the integration of yoga into educational and workplace wellness frameworks-where female representation is significant-could have contributed to this parity.

Overall, the findings suggest that **gender does not significantly influence CYP**

Table 13: *Gender-wise Awareness of the Common Yoga Protocol (CYP) with SE and RSE Estimates.*

Gender	Yes	SE	RSE
Male	39.10%	*0.34%*	*0.88%*
Female	39.61%	*0.38%*	*0.96%*
Average	**39.33%**	***0.25%***	***0.65%***

awareness levels, underscoring the broad inclusivity of yoga promotion campaigns under the Ministry of Ayush. The equitable distribution points to effective communication and outreach strategies that have reached both male and female populations, aligning with the national vision of yoga as a universal and gender-neutral health practice.

3.2.6 CYP Awareness Across Age Groups

The age-wise distribution of awareness about the Common Yoga Protocol (CYP) highlights a clear generational gradient in familiarity with structured yoga practices.

As the figure indicates, awareness is highest among the youngest cohort (18-24 years), where 44.05% reported familiarity with the CYP. This suggests that youth-oriented dissemination channels-such as educational institutions, social media platforms, and community events-have been effective in reaching younger populations. The emphasis on yoga in school and college curricula, particularly through National Service Scheme (NSS) and Nehru Yuva Kendra activities, may also have contributed to this high level of awareness.

Awareness gradually declines with age: 39.80% among those aged 25-34 years, 35.93% for 35-44 years, and 34.81% among 45-54 years. The trend indicates

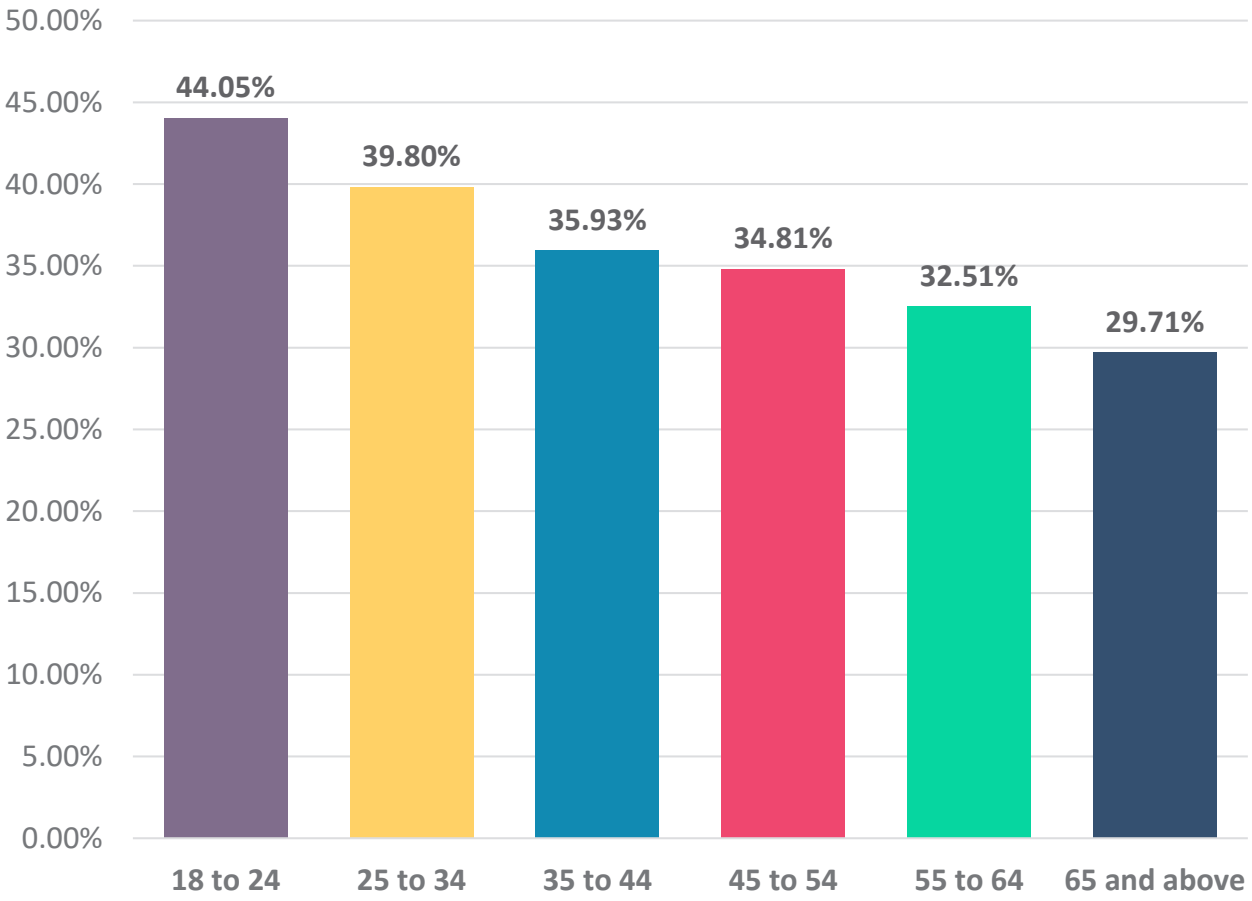


Figure 9: *Proportion of Respondents Across Age Groups Reporting Awareness of the Common Yoga Protocol (CYP)*

Table 14: *Age-wise Awareness of the Common Yoga Protocol (CYP) with Standard Error (SE) and Relative Standard Error (RSE).*

Age	Yes	SE	*RSE*
18 to 24	44.05%	*0.46%*	*1.05%*
25 to 34	39.80%	*0.44%*	*1.12%*
35 to 44	35.93%	*0.59%*	*1.63%*
45 to 54	34.81%	*0.79%*	*2.27%*
55 to 64	32.51%	*1.11%*	*3.41%*
65 and above	29.71%	*1.64%*	*5.51%*
Average	**39.34%**	***0.26%***	***0.65%***

a tapering familiarity as age increases, possibly due to lower exposure to digital communication, fewer institutional touchpoints, and less participation in organised International Day of Yoga (IDY) events among middle-aged and older adults.

Respondents in the 55-64 (32.51%) and 65 and above (29.71%) age groups reported comparatively lower awareness levels. This could be linked to differences in information access and outreach penetration, as well as the likelihood that older individuals engage more with traditional or informal yoga practices outside the CYP framework.

In summary, CYP awareness shows a distinct age gradient, with youth demonstrating the strongest familiarity and engagement. The data underscores the effectiveness of youth-centric dissemination strategies while signalling the need for targeted communication and demonstration efforts among older adults to ensure uniform understanding and adoption of the Common Yoga Protocol across all age groups.

3.2.7 CYP Awareness Across Occupational Groups

An examination of CYP awareness across occupational categories reveals substantial variation, suggesting that professional exposure and institutional environments play a defining role in shaping awareness levels.

As depicted in the figure, healthcare professionals (60.09%) reported the highest level of awareness, followed closely by respondents employed in government and public sector services (57.26%). This elevated familiarity among these groups likely stems from their proximity to health-promotion networks, structured wellness programmes, and government-led yoga events conducted through ministries, hospitals, and allied institutions.

Moderate awareness levels were observed among students (47.27%), professionals from corporate or technical domains (46.58%), and members of the Armed

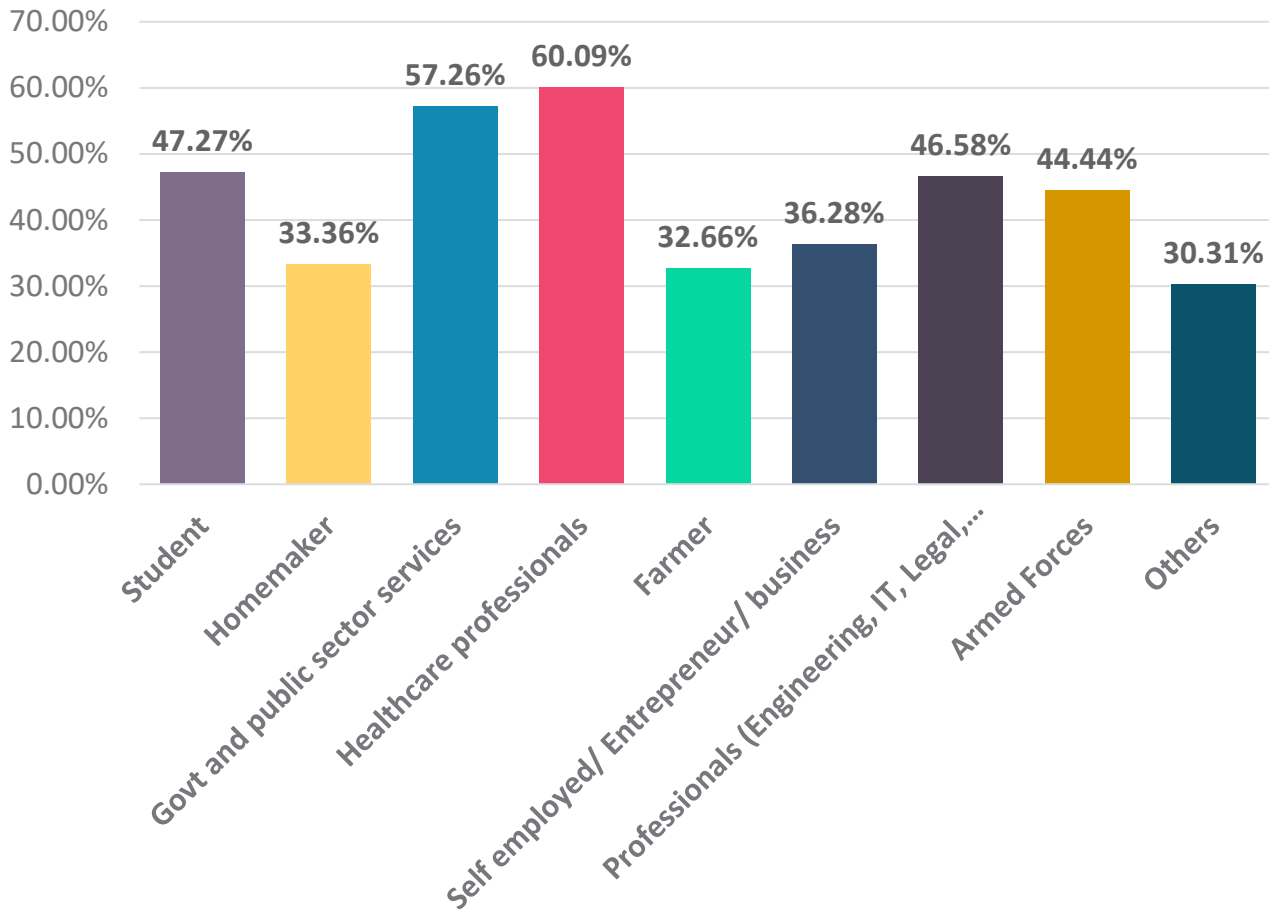


Figure 10: *Proportion of Respondents Reporting Awareness of the Common Yoga Protocol (CYP) Across Occupational Categories*

Forces (44.44%). These findings reflect the influence of institutional participation, with yoga being increasingly incorporated into educational settings, workplace wellness initiatives, and physical training routines in disciplined services.

On the other hand, self-employed individuals (36.28%), homemakers (33.36%), and farmers (32.66%) demonstrated comparatively lower awareness. Limited access to organised communication channels, formal training opportunities, and fewer community-based yoga demonstrations may contribute to this awareness gap. The "others" category (30.31%)-comprising individuals outside these occupational classifications-also recorded low awareness, suggesting a need for expanded outreach among informal and non-institutional sectors.

Overall, the data underscores that occupational context strongly influences CYP awareness. Sectors with structured institutional mechanisms for information dissemination-particularly health, education, and governance-have been more successful in fostering familiarity with yoga protocols. Expanding outreach to self-employed and rural occupational groups could therefore strengthen inclusivity in future IDY and CYP-related initiatives.

Table 15: *Occupation-wise Awareness of the Common Yoga Protocol (CYP) with Standard Error (SE) and Relative Standard Error (RSE).*

Occupation	Yes	SE	RSE
Student	47.27%	*0.53%*	*1.12%*
Homemaker	33.36%	*0.47%*	*1.41%*
Govt and public sector services	57.26%	*1.12%*	*1.95%*
Healthcare professionals	60.09%	*1.70%*	*2.83%*
Farmer	32.66%	*0.67%*	*2.05%*
Self-employed/ Entrepreneur/ business	36.28%	*0.60%*	*1.65%*
Professionals (Engineering, IT, Legal, Business, HR etc.)	46.58%	*1.25%*	*2.69%*
Armed Forces	44.44%	*3.34%*	*7.52%*
Others	30.31%	*1.09%*	*3.58%*
Average	**39.34%**	***0.26%***	***0.65%***

3.3 Yoga Practice Trends

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

3.3.1 Frequency of Yoga Practice Among Respondents

The survey reveals that 11.2 percent of respondents reported practicing yoga *regularly*, and another 13.4 percent practiced it *intermittently*.

A larger segment, comprising 75.5 percent of respondents, reported that they *are not engaged in yoga practice at present*.

This distribution indicates that around one in four adults (24.6%) has some level of exposure to yoga practice, reflecting its continuing presence within the population. The comparatively smaller proportion of regular practitioners suggests that yoga is practiced more as an *occasional or supplementary activity* for many respondents rather than a daily discipline. Nevertheless, the combined reach of regular and occasional practice points to widespread familiarity and potential for deeper routine adoption over time.

3.3.2 Frequency of Yoga Practice by Zone

Patterns in yoga practice frequency display notable geographic variation across India's six zones. Occasional engagement

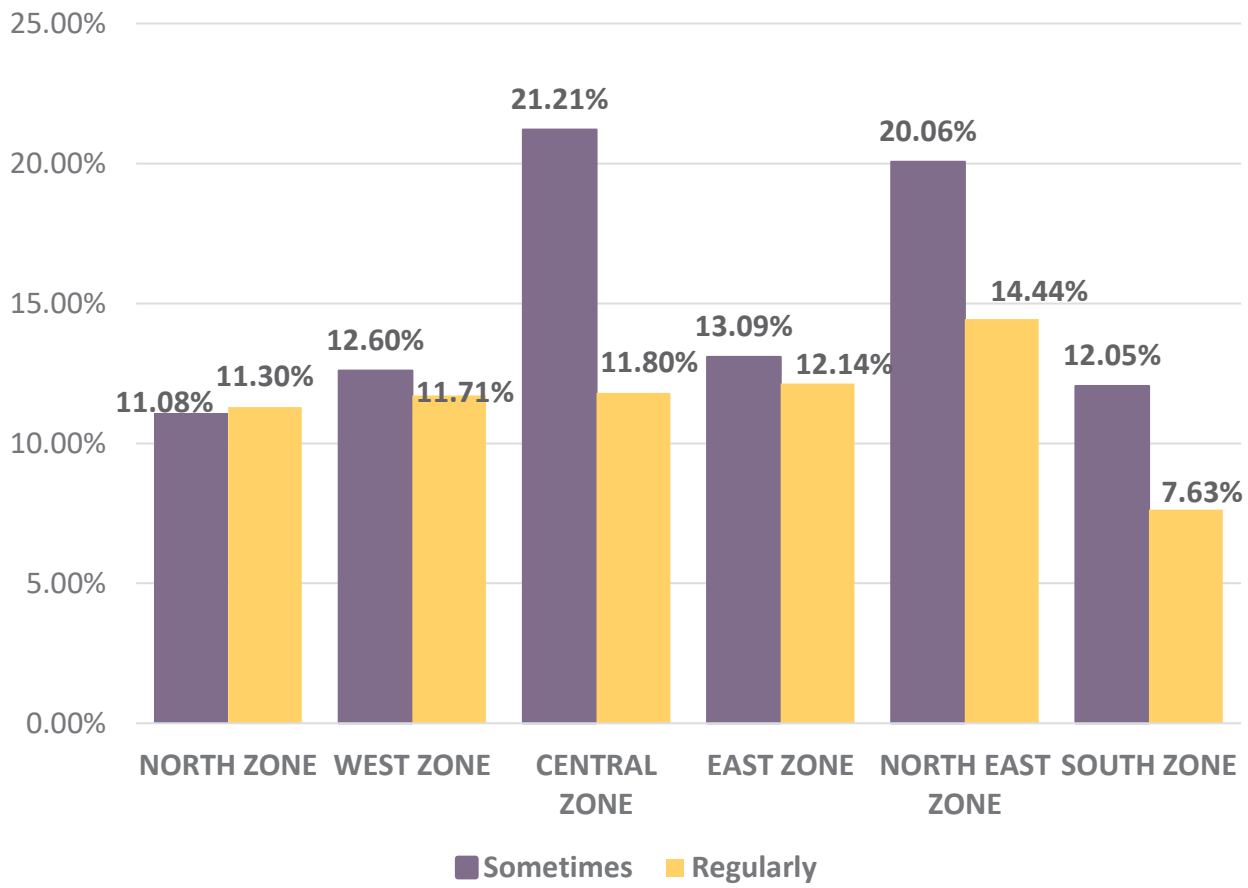


Figure 11: *Variation in Regular and Occasional Yoga Practice across India's Six Zones.*

("sometimes") is consistently higher than regular practice in every zone, indicating that intermittent participation remains the dominant behavioural pattern nationally. However, the magnitude of this difference varies substantially by region.

The Central Zone reports the highest proportion of occasional practitioners at 21.21 percent, suggesting a relatively strong but non-routine engagement with yoga. This is followed by the North East Zone (20.06 percent), where occasional practice is also comparatively prominent. In contrast, the South Zone shows the lowest share of occasional practitioners (12.05 percent), indicating a more modest level of sporadic participation.

Regular practice shows less variation across zones, clustering in a narrower range. The North East Zone registers the highest level of regular practice at 14.44 percent, followed closely by the East Zone (12.14 percent), West Zone (11.71 percent), and Central Zone (11.80 percent). The North Zone reports a similar level (11.30 percent), while the South Zone records the lowest level of regular practice at 7.63 percent.

Taken together, the findings indicate that although yoga has a presence across all regions, its integration into daily or routine behaviour remains limited. Zones such as the North East and Central demonstrate comparatively stronger engagement

Table 16: *Zone-wise Frequency of Yoga Practice with Associated Standard Error (SE) and Relative Standard Error (RSE).*

Zone	Sometimes	SE	RSE	Regularly	SE	RSE
North Zone	11.08%	*0.31%*	*2.82%*	11.30%	*0.32%*	*2.79%*
West Zone	12.60%	*0.44%*	*3.48%*	11.71%	*0.43%*	*3.63%*
Central Zone	21.21%	*0.75%*	*3.51%*	11.80%	*0.59%*	*4.99%*
East Zone	13.09%	*0.35%*	*2.71%*	12.14%	*0.34%*	*2.83%*
North East Zone	20.06%	*1.01%*	*5.01%*	14.44%	*0.88%*	*6.11%*
South Zone	12.05%	*0.42%*	*3.46%*	7.63%	*0.34%*	*4.46%*
Average	**13.37%**	***0.18%***	***1.35%***	**11.18%**	***0.17%***	***1.50%***

patterns, while the South Zone shows more restrained participation across both regular and occasional categories. These zonal distinctions highlight the importance of region-sensitive strategies to further promote consistent yoga practice at the population level.

3.3.3 Frequency of Practice by States

The state-wise distribution of yoga practice reveals a striking pattern of heterogeneity in behavioural adoption across India. While awareness of yoga has become near-universal through national and regional outreach efforts, its translation into sustained practice varies considerably between states. At the national level, 13.37% of respondents reported practising yoga "sometimes" and 11.18% reported doing so "regularly." This aggregate trend indicates that although yoga enjoys broad recognition as a wellness activity, only a modest proportion of individuals have successfully integrated it into their daily routines.

A comparative analysis across states suggests that certain regions have moved further along the behavioural adoption curve. Arunachal Pradesh (31.88%), Haryana (20.32%), and the National Capital Territory of Delhi (20.21%) exhibit the highest proportions of regular practitioners. These figures reflect not only stronger institutional and community-level engagement but also the influence of sustained exposure through educational and governmental channels. Northeastern states such as Assam (14.68%) and Sikkim (13.33%), along with larger states like Karnataka (14.26%) and Maharashtra (13.72%), also demonstrate above-average levels of regular practice, highlighting a positive diffusion of yoga across both urbanized and peripheral settings.

An intermediate cluster of states-including Tripura (13.86%), Odisha (13.03%), West Bengal (13.19%), and Jharkhand (11.63%)-reflects moderate engagement, where yoga is practiced intermittently but not yet institutionalized as a daily habit. These states show higher proportions of

Table 17: *State-wise Frequency of Yoga Practice ("Sometimes" and "Regularly") with Associated Standard Error (SE) and Relative Standard Error (RSE).*

State	Sometimes	*SE*	*RSE*	Regularly	*SE*	*RSE*
Jammu and Kashmir	5.14%	*0.48%*	*9.33%*	10.47%	*0.85%*	*8.12%*
Himachal Pradesh	9.62%	*0.80%*	*8.31%*	9.76%	*0.72%*	*7.38%*
Punjab	7.95%	*0.75%*	*9.43%*	9.40%	*0.88%*	*9.37%*
Haryana	19.35%	*1.42%*	*7.35%*	20.32%	*1.45%*	*7.13%*
Nct of Delhi	10.12%	*0.93%*	*9.19%*	20.21%	*1.77%*	*8.76%*
Uttar Pradesh	10.99%	*0.40%*	*3.59%*	10.13%	*0.38%*	*3.76%*
Uttarakhand	15.09%	*1.26%*	*8.35%*	9.49%	*0.86%*	*9.06%*
Chandigarh*	9.60%	-	-	9.61%	-	-
Ladakh*	4.55%	-	-	8.33%	-	-
Rajasthan	11.50%	*0.84%*	*7.29%*	10.36%	*0.80%*	*7.73%*
Gujarat	7.87%	*0.70%*	*8.89%*	8.92%	*0.85%*	*9.52%*
Maharashtra	15.37%	*0.67%*	*4.36%*	13.72%	*0.64%*	*4.66%*
Goa*	11.96%	-	-	9.68%	-	-
Dadra & Nagar Haveli*	7.50%	-	-	11.50%	-	-
Madhya Pradesh	20.04%	*0.86%*	*4.29%*	9.87%	*0.64%*	*6.48%*
Chhattisgarh	24.64%	*1.59%*	*6.47%*	11.18%	*1.07%*	*9.57%*
Bihar	12.38%	*0.59%*	*4.78%*	10.64%	*0.55%*	*5.21%*
Sikkim*	6.67%	-	-	13.33%	-	-
West Bengal	12.21%	*0.55%*	*4.50%*	13.19%	*0.57%*	*4.31%*
Jharkhand	19.24%	*1.33%*	*6.90%*	11.63%	*1.08%*	*9.28%*
Odisha	10.69%	*0.88%*	*8.21%*	13.03%	*0.96%*	*7.34%*
Assam	21.69%	*1.20%*	*5.52%*	14.68%	*1.03%*	*7.00%*
Arunachal Pradesh*	10.20%	-	-	31.88%	-	-
Nagaland*	3.84%	-	-	8.52%	-	-
Manipur	4.35%	*0.37%*	*8.50%*	10.13%	*0.86%*	*8.49%*
Mizoram*	10.99%	-	-	9.23%	-	-
Tripura	29.03%	*2.24%*	*7.72%*	13.86%	*1.23%*	*8.87%*
Meghalaya	7.90%	*0.73%*	*9.24%*	7.52%	*0.66%*	*8.77%*
Andhra Pradesh	12.42%	*1.00%*	*8.08%*	7.83%	*0.72%*	*9.19%*
Karnataka	20.58%	*1.07%*	*5.18%*	14.26%	*0.92%*	*6.47%*
Kerala	7.24%	*0.63%*	*8.70%*	6.16%	*0.54%*	*8.76%*
Tamil Nadu	8.81%	*0.67%*	*7.57%*	3.92%	*0.36%*	*9.17%*
Telangana	6.91%	*0.59%*	*8.54%*	5.36%	*0.50%*	*9.33%*
Puducherry*	8.11%	-	-	10.81%	-	-
Average	**13.37%**	***0.18%***	***1.38%***	**11.18%**	***0.17%***	***1.53%***

** Note: We have not computed SE in states where sample size is below 50*

"sometimes" practice-ranging from 19% to 29%-which may signify transitional populations familiar with yoga through community events or workplace programmes but lacking consistent personal practice. Such states represent fertile ground for policy interventions that bridge the gap between awareness and habitual participation.

Conversely, several states, particularly in the southern region, exhibit markedly lower levels of routine engagement. Tamil Nadu (3.92%), Telangana (5.36%), and Kerala (6.16%) record the lowest proportions of regular practitioners, despite the widespread presence of health-conscious populations. This discrepancy may be explained by the coexistence of alternative wellness traditions, differences in linguistic framing of yoga campaigns, or lower integration of yoga in institutional curricula. Similarly, Nagaland (8.52%) and Meghalaya (7.52%) display lower engagement within the north-eastern belt, underscoring the continued need for localized outreach that contextualizes yoga within regional cultural idioms.

A comparison of "sometimes" and "regularly" categories reveals subtle distinctions in behavioural consolidation. States such as Haryana, Delhi, Sikkim, and Arunachal Pradesh record higher proportions of regular practice relative to occasional participation, suggesting a more entrenched yoga culture and stronger internal motivation among practitioners. In contrast, states like Tripura, Chhattisgarh, Assam, and Madhya Pradesh display high intermittent engagement but lower regularity, indicating that while exposure to yoga-related activities is high, continuity and self-discipline in practice remain limited. The latter pattern suggests a "potential conversion segment"-a group of partially engaged individuals who, with structured reinforcement, could form a stable base of regular practitioners.

Regionally, a broad north-central and north-eastern concentration of yoga practice emerges. Northern and central Indian states such as Haryana, Chhattisgarh, Madhya Pradesh, and Jharkhand show relatively higher engagement, reflecting a legacy of institutional promotion through schools, community organizations, and administrative programmes. Meanwhile, urban centres like Delhi, Bengaluru, and Mumbai likely contribute to higher averages in their respective states due to the availability of trained instructors and wellness infrastructure. In contrast, the southern and hill states show lower consolidation, pointing to differential diffusion of IDY activities and lower institutional embedding at the community level.

Overall, the findings illustrate a multi-speed landscape of yoga adoption in India. While some states exhibit mature behavioural integration of yoga as a regular health and wellness practice, others remain at the threshold of sporadic or event-based participation. The presence of a substantial "sometimes" category across several states signals that yoga awareness has achieved deep cultural penetration, but its stabilization as a consistent lifestyle behaviour will require context-sensitive interventions-such as localized instructor networks, inclusion in workplace wellness schemes, and community-based monitoring of participation. This differentiated policy approach could transform intermittent engagement into sustained practice, strengthening the broader health and wellness outcomes

envisioned under the International Day of Yoga initiative.

3.3.4 Frequency of Practice by Place of Residence

The analysis of yoga practice by place of residence reveals broadly comparable levels of engagement across urban and rural populations.

In urban areas, 12.6 percent of respondents reported practicing yoga *regularly*, and *14.1 percent* practiced it *sometimes*. Among rural respondents, the corresponding figures were 10.4 percent and 13.0 percent, respectively.

Although the differences are modest, the slightly higher share of regular and occasional practitioners in urban areas suggests that exposure opportunities and organized sessions may be somewhat more accessible in urban contexts.

At the same time, the near-similar levels across rural respondents reflect that yoga practice is not confined to urban centres but has a presence across settlement types, indicating a balanced geographic diffusion of participation.

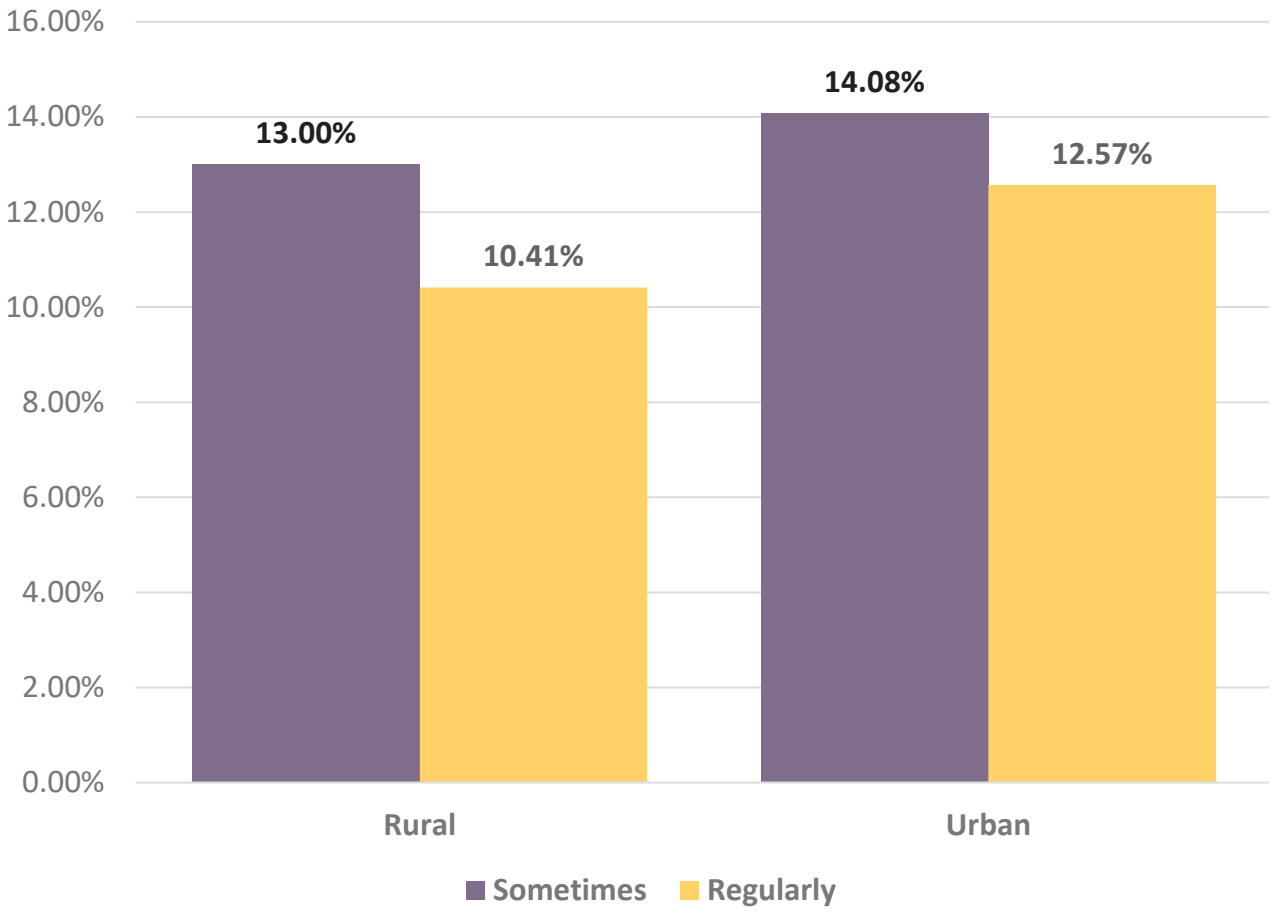


Figure 12: *Proportion of Respondents Practicing Yoga 'Sometimes' and 'Regularly' in Rural and Urban Areas*

Table 18: *Frequency of Yoga Practice by Place of Residence with Associated Standard Error (SE) and Relative Standard Error (RSE).*

Locality	Sometimes	*SE*	*RSE*	Regularly	*SE*	*RSE*
Rural	13.00%	*0.23%*	*1.77%*	10.41%	*0.21%*	*2.01%*
Urban	14.08%	*0.28%*	*1.96%*	12.57%	*0.26%*	*2.10%*
Average	**13.46%**	***0.18%***	***1.31%***	**11.33%**	***0.16%***	***1.45%***

3.3.5 Variation in Yoga Practice by Gender

The distribution of yoga practice across gender groups shows comparable levels of engagement among male and female respondents.

Among males, 11.6 percent reported practicing yoga *regularly* and *13.1 percent* practiced it *sometimes*, while among females the figures stood at 10.7 percent and 13.7 percent, respectively.

The near-identical proportions suggest that yoga participation is broadly balanced across gender, with both men and women demonstrating similar patterns of regular and occasional practice.

This parity highlights the inclusive nature of yoga practice as observed in the survey,

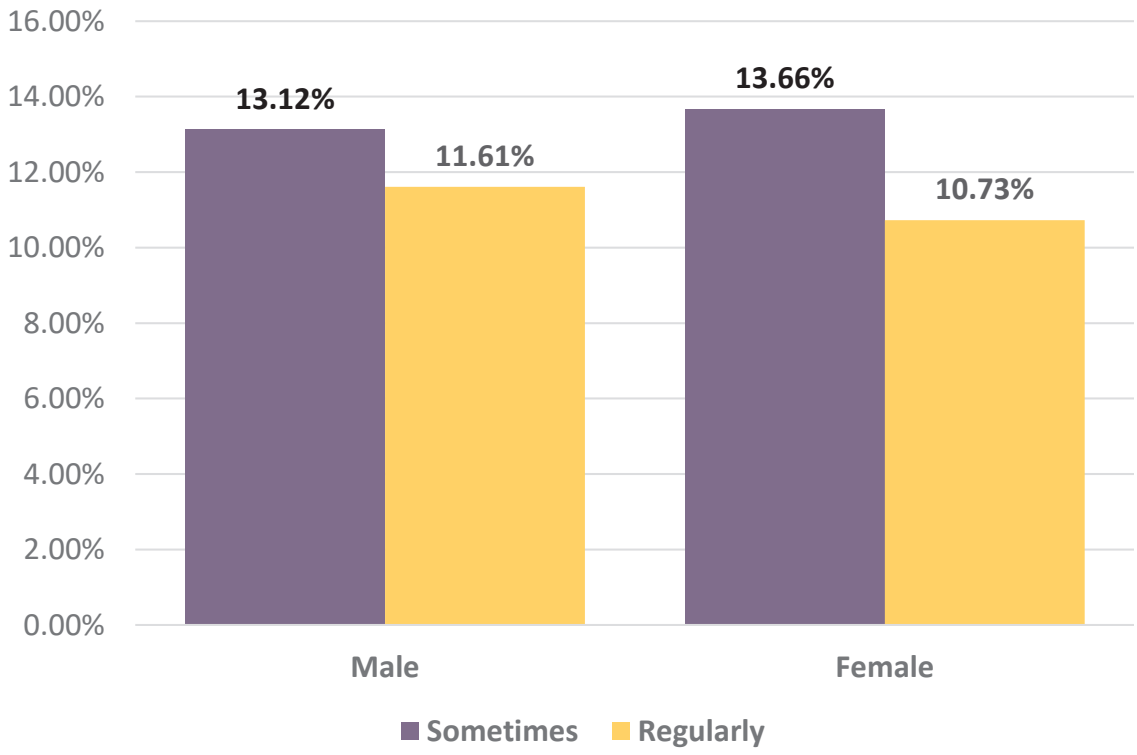


Figure 13: *Proportion of Male and Female Respondents Practicing Yoga 'Sometimes' and 'Regularly'*

Table 19: *Occasional and Regular Yoga Practice Among Male and Female Respondents, Along with SE and RSE Estimates.*

Gender	Sometimes	*SE*	*RSE*	Regularly	*SE*	*RSE*
Male	13.12%	*0.24%*	*1.81%*	11.61%	*0.23%*	*1.94%*
Female	13.66%	*0.27%*	*1.96%*	10.73%	*0.24%*	*2.25%*
Average	**13.36%**	***0.18%***	***1.33%***	**11.22%**	***0.16%***	***1.47%***

reflecting its acceptance and adaptability across gender segments.

3.3.6 Yoga Practice Patterns by Age Group

Patterns of yoga practice across age groups reveal distinct gradients in regularity. The highest share of regular practitioners was observed among respondents aged 65 and above (17.0%), followed by those aged 55-64 years (15.0%) and 45-54 years (13.2%).

In contrast, regular practice among younger respondents aged 18-34 years ranged between 10.3 and 10.6 percent, though their *occasional* practice levels remained comparable to older groups (around 13-14%).

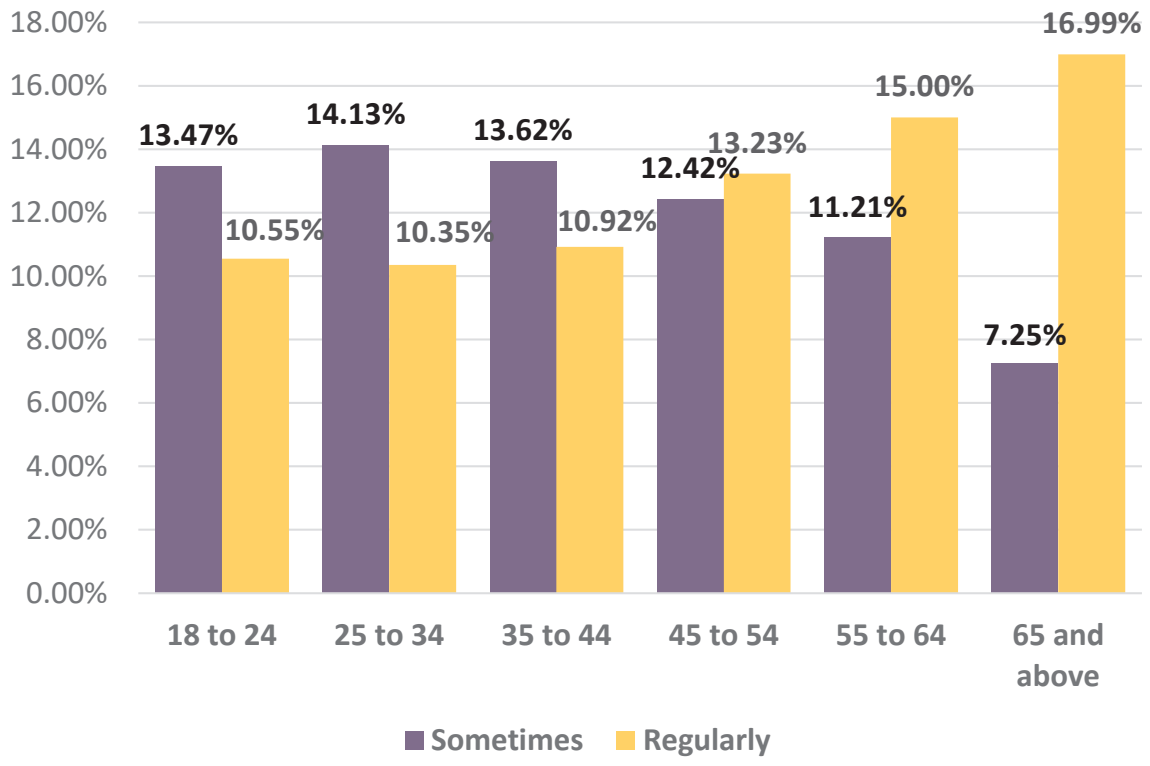


Figure 14: *Proportion of Respondents Practicing Yoga 'Sometimes' and 'Regularly' Across Age Groups*

Table 20: *Age-wise Frequency of Yoga Practice with Standard Error (SE) and Relative Standard Error (RSE).*

Age	Sometimes	SE	RSE	Regularly	SE	RSE
18 to 24	13.47%	*0.32%*	*2.37%*	10.55%	*0.29%*	*2.72%*
25 to 34	14.13%	*0.32%*	*2.24%*	10.35%	*0.28%*	*2.67%*
35 to 44	13.62%	*0.42%*	*3.08%*	10.92%	*0.38%*	*3.49%*
45 to 54	12.42%	*0.55%*	*4.41%*	13.23%	*0.56%*	*4.25%*
55 to 64	11.21%	*0.75%*	*6.67%*	15.00%	*0.85%*	*5.64%*
65 and above	7.25%	*0.63%*	*8.69%*	16.99%	*1.35%*	*7.92%*
Average	**13.37%**	***0.18%***	***1.33%***	**11.18%**	***0.16%***	***1.48%***

This distribution suggests that older adults exhibit greater consistency in yoga practice, while younger groups tend to engage more intermittently.

Overall, yoga participation spans all age cohorts, indicating that it is both multi-generational and sustained, with depth of regularity increasing slightly with age.

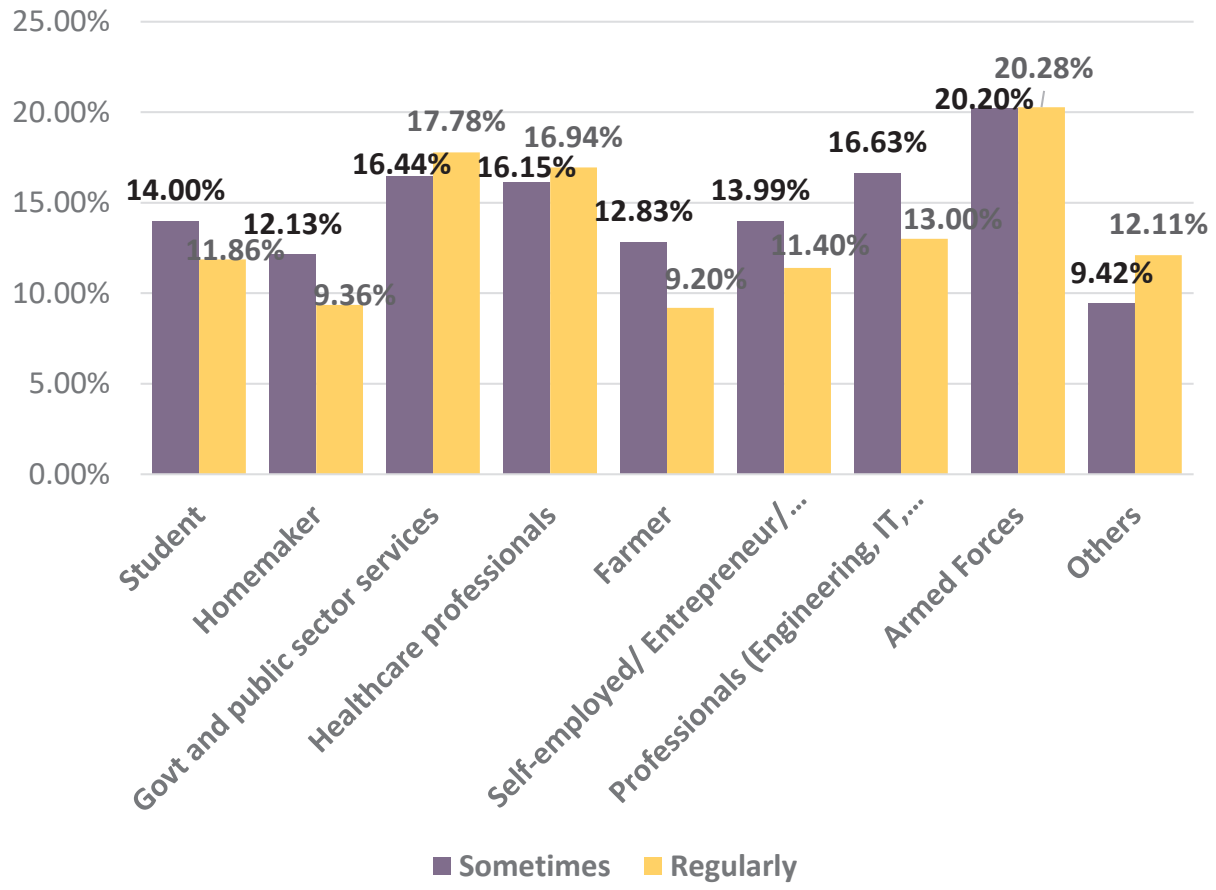


Figure 15: *Proportion of Respondents Practicing Yoga 'Sometimes' and 'Regularly' Across Occupational Categories*

3.3.7 Occupational Variation in Yoga Practice Frequency

Patterns of yoga practice varied across occupational groups, revealing distinct profiles of engagement.

The highest proportions of regular and occasional practitioners were observed among members of the Armed Forces (20.3% each), government and public sector employees (17.8% and 16.4%), and healthcare professionals (16.9% and 16.2%).

Moderate engagement levels were reported among professionals in engineering, business, and allied services (13.0% regular; 16.6% sometimes), while comparatively lower proportions were found among farmers (9.2%), homemakers (9.4%), and those in the 'Others' category (12.1%).

These findings indicate that structured or institutionally organized occupational environments-such as defence, healthcare, and public service-tend to show higher regular participation, possibly reflecting the integration of wellness activities in workplace routines.

At the same time, the spread of occasional practice across diverse groups points to broad occupational inclusivity in yoga engagement.

***Table 21:** Occupation-wise Frequency of Yoga Practice with Standard Error (SE) and Relative Standard Error (RSE).*

Occupation	Sometimes	*SE*	*RSE*	Regularly	*SE*	*RSE*
Student	14.00%	*0.37%*	*2.62%*	11.86%	*0.34%*	*2.88%*
Homemaker	12.13%	*0.33%*	*2.68%*	9.36%	*0.29%*	*3.10%*
Govt and public sector services	16.44%	*0.84%*	*5.10%*	17.78%	*0.86%*	*4.86%*
Healthcare professionals	16.15%	*1.28%*	*7.90%*	16.94%	*1.30%*	*7.68%*
Farmer	12.83%	*0.48%*	*3.73%*	9.20%	*0.41%*	*4.49%*
Self-employed/ Entrepreneur/ business	13.99%	*0.43%*	*3.09%*	11.40%	*0.40%*	*3.47%*
Professionals (Engineering, IT, Legal, Business, HR etc.)	16.63%	*0.93%*	*5.62%*	13.00%	*0.84%*	*6.49%*
Armed Forces	20.20%	*1.24%*	*6.14%*	20.28%	*1.34%*	*6.61%*
Others	9.42%	*0.69%*	*7.33%*	12.11%	*0.77%*	*6.37%*
Average	**13.37%**	***0.18%***	***1.33%***	**11.18%**	***0.16%***	***1.47%***

3.3.8 Variation in Types of Yoga Practices Adopted

The analysis of yoga forms practiced shows a clear preference for Yogāsanas and Sūrya Namaskār, reported by 26.7 percent of respondents. This was followed by Common Yoga Protocol (17.8%) and Prāṇāyāma, Mudrās, and Bandhas in general (15.1%).

Smaller proportions of practitioners reported engagement with Meditative and Yogic Relaxation practices (9.4%) and Yogic Kriyās or cleansing techniques (7.1%), while 3.9 percent mentioned practicing *all of the above forms* in combination.

The distribution indicates that postural and physical components of yoga remain the most widely adopted, possibly due to their accessibility and integration in community or instructional formats.

At the same time, the presence of participants across a range of yogic disciplines- from breath control and meditative techniques to the standardized Common Yoga Protocol-illustrates the diversity and holistic spread of yoga practice among respondents.

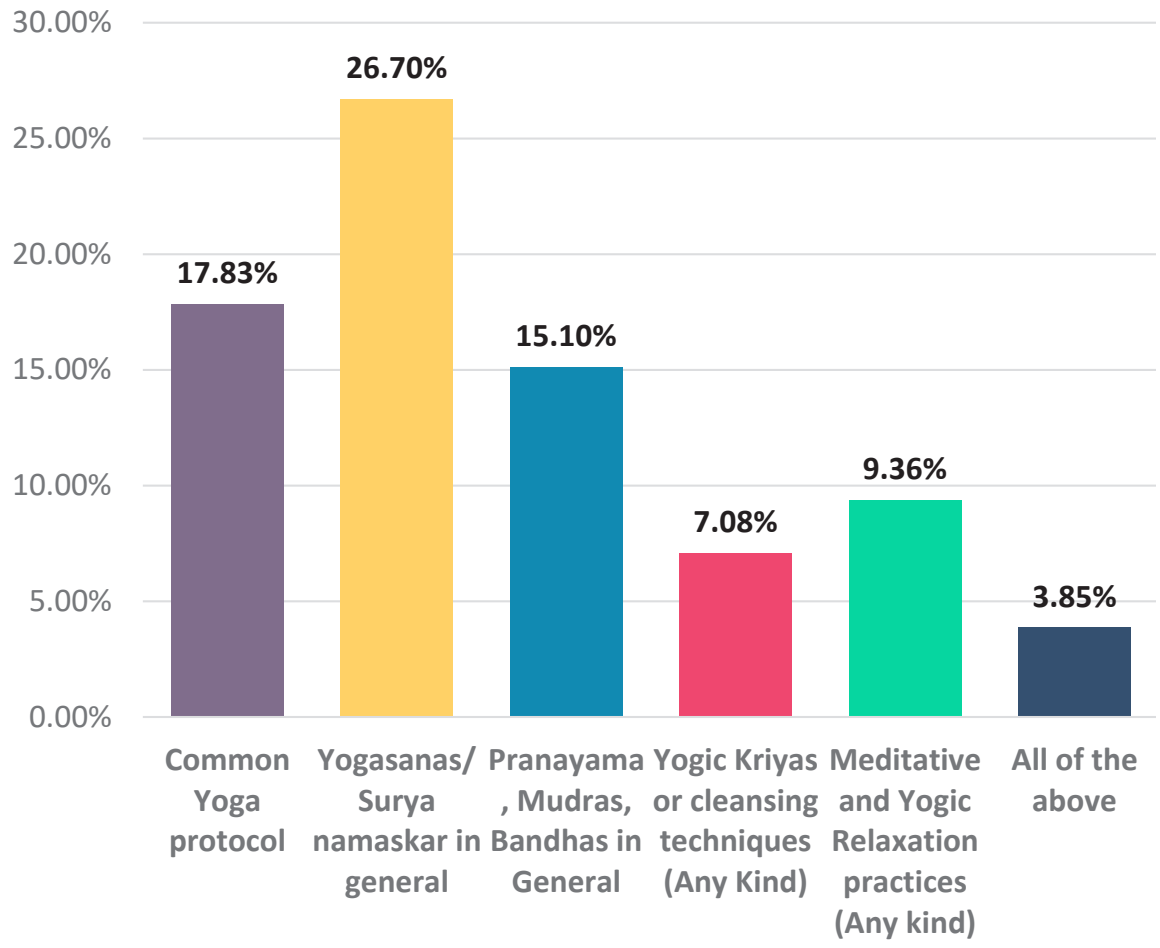


Figure 16: *Proportion of Respondents Reporting Engagement with Different Types of Yoga Practices*

Table 22: *Types of Yoga Practices Adopted by Respondents, along with SE and RSE Estimates.*

Yoga Practices	%	SE	RSE
Common Yoga protocol	17.83%	*0.21%*	*1.16%*
Yogasanas/ Surya namaskar in general	26.70%	*0.24%*	*0.90%*
Pranayama , Mudras, Bandhas in General	15.10%	*0.19%*	*1.28%*
Yogic Kriyas or cleansing techniques (Any Kind)	7.08%	*0.14%*	*1.96%*
Meditative and Yogic Relaxation practices (Any kind)	9.36%	*0.16%*	*1.68%*
All of the above	3.85%	*0.10%*	*2.70%*

3.4 Self-Reported Health Benefits

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

3.4.1 Perceived Health Outcomes of Yoga Practice

Respondents who practiced yoga associated it with a range of perceived physical and mental health benefits.

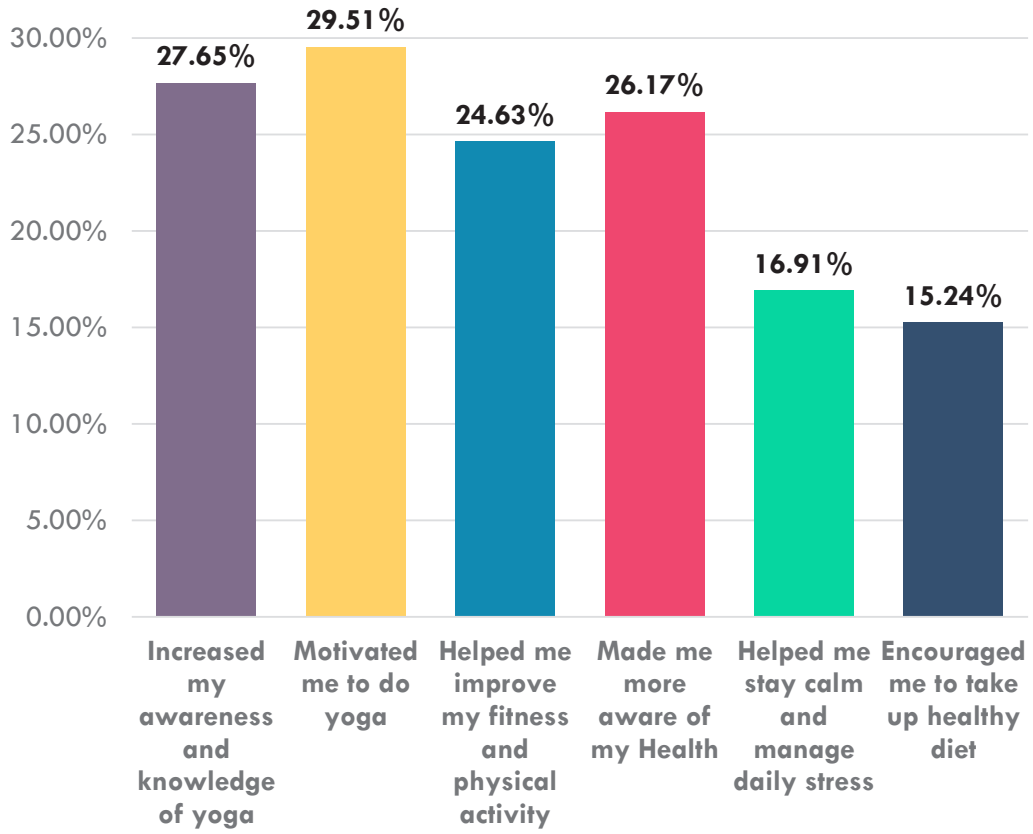


Figure 17: *Distribution of Self-Reported Health Benefits Experienced by Respondents*

Table 23: *Self-Reported Health Benefits Attributed to Yoga Practice, Along with SE and RSE Estimates.*

Self-Reported Health Benefits	%	SE	RSE
Increased my awareness and knowledge of yoga	27.65%	0.24%	0.88%
Motivated me to do yoga	29.51%	0.25%	0.84%
Helped me improve my fitness and physical activity	24.63%	0.23%	0.95%
Made me more aware of my Health	26.17%	0.24%	0.91%
Helped me stay calm and manage daily stress	16.91%	0.20%	1.20%
Encouraged me to take up healthy diet	15.24%	0.19%	1.28%

The most frequently reported outcomes included feeling motivated to continue practicing yoga (29.5%), increased awareness or knowledge of yoga (27.7%), and greater overall health awareness (26.2%).

Additionally, improved fitness or physical activity (24.6%) and better stress management (16.9%) were identified by many participants, while adopting a healthier diet (15.2%) also emerged as a noted behavioural change.

The distribution suggests that the benefits of yoga practice are perceived as extending beyond physical fitness, encompassing psychological well-being and lifestyle awareness.

Overall, respondents' self-assessments reflect yoga's multi-dimensional impact on health perception, integrating motivation, mindfulness, and health-conscious behaviour.

3.4.2 Increased my awareness and knowledge of yoga

3.4.2.1 Gender-Based Differences in Awareness or Knowledge of Yoga

The analysis of self-reported improvement in awareness or knowledge of yoga indicates very similar perceptions among male and female respondents. Among males, 28.5 percent reported a sense of increased awareness, compared to 27.5 percent among females-a marginal difference of roughly one percentage point.

This near-parity suggests that exposure to yoga-related knowledge and informational initiatives has been broadly gender-balanced, with both men and women reporting comparable gains in understanding and familiarity with yoga practices. The finding reinforces

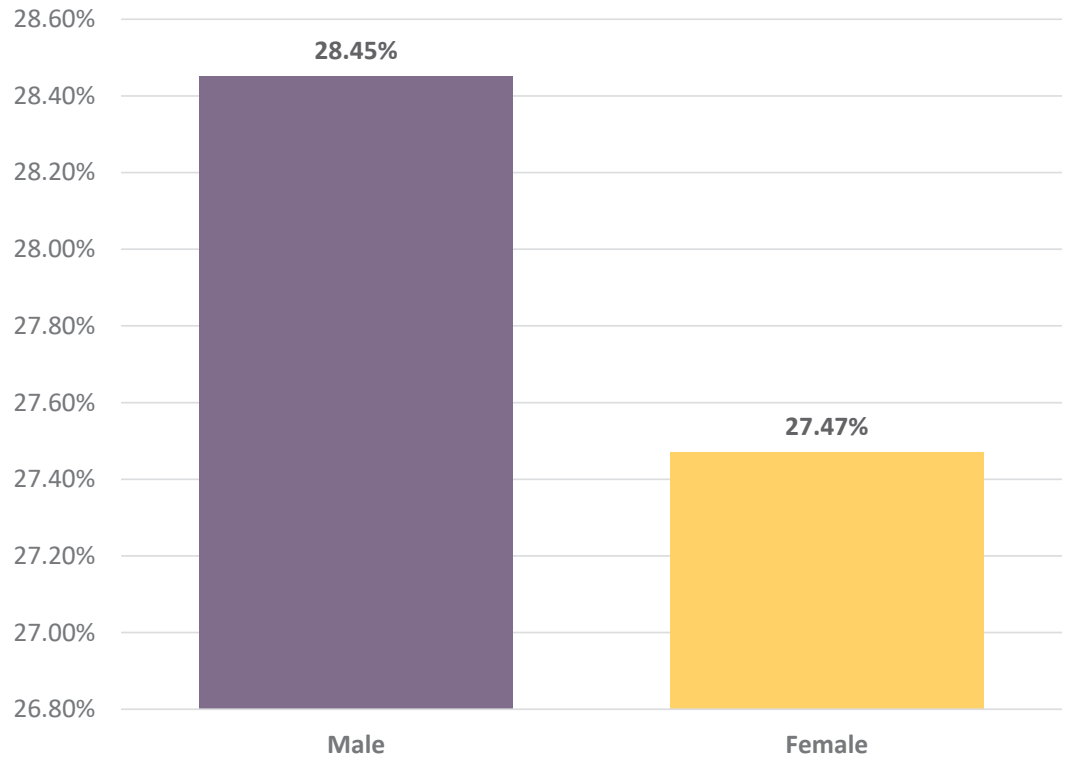


Figure 18: *Distribution of Awareness or Knowledge of Yoga Across Gender Groups*

the pattern observed across earlier sections-a consistent and inclusive spread of yoga awareness across demographic groups.

3.4.2.2 Aged- Based Variation in Awareness and Knowledge of Yoga

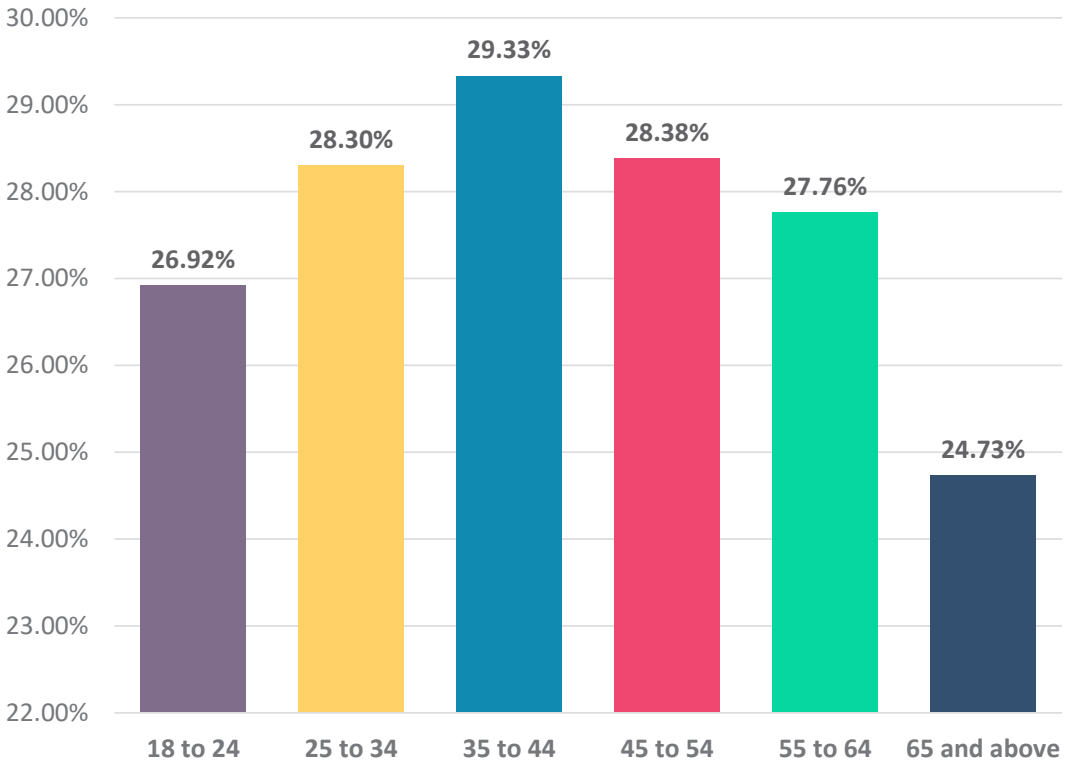


Figure 19: *Distribution of Awareness or Knowledge of Yoga across Age Groups*

Age-wise analysis of self-reported awareness or knowledge of yoga shows a broadly consistent pattern across age cohorts, with moderate variation in levels of reported awareness.

The highest awareness was observed among respondents aged 35-44 years (29.3%), followed closely by those in the 45-54 (28.4%) and 25-34 (28.3%) age brackets. Slightly lower proportions were noted among the 18-24 (26.9%), 55-64 (27.8%), and 65 and above (24.7%) groups.

The results suggest that mid-age adults (25-54 years) form the most aware segment, possibly reflecting their higher engagement with wellness initiatives and information platforms.

Nonetheless, the near-uniform distribution across all age groups indicates a wide generational reach of yoga awareness, extending from young adults to older populations.

3.4.2.3 Variation in Awareness or Knowledge of yoga by Place of Residence

An assessment of responses across localities indicates measurable variation in reported increases in awareness and knowledge of yoga.

As presented in the data, 30.27% of respondents from urban areas reported an increase in awareness and understanding of yoga, compared to 26.99% among rural respondents. The difference of 3.28 percentage points reflects a higher proportion of urban participants reporting improved awareness relative to their rural counterparts. These findings indicate that while awareness enhancement is evident across both localities, the magnitude of reported change varies slightly between urban and rural populations.

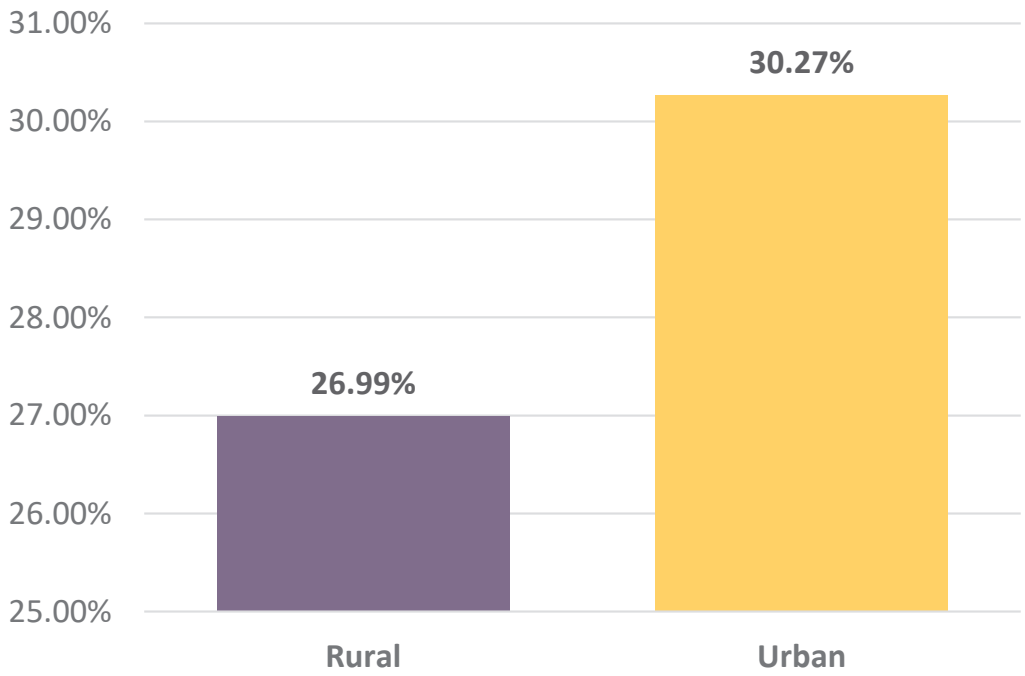


Figure 20: *Distribution of Awareness or Knowledge of yoga in Rural and Urban Areas*

3.4.2.4 Occupational Differentials in Awareness or Knowledge of Yoga

Awareness or knowledge of yoga varies across occupational groups, with values ranging from 21.75% to 34.68%. The pattern indicates that familiarity with yoga is relatively stronger among respondents working in more institutionally connected or health-oriented occupations.

Healthcare professionals recorded the highest level of awareness at 34.68%, followed very closely by respondents engaged in government and public sector services at 34.49%. Students also reported comparatively high awareness at 30.61%, while respondents in the self-employed, entrepreneur and business category (30.21%) and other occupations (30.27%) showed similar levels.

Awareness among professionals working in engineering, IT, legal and related services stood at 28.56%, while comparatively lower levels were observed among homemakers (25.77%), farmers (22.18%), and Armed Forces respondents (21.75%).

The difference between the highest and lowest occupational groups is approximately 13 percentage points, indicating some variation in awareness across occupational segments. The relatively stronger awareness among healthcare and government/public-sector respondents may reflect greater exposure to institutional wellness initiatives, organised health communication, and workplace-based yoga activities.

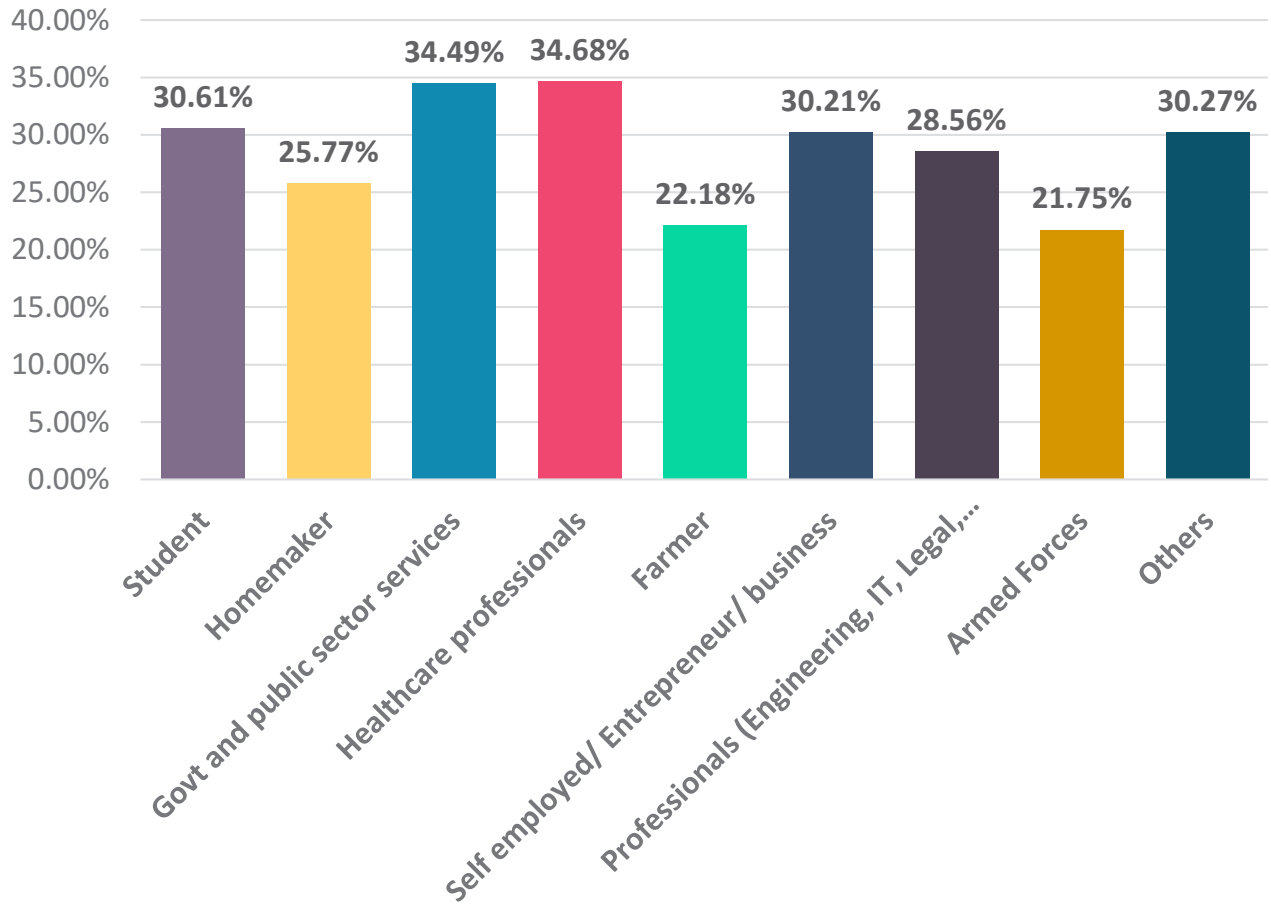


Figure 21: *Distribution of Awareness or Knowledge of Yoga across Occupational Categories*

Overall, the findings suggest that awareness of yoga is present across all occupational categories, but remains comparatively lower among farmers, homemakers, and some other groups. This indicates scope for strengthening community-based and locally accessible awareness initiatives to extend yoga-related knowledge beyond institutionally connected populations.

3.4.3 "Motivated me to do Yoga"

3.4.3.1 Gender-Based Differences in Motivation to Practice Yoga

The data shows that motivation to practise yoga is distributed almost uniformly across gender groups.

As indicated in the chart, 29.31% of male respondents and 29.02% of female respondents reported being motivated to take up yoga.

The marginal difference of 0.29 percentage points suggests that the reported motivation levels are broadly comparable across genders, reflecting similar patterns of engagement with yoga-related initiatives among both male and female participants.

3.4.3.2 Motivated me to do Yoga - Age-wise Distribution

The distribution of motivation to practise yoga across age groups shows modest variation among respondents.

As depicted in the chart, the highest proportion of respondents reporting

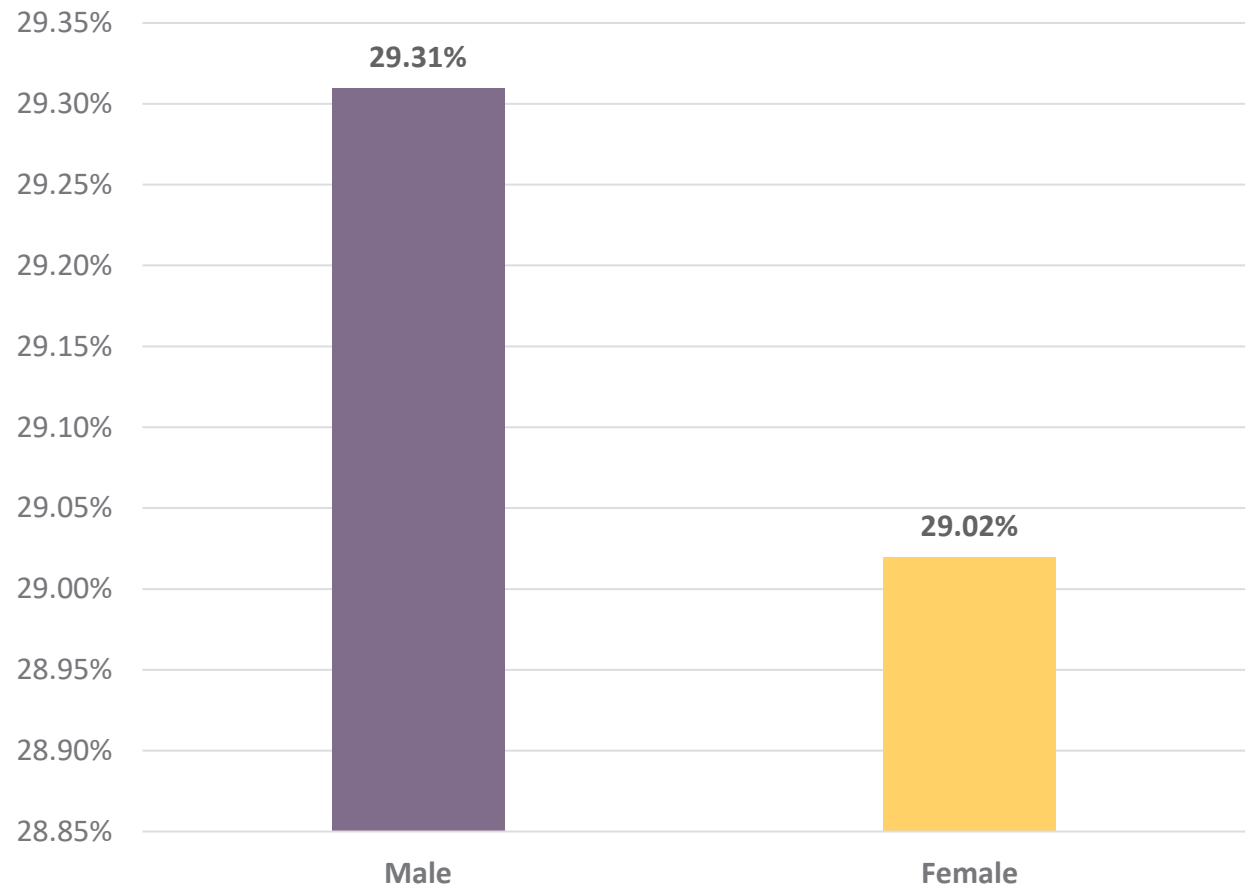


Figure 22: *Proportion of Male and Female Respondents Reporting Increased Motivation to Practice Yoga*

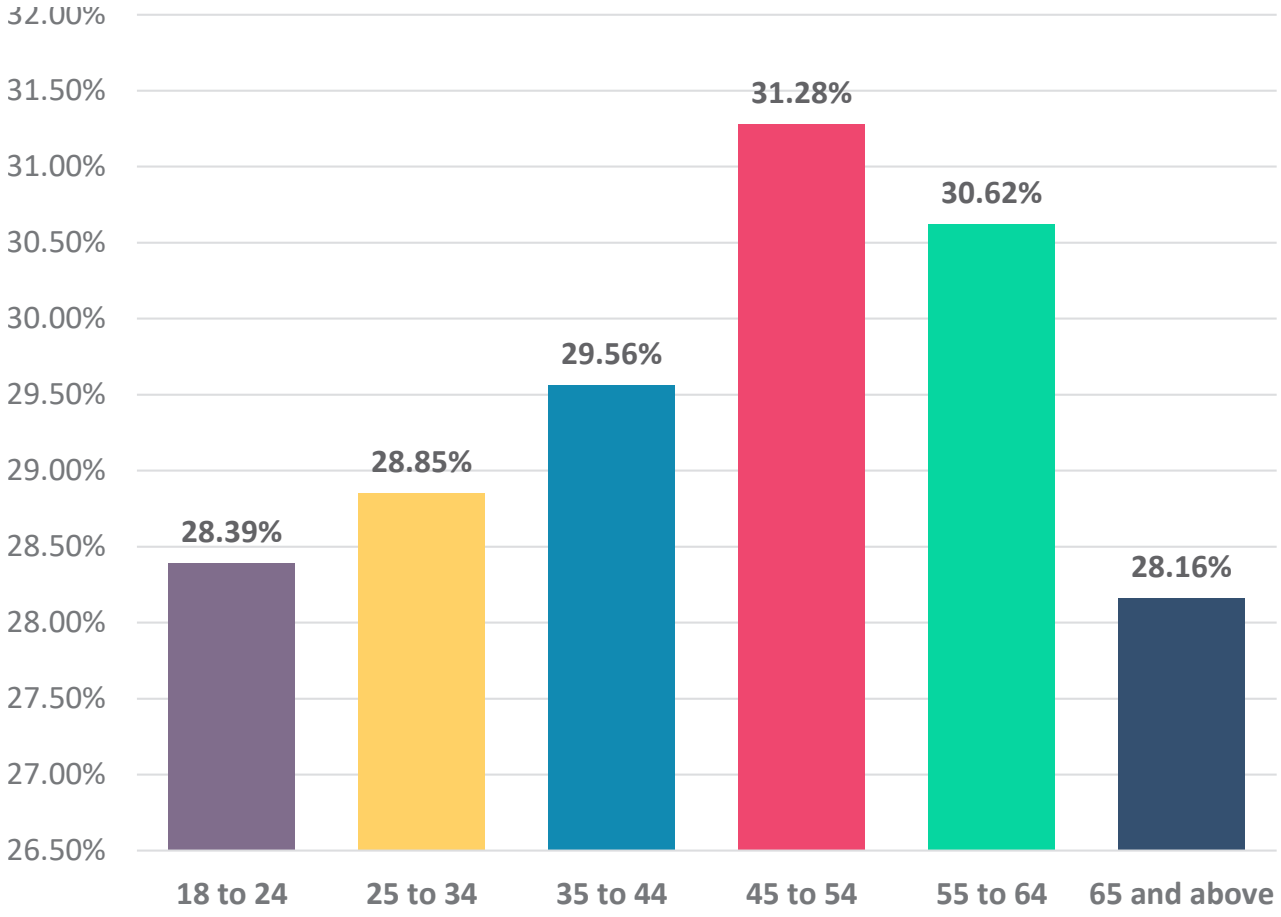


Figure 23: *Proportion of Respondents Across Age Groups Reporting Increased Motivation to Practice Yoga*

motivation to take up yoga falls within the 45-54 years age group (31.28%), followed closely by those aged 55-64 years (30.62%) and 35-44 years (29.56%). Respondents aged 25-34 years and 18-24 years reported similar motivation levels at 28.85% and 28.39%, respectively. The lowest proportion was observed among respondents aged 65 years and above (28.16%).

Overall, the data indicates relatively higher motivation among individuals aged between 35 and 64 years, suggesting that mid-aged groups show a greater tendency to continue engagement with yoga-related activities compared to younger and older cohorts.

3.4.3.3 Variation in Motivation to Practice Yoga by Place of Residence

An examination of motivation levels across localities indicates a notable variation between rural and urban respondents. As illustrated in the chart, 18.35% of respondents residing in urban areas reported being motivated to practise yoga, compared to 13.18% among rural respondents.

This difference of approximately 5.17 percentage points demonstrates a higher incidence of self-reported motivation within urban populations. The variation may reflect

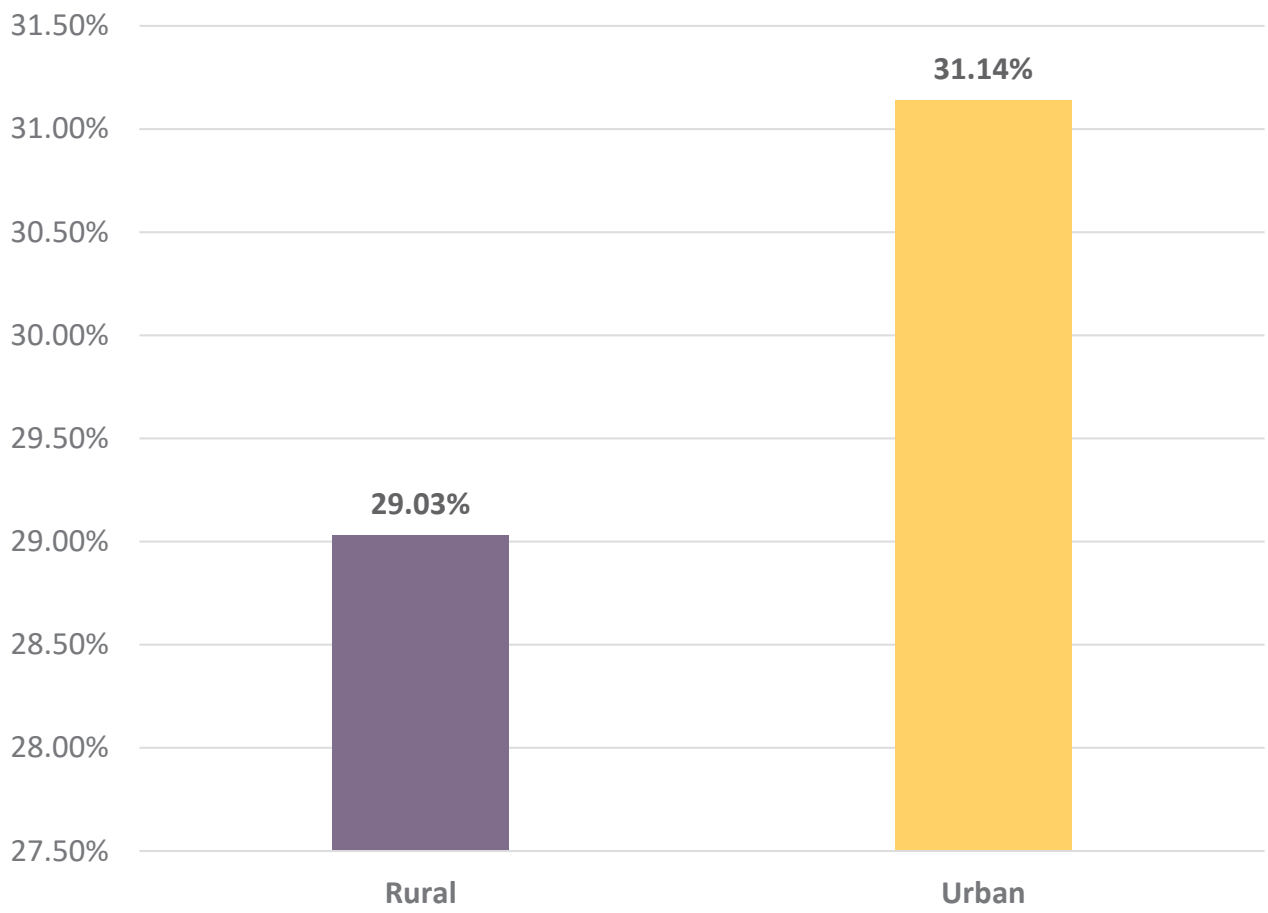


Figure 24: *Proportion of Rural and Urban Respondents Reporting Increased Motivation to Practice Yoga*

differential exposure to organised IDY activities, access to yoga facilities, and visibility of awareness campaigns, which tend to be more concentrated in urban settings.

Overall, the data suggests that while motivation to engage in yoga is present in both rural and urban populations, urban respondents exhibit comparatively greater participation intention following IDY initiatives.

3.4.3.4 Occupational Differentials in Motivation to Practice Yoga

An examination of motivation to practise yoga across occupational categories reveals distinct patterns of engagement among respondents.

As illustrated in the chart, the **highest proportion** of respondents who reported being motivated to do yoga were **healthcare professionals (38.30%)**, followed by those employed in **government and public sector services (36.17%)** and **self-employed or entrepreneurial occupations (32.20%)**.

Moderate levels of motivation were observed among **students (31.05%)**, **professionals in fields such as engineering, IT, legal, business, and HR (28.57%)**, and **homemakers (28.23%)**. The proportions were comparatively lower among **farmers (25.41%)**, **armed forces personnel (22.47%),** and **others (27.19%)**.

The data indicates measurable variation in motivational response across occupations,

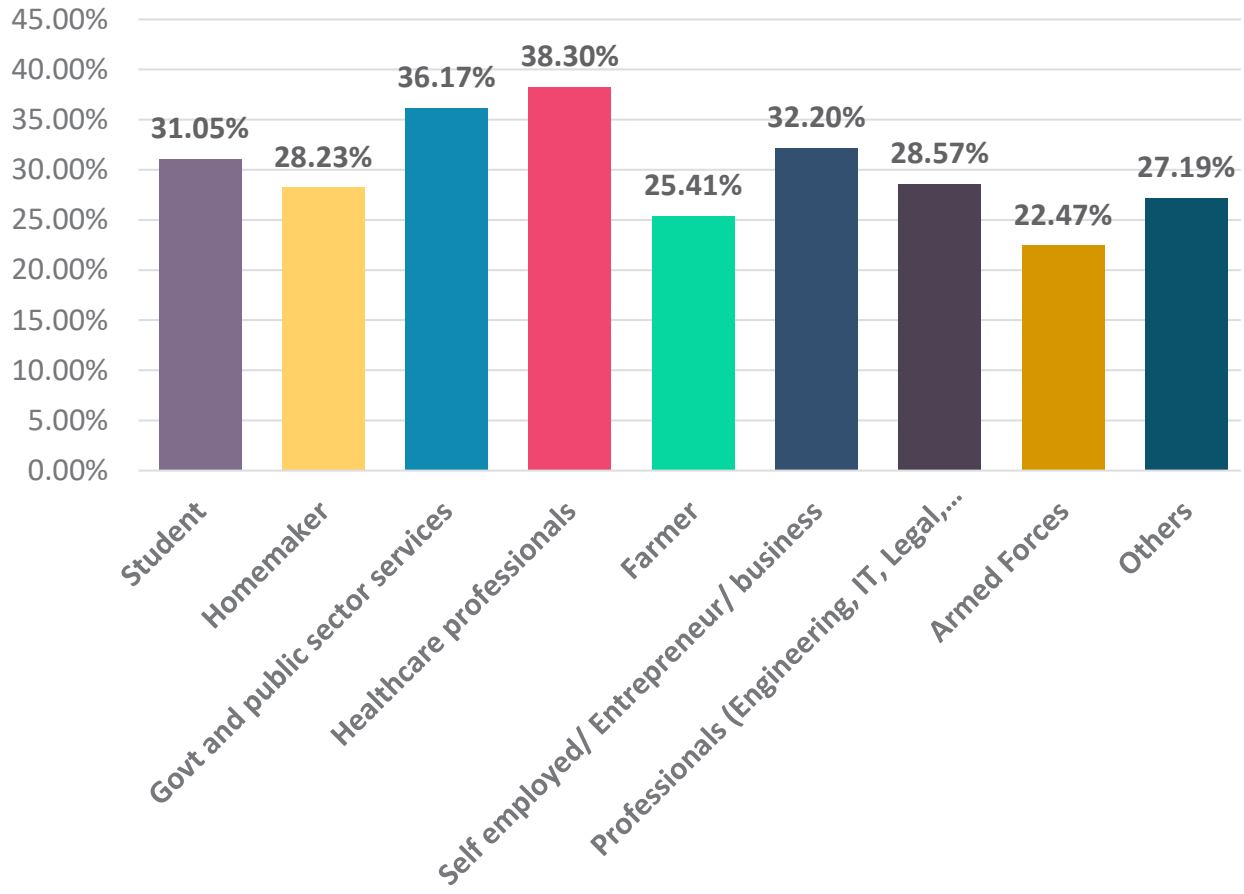


Figure 25: *Proportion of Respondents Across Occupational Categories Reporting Increased Motivation to Practice Yoga*

with relatively higher reporting among individuals engaged in healthcare, government services, and self-employment, and lower reporting among farming and defence-related occupations.

3.4.4 Helped me improve my fitness and physical activity

3.4.4.1 Gender-Based Differences in Improved Fitness and Physical Activity

The analysis of gender-wise responses indicates broadly comparable perceptions of improvement in fitness and physical activity as a result of yoga practice, with only marginal variation between male and female respondents.

As illustrated in the chart, **25.54%** of **male respondents** reported that yoga had contributed to improving their fitness and physical activity levels, while the corresponding figure for **female respondents** was **24.39%**. The observed difference of **1.15 percentage points** indicates near parity across gender groups.

This pattern suggests that both male and female participants perceived yoga as having a beneficial influence on their physical well-being to a similar degree. The absence of marked divergence across genders implies that yoga-related initiatives and messaging under the International Day of Yoga (IDY) have had a uniformly distributed

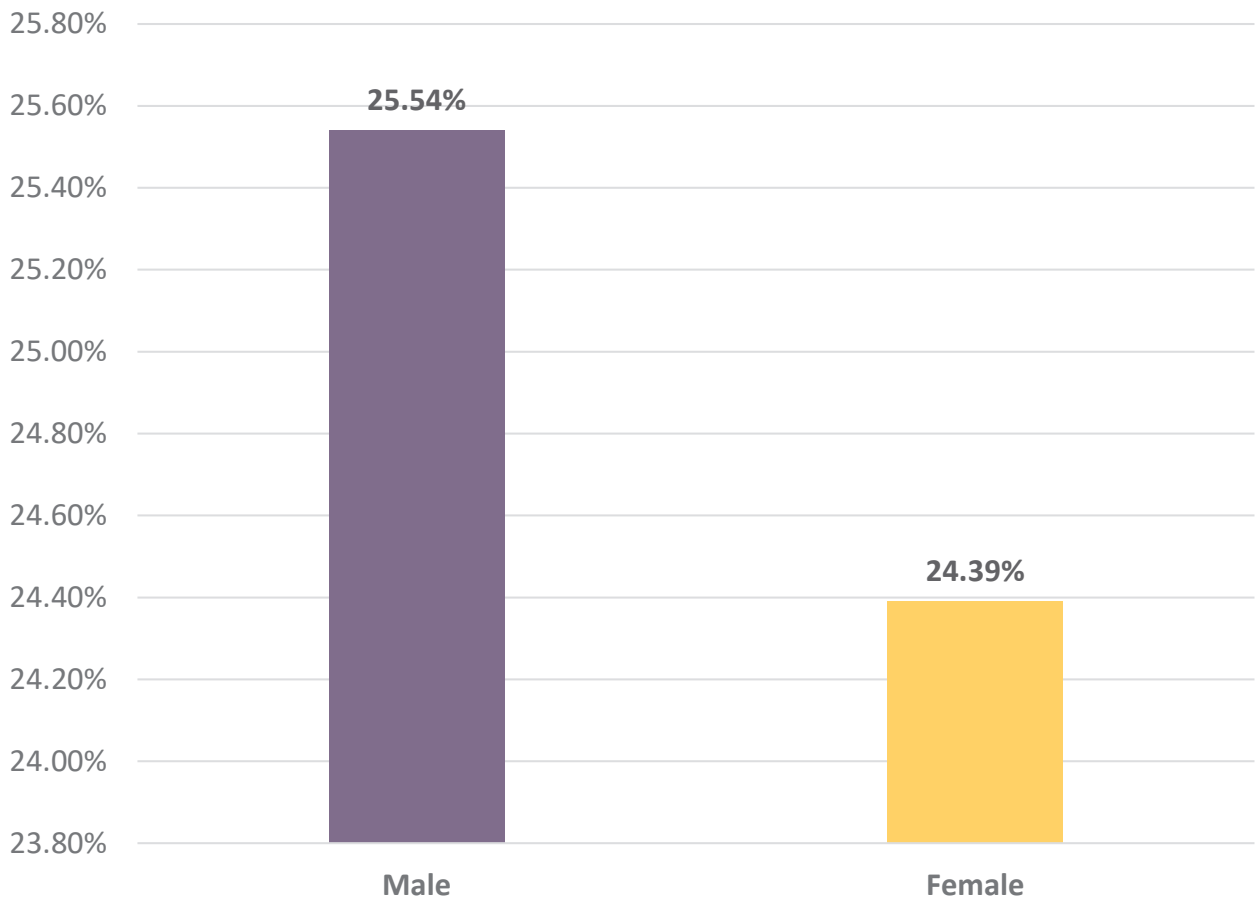


Figure 26: *Proportion of Male and Female Respondents Reporting Improved Fitness and Physical Activity*

impact in terms of promoting physical fitness awareness and participation among male and female respondents.

At the same time, the relatively close proportions may also reflect the universality of yoga's physical benefits, which are perceived similarly regardless of gender, reinforcing the inclusive nature of yoga engagement observed within the general population.

3.4.4.2 Age-Based Variation in Improved Fitness and Physical Activity

The distribution of responses across age cohorts reflects discernible variation in the extent to which respondents reported improvement in fitness and physical activity through yoga practice.

As indicated in the chart, the highest proportions of respondents reporting improvement were observed in the 55-64 years (27.90%) and 45-54 years (27.06%) groups, followed closely by those aged 35-44 years (26.69%). Relatively lower levels were recorded among the 25-34 years (24.66%), 18-24 years (23.32%), and 65 years and above (22.88%) groups.

This distribution suggests that mid-aged respondents (approximately 35-64 years) reported greater perceived improvements in physical fitness and activity levels compared to both younger and older participants. The trend may be associated with

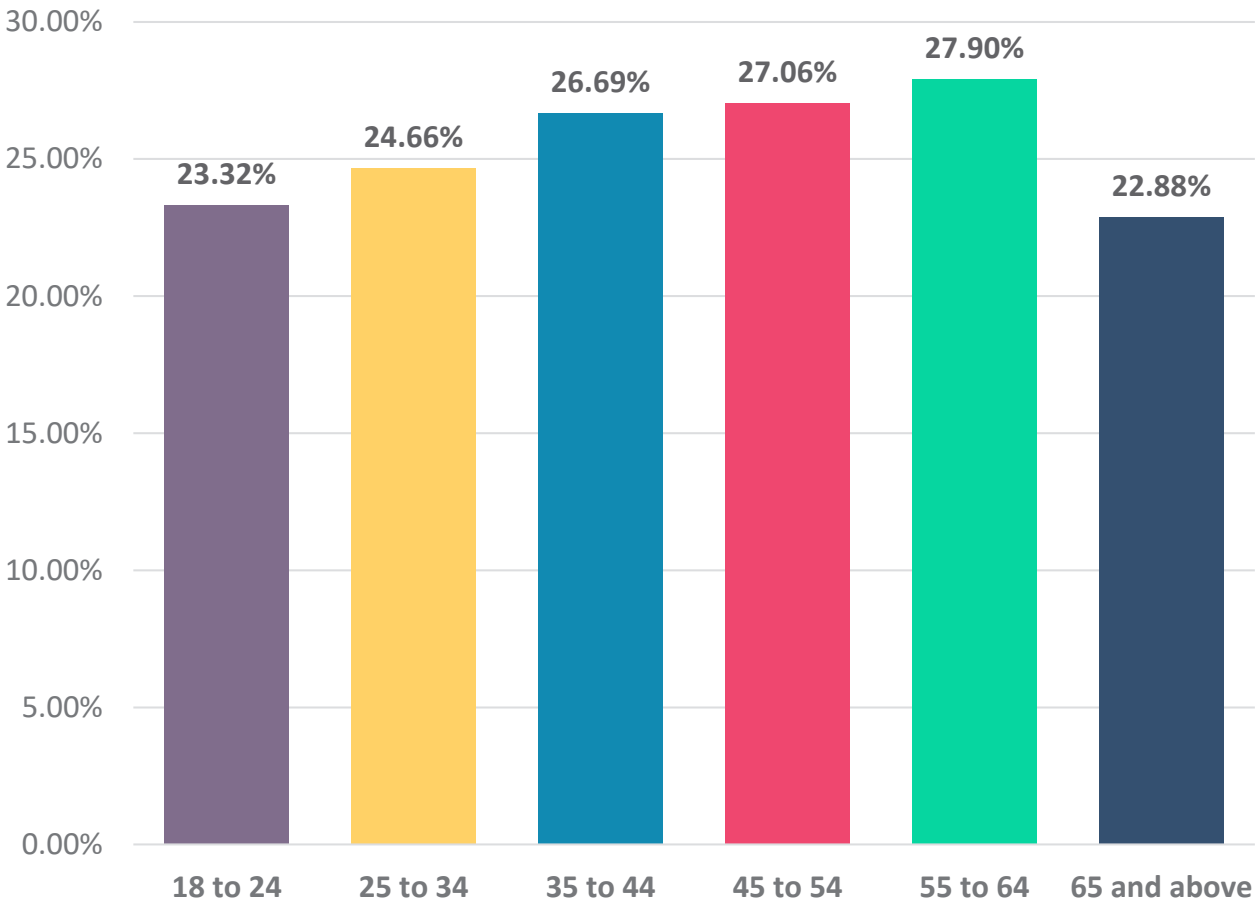


Figure 27: *Proportion of Respondents Across Age Groups Reporting Improved Fitness and Physical Activity*

increased responsiveness to structured physical practices among individuals in this age range, who typically balance professional activity, family responsibilities, and preventive health awareness.

The lower proportions among younger respondents (below 35 years) may correspond to already higher baseline levels of physical activity, resulting in less perceptible incremental change. Conversely, the reduced reporting among older respondents (65 years and above) may be linked to physiological constraints or limited engagement intensity.

Overall, the data indicates that across all age cohorts, a substantive share of respondents-ranging between 22% and 28%-perceived yoga as contributing to improved physical activity, with the strongest self-reported benefits observed in the middle-aged population segment.

3.4.4.3 Variation in Improved Fitness and Physical Activity by Place of Residence

The distribution of responses by locality demonstrates limited but discernible variation in the self-reported impact of yoga on fitness and physical activity.

As reflected in the chart, 26.56% of respondents from urban areas indicated that yoga contributed to an improvement in their fitness and physical activity, compared with 24.54% of respondents from rural areas.

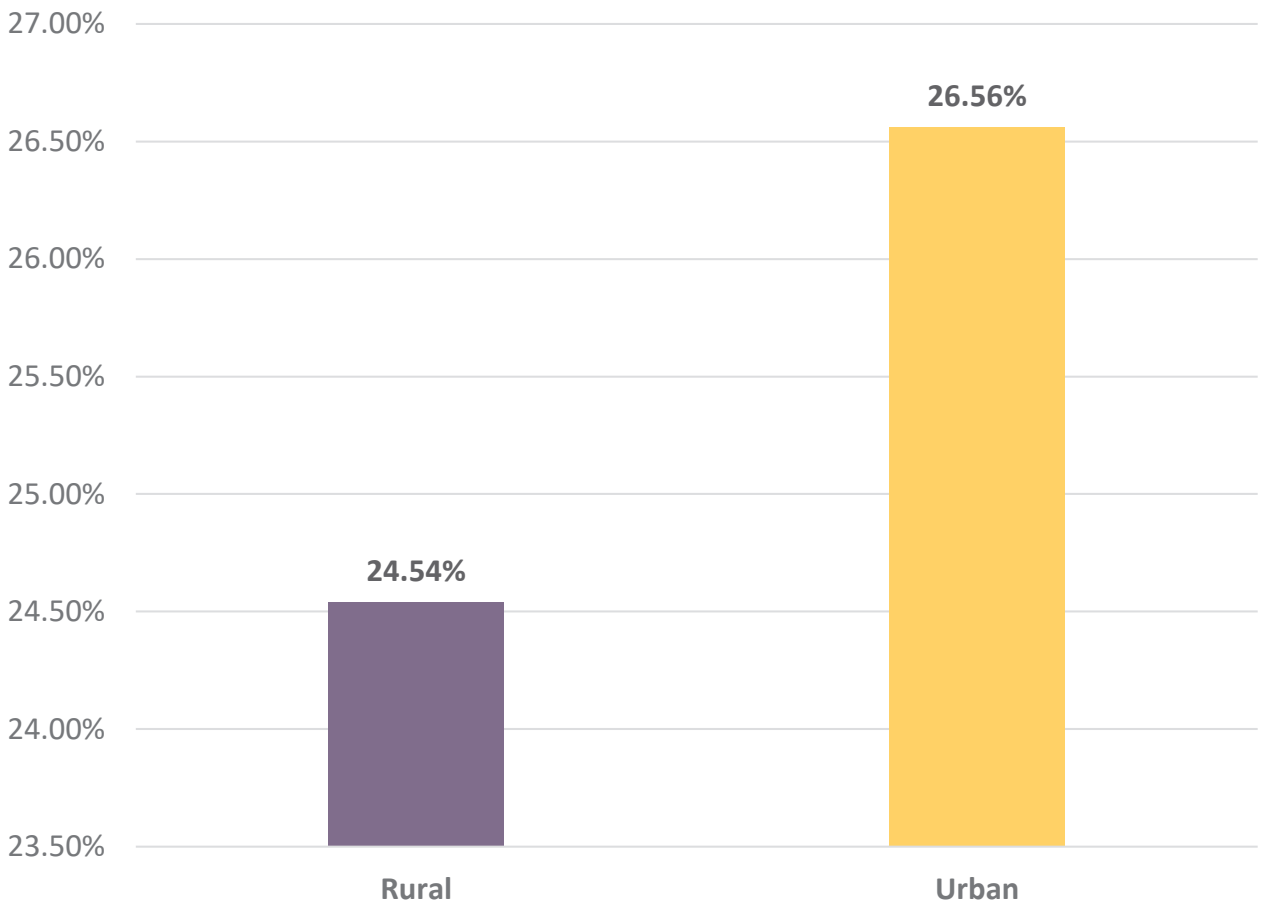


Figure 28: *Proportion of Rural and Urban Respondents Reporting Improved Fitness and Physical Activity*

The differential of 2.02 percentage points denotes a minor variation in reported outcomes across the two segments.

This pattern may be associated with contextual differences in programme exposure, access to certified instructors, and participation frequency. Urban areas typically benefit from a denser network of yoga studios, institutional wellness programmes, and more frequent outreach through digital and media channels. In contrast, rural participation may rely more heavily on community-level initiatives, public gatherings, or government-led events such as the International Day of Yoga (IDY) observances.

Despite these contextual distinctions, the data indicates that perceived physical benefits of yoga are reported across both rural and urban populations. The narrow variation suggests that yoga awareness and participation initiatives have achieved a level of diffusion sufficient to generate comparable outcomes across geographic contexts.

From a broader perspective, these results contribute to evidence supporting yoga's role as a universally accessible form of physical engagement, not restricted by locality or socio-spatial differences. The comparable levels of perceived improvement reinforce the inclusivity of national yoga promotion efforts and underscore their potential to function as a low-cost, scalable intervention for enhancing physical well-being in both urban and rural settings.

3.4.4.4 Occupational Differentials in Improved Fitness and Physical Activity

The distribution of responses across occupational groups highlights variations in self-reported improvement in fitness and physical activity attributable to yoga practice.

As illustrated in the chart, the highest proportions of respondents indicating improvement were healthcare professionals (36.78%) and individuals in government and public sector services (34.36%). These were followed by self-employed or entrepreneurial respondents (27.00%), professionals in engineering, IT, legal, business, and HR sectors (26.11%), and those categorised as others (25.56%). Moderate proportions were observed among students (24.85%) and homemakers (23.71%), while comparatively lower levels were reported by farmers (21.80%) and armed forces personnel (16.58%).

The higher reporting among healthcare professionals and government employees may correspond to their structured exposure to wellness initiatives and institutional yoga programmes. These occupational categories often have established health promotion frameworks that integrate physical activity, stress management, and preventive health interventions, potentially amplifying perceived benefits.

In contrast, the relatively lower proportions among farmers and armed forces personnel may be linked to distinct occupational

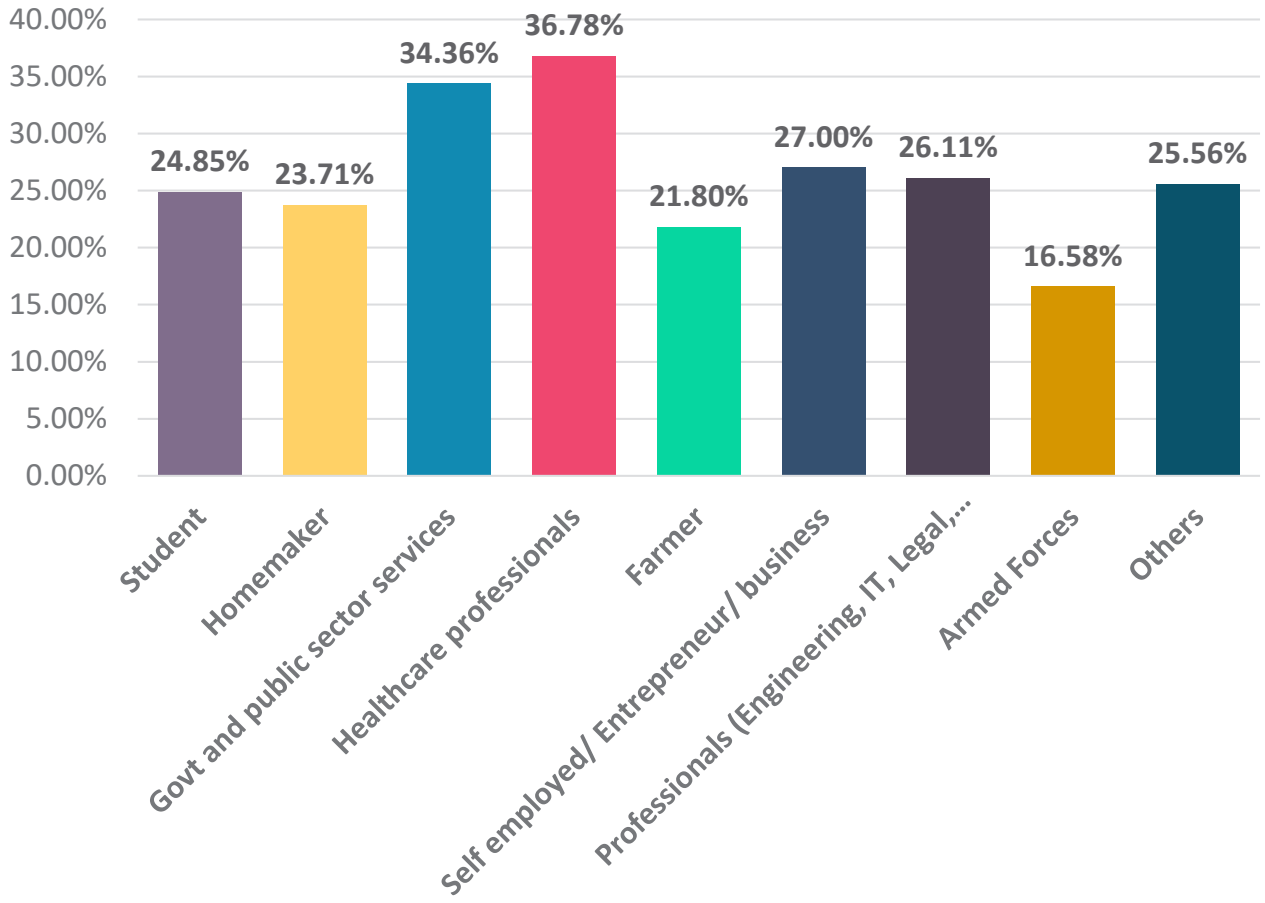


Figure 29: *Proportion of Respondents Across Occupational Categories Reporting Improved Fitness and Physical Activity*

characteristics-such as physically demanding daily routines for farmers and regimented physical training regimes for defence personnel-resulting in less perceived incremental benefit from yoga practice.

From an analytical standpoint, the data indicates that the perceived impact of yoga on fitness and physical activity spans all occupational categories, though the degree of improvement varies by professional context. The findings suggest that yoga serves both as a complementary wellness tool in sedentary or high-stress occupations and as a reinforcement mechanism within already active professions, thereby reflecting its broad adaptability and cross-sectoral relevance.

3.4.5 Made me more health aware

3.4.5.1 Gender-Based Differences in Increased Health Awareness

The analysis of gender-wise responses reveals limited variation in the extent to which respondents reported becoming more health aware through yoga practice.

As illustrated in the chart, 27.00% of female respondents indicated that yoga contributed to increased health awareness, compared with 25.44% of male respondents. The difference of 1.56 percentage points suggests a broadly

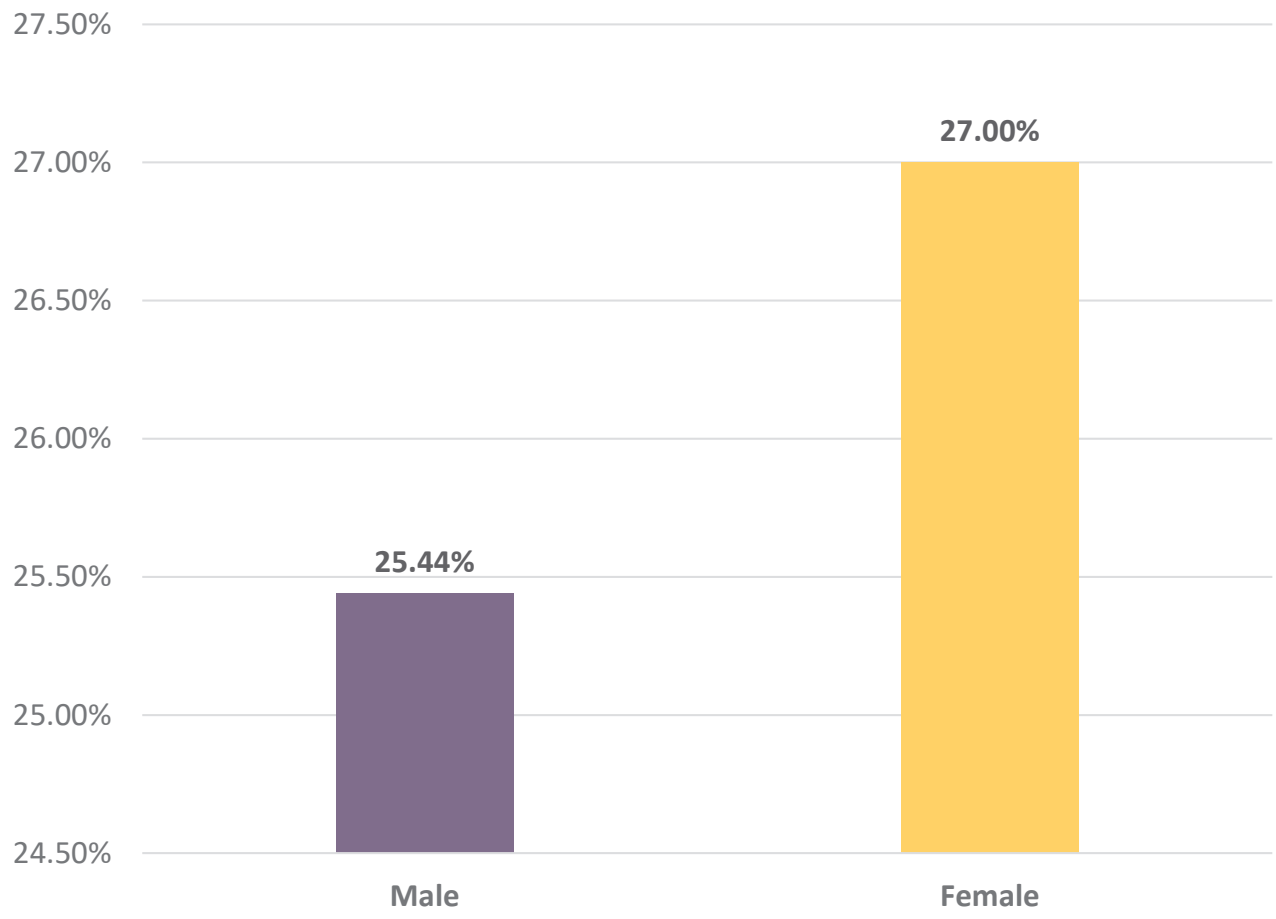


Figure 30: *Proportion of Male and Female Respondents Reporting Increased Health Awareness*

consistent distribution across genders, with a slightly higher proportion of females acknowledging heightened health consciousness.

This near-uniform pattern indicates that the International Day of Yoga (IDY) initiatives and related awareness campaigns have achieved comparable resonance among both male and female participants. The marginally higher reporting among women may reflect greater receptivity to wellness messaging and health education efforts, often reinforced by community participation and gender-inclusive outreach during IDY events.

Overall, the data suggests that yoga serves as an effective medium for enhancing general health awareness across genders, reinforcing its potential as a universally applicable tool for health promotion.

3.4.5.2 Age-Based Variation in Increased Health Awareness

The distribution of self-reported improvement in health awareness following yoga practice shows measurable variation across age groups.

As reflected in the chart, the highest proportions of respondents reporting enhanced health awareness were among those aged **55-64 years (29.58%)** and **45-54 years (29.19%)**, followed closely

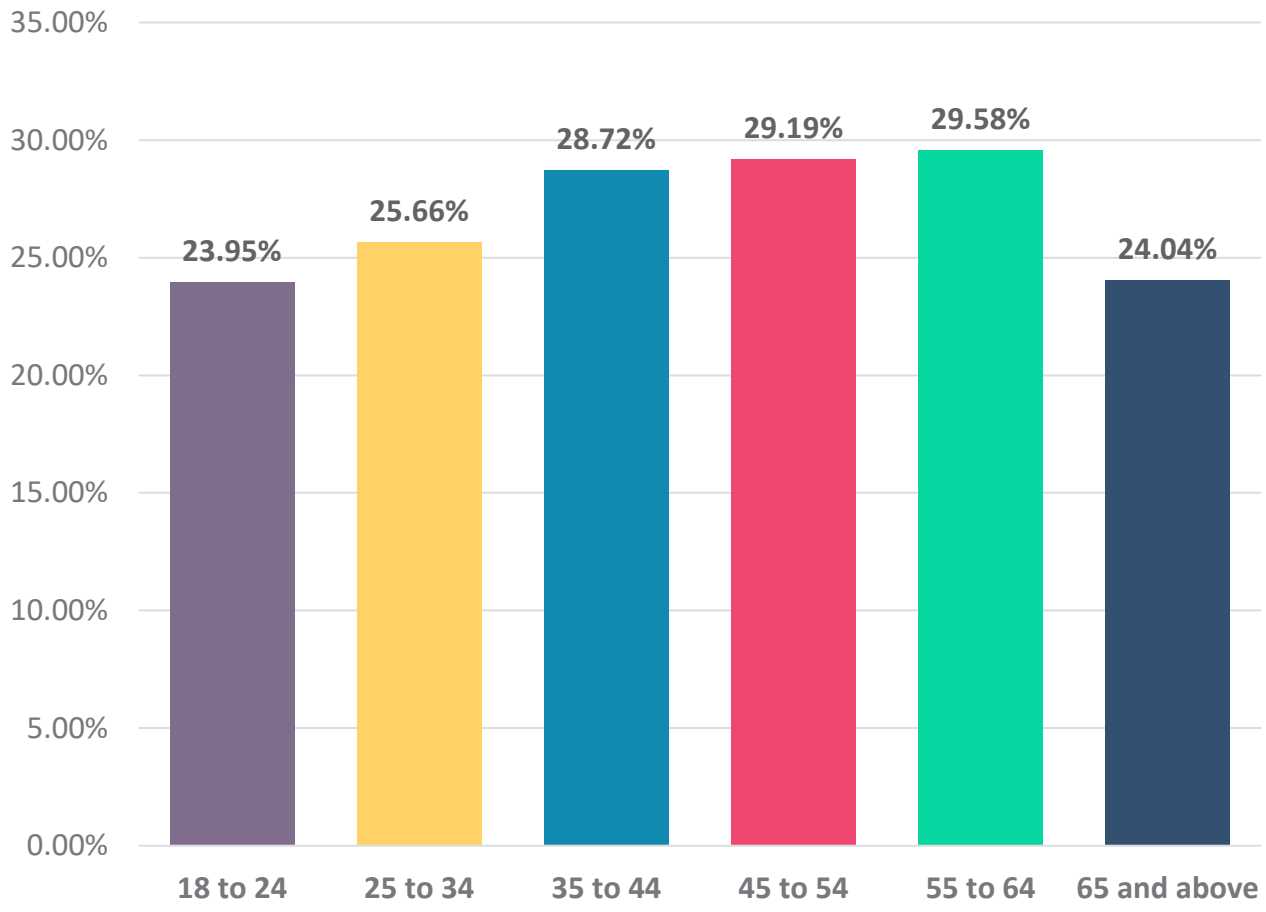


Figure 31: *Proportion of Respondents Across Age Groups Reporting Increased Health Awareness*

by the **35-44 years group (28.72%)**. Moderate levels were observed among respondents aged **25-34 years (25.66%)**, while lower reporting was found among the **18-24 years (23.95%)** and **65 years and above (24.04%)** groups.

This distribution suggests that mid-aged respondents (35-64 years) exhibit greater self-perceived increases in health awareness, which may correspond to heightened health consciousness during this life stage, when preventive health and lifestyle modification become more salient. Younger respondents, while engaged, may perceive fewer changes due to already higher baseline awareness or lower prioritisation of preventive health behaviours.

From an analytical standpoint, the data reflects a consistent association between yoga practice and increased health awareness across all age cohorts, with slightly greater acknowledgement among midlife respondents. This pattern underscores yoga's contribution to fostering self-awareness and proactive health orientation across the adult population spectrum.

3.4.5.3 Variation in Increased Health Awareness by Place of Residence

The distribution of responses across rural and urban localities indicates modest variation in the extent to which respondents reported increased health awareness following yoga practice.

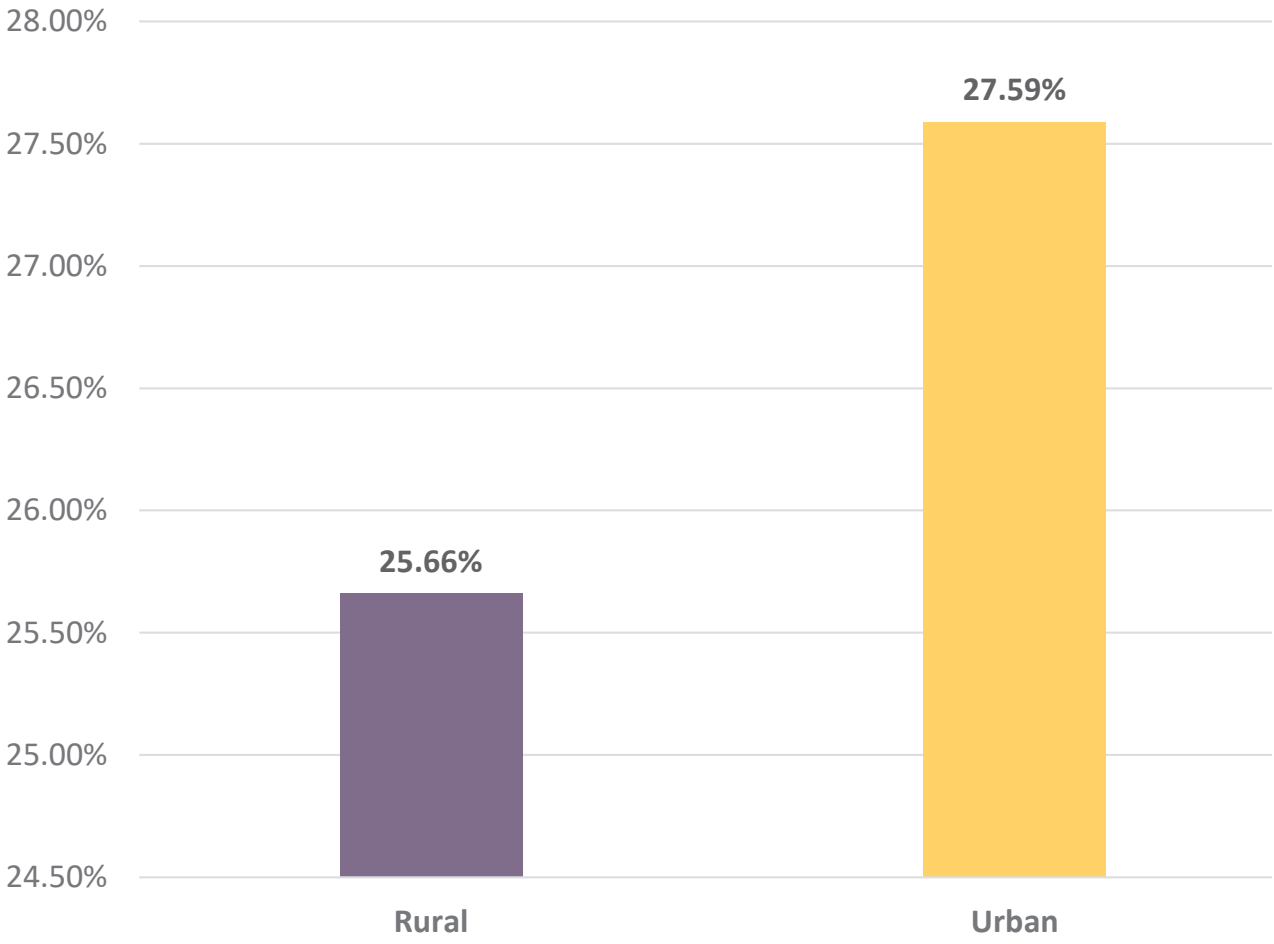


Figure 32: *Share of Rural and Urban Respondents Reporting Increased Health Awareness*

As depicted in the chart, 27.59% of respondents from urban areas stated that yoga helped them become more health aware, compared to 25.66% of respondents from rural areas. The differential of 1.93 percentage points reflects a small but measurable variation between the two segments.

The marginally higher reporting among urban participants may be associated with greater exposure to organised yoga campaigns, mass media communication, and institutional health awareness programmes that are typically concentrated in urban centres. However, the close alignment of rural and urban proportions indicates that yoga-related awareness initiatives have attained widespread reach and influence across geographic settings.

From an analytical standpoint, the data suggests that health awareness as an outcome of yoga practice is not confined to specific spatial or socio-economic contexts. The relatively small rural-urban gap underscores the diffusion of yoga-related messaging through both physical events and digital platforms, contributing to a near-uniform perception of improved health awareness across the population.

This pattern reinforces yoga's function as an accessible and scalable medium for promoting preventive health literacy-an outcome aligned with the public health objectives of the International Day of Yoga (IDY) initiative.

3.4.5.4 Variation in Increased Health Awareness by Occupation

The occupational distribution of responses demonstrates varying levels of perceived increase in health awareness associated with yoga practice.

As presented in the chart, the highest proportions of respondents reporting enhanced health awareness were among government and public sector employees (36.04%) and healthcare professionals (35.03%). These were followed by professionals (engineering, IT, legal, business, HR, etc.) - 30.30%, self-employed or entrepreneurial respondents - 27.99%, armed forces personnel - 26.55%, and homemakers - 25.97%. Moderate reporting was observed among students (24.57%) and others (26.04%), while the lowest proportion was recorded among farmers (22.29%).

The distribution suggests that respondents engaged in structured or formal occupational settings-particularly within healthcare and public-sector domains-are more likely to report heightened health awareness. These sectors often provide greater exposure to health promotion campaigns, institutional yoga sessions, and awareness drives integrated within professional environments.

Conversely, comparatively lower proportions among farmers and students may indicate less exposure to structured awareness interventions or formal yoga promotion mechanisms, though not

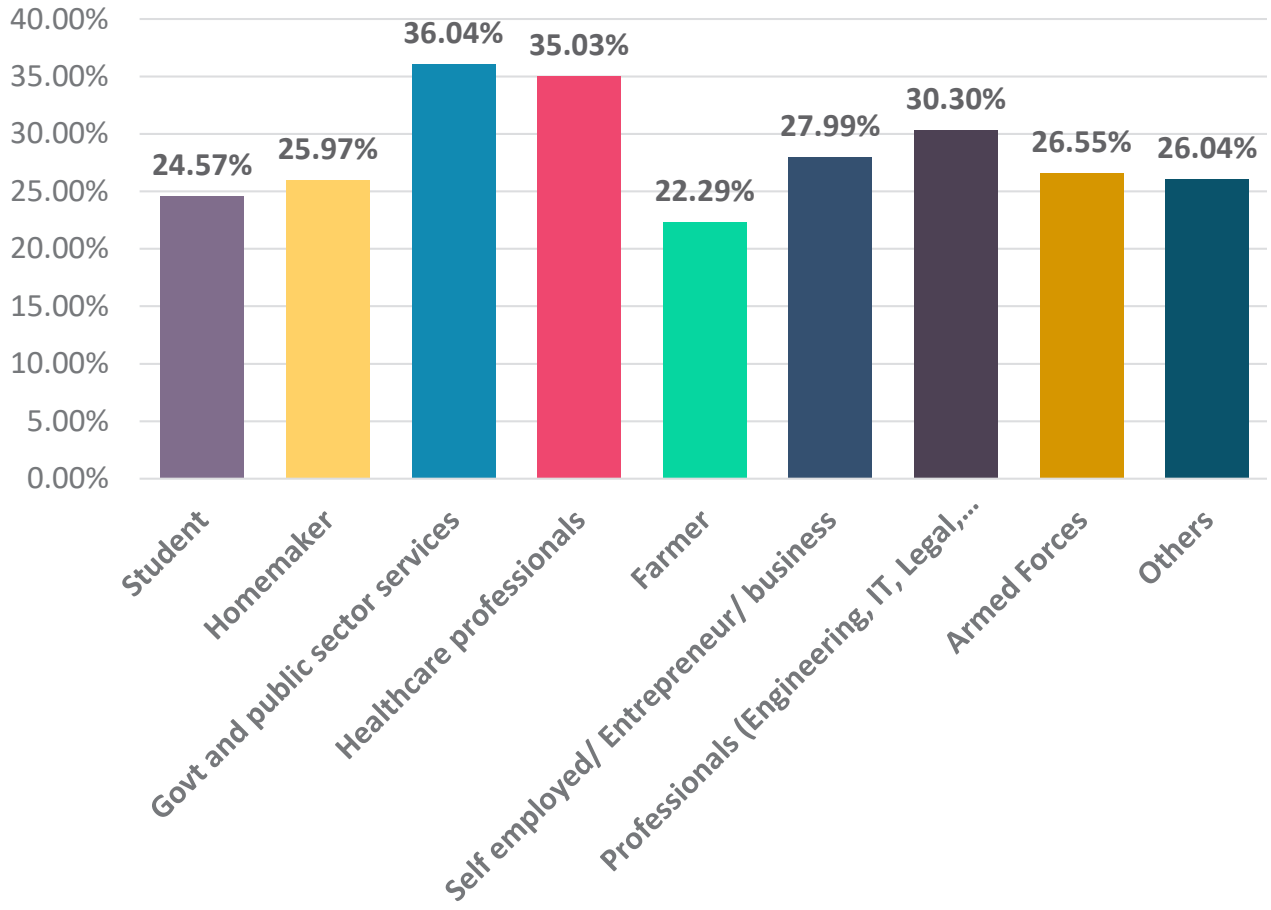


Figure 33: *Proportion of Respondents Reporting Increased Health Awareness, by Occupational Category*

necessarily lower overall engagement with health practices.

From an analytical standpoint, the data highlights a strong association between institutional exposure and self-reported health awareness, with yoga functioning as an important behavioural catalyst across occupational categories. The relatively high proportions among diverse employment groups also underscore yoga's adaptability and inclusiveness as a health awareness tool that transcends occupational boundaries, reinforcing its role within India's public health and wellness framework under the International Day of Yoga (IDY) initiative.

3.4.6 Manage Daily Stress

3.4.6.1 Stress Management Outcomes by Gender

The responses reveal a close alignment between men and women in how yoga has helped them manage everyday stress.

According to the data, 17.16% of female respondents and 15.92% of male respondents stated that yoga played a role in helping them cope with daily pressures. The difference between the two groups-just

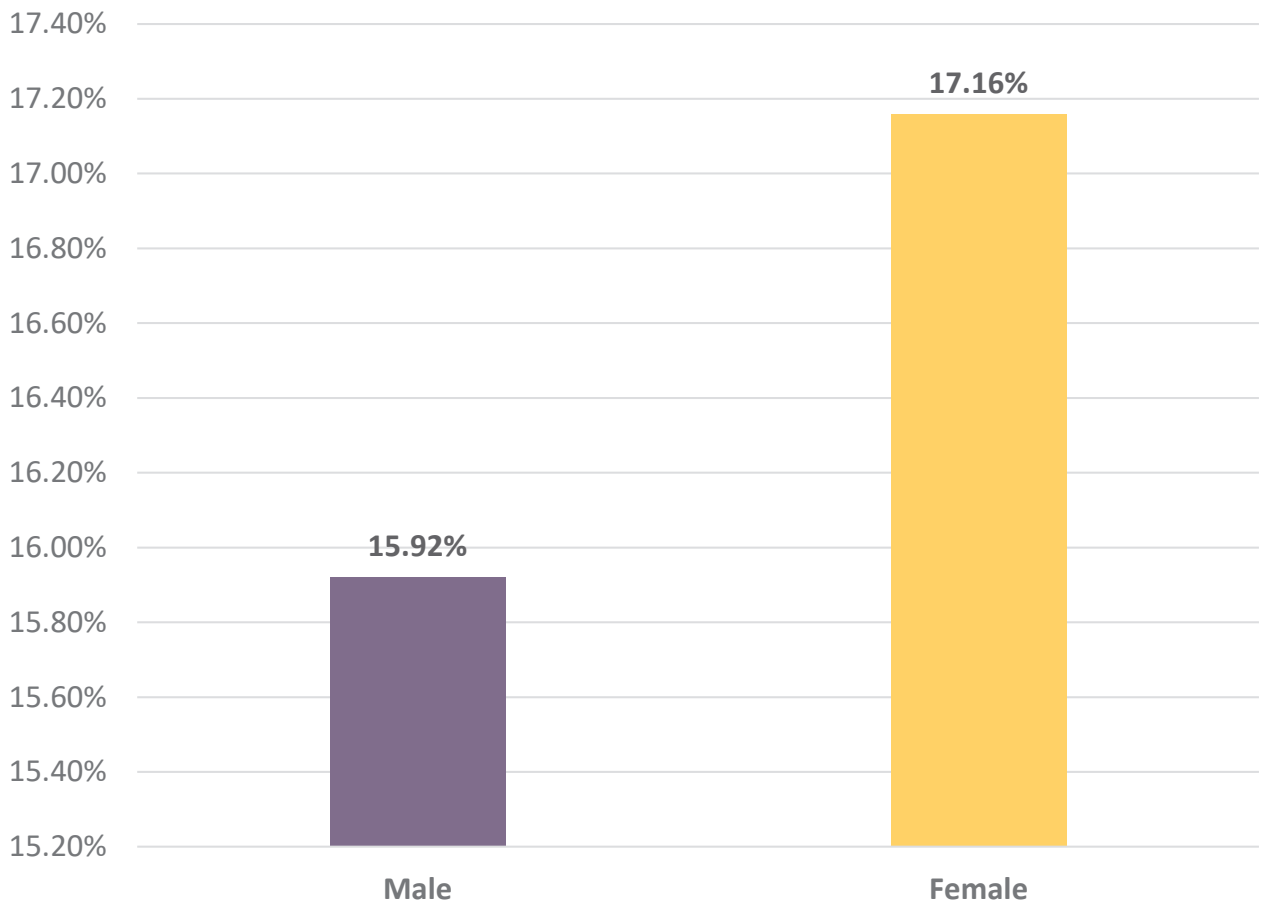


Figure 34: *Share of respondents reporting improved daily stress management, by gender*

over one percentage point-is minimal, indicating that both men and women derive comparable benefits from yoga's calming and restorative effects.

The slightly higher reporting among women may suggest a marginally greater openness to acknowledging emotional or psychological improvements associated with regular yoga practice. However, the overall similarity between genders points to yoga's universal appeal as a practical, non-intrusive means of managing stress.

These findings reaffirm that yoga functions as an inclusive practice that supports emotional balance and well-being across demographics. Whether through physical postures, breathing techniques, or mindfulness, yoga appears to offer both men and women a shared avenue for maintaining composure and mental clarity in their daily lives.

3.4.6.2 Stress Management Outcomes by Age Group

The age-wise distribution of responses reflects meaningful variation in how different age cohorts perceive yoga's role in helping them manage daily stress.

As shown in the chart, the 35-44 years group reported the highest proportion of respondents (18.76%) who felt that yoga assisted them in coping with day-to-day stress, followed by the 45-54 years (17.29%) and 25-34 years (17.08%) cohorts.

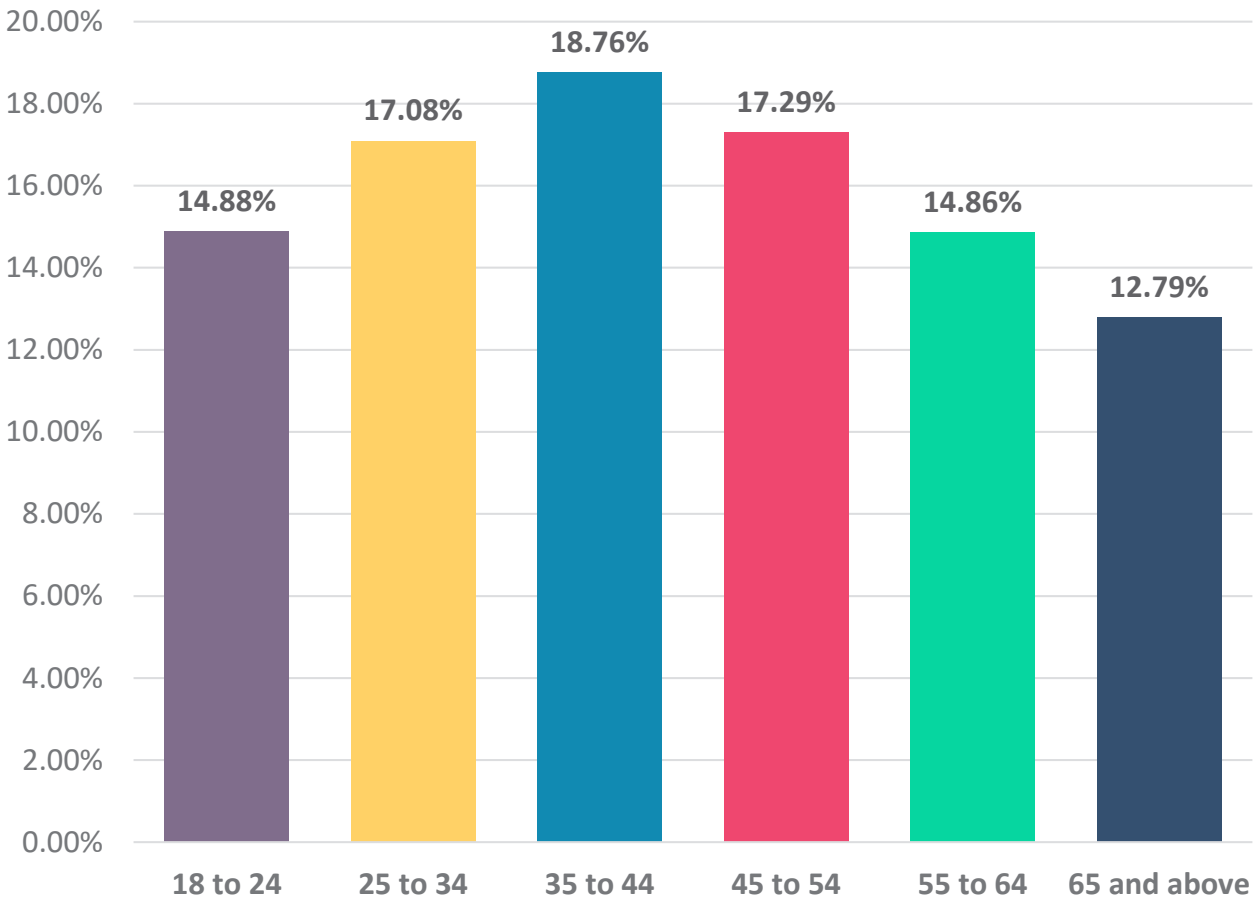


***Figure 35:** Share of respondents reporting improved daily stress management, by age group*

These three age segments-spanning early to mid-adulthood-represent individuals typically managing multiple life roles such as professional responsibilities, family obligations, and financial commitments. Their stronger acknowledgment of yoga's calming influence may therefore be reflective of both greater exposure to stressors and a higher receptivity to stress-management practices.

The younger group (18-24 years) and older adults (55-64 years) showed moderate reporting at 14.88% and 14.86%, respectively, while respondents aged 65 years and above recorded the lowest proportion (12.79%). These figures suggest that while stress awareness and coping mechanisms vary across life stages, yoga continues to be viewed as beneficial across the entire adult spectrum.

From an interpretive standpoint, the pattern underscores that midlife individuals are more likely to identify yoga as a practical strategy for managing psychological strain, possibly due to its integration into workplace wellness programmes, health advisories, and digital mindfulness content. Meanwhile, the participation of older respondents-though somewhat lower-signals enduring engagement with yoga as a gentle, accessible form of mental regulation and physical balance.

Overall, the findings reinforce that yoga serves as both a preventive and adaptive

practice, helping individuals across age groups navigate the pressures of modern life. Its appeal as a holistic stress-relief method-combining movement, breath, and mindfulness-transcends generational boundaries, making it a relevant wellness intervention throughout the adult life course

3.4.6.3 Stress Management Outcomes by Place of Residence

The locality-wise analysis of respondents' perceptions reveals a distinct urban-rural variation in how yoga contributes to stress management.

According to the findings, 21.22% of urban respondents reported that yoga helped them manage daily stress, compared with 15.08% of rural respondents. This 6-percentage-point difference indicates a relatively stronger acknowledgment of yoga's psychological and emotional benefits among urban participants.

The higher proportion in urban areas can be interpreted in the context of greater accessibility to yoga studios, wellness centres, and online sessions, as well as stronger exposure to digital and institutional campaigns promoting yoga as a stress-relief practice. Urban residents, who often experience higher levels of occupational or lifestyle-related stress, may also be more inclined to view yoga as a structured means of achieving mental balance.

In contrast, the lower percentage in rural regions may reflect differential exposure

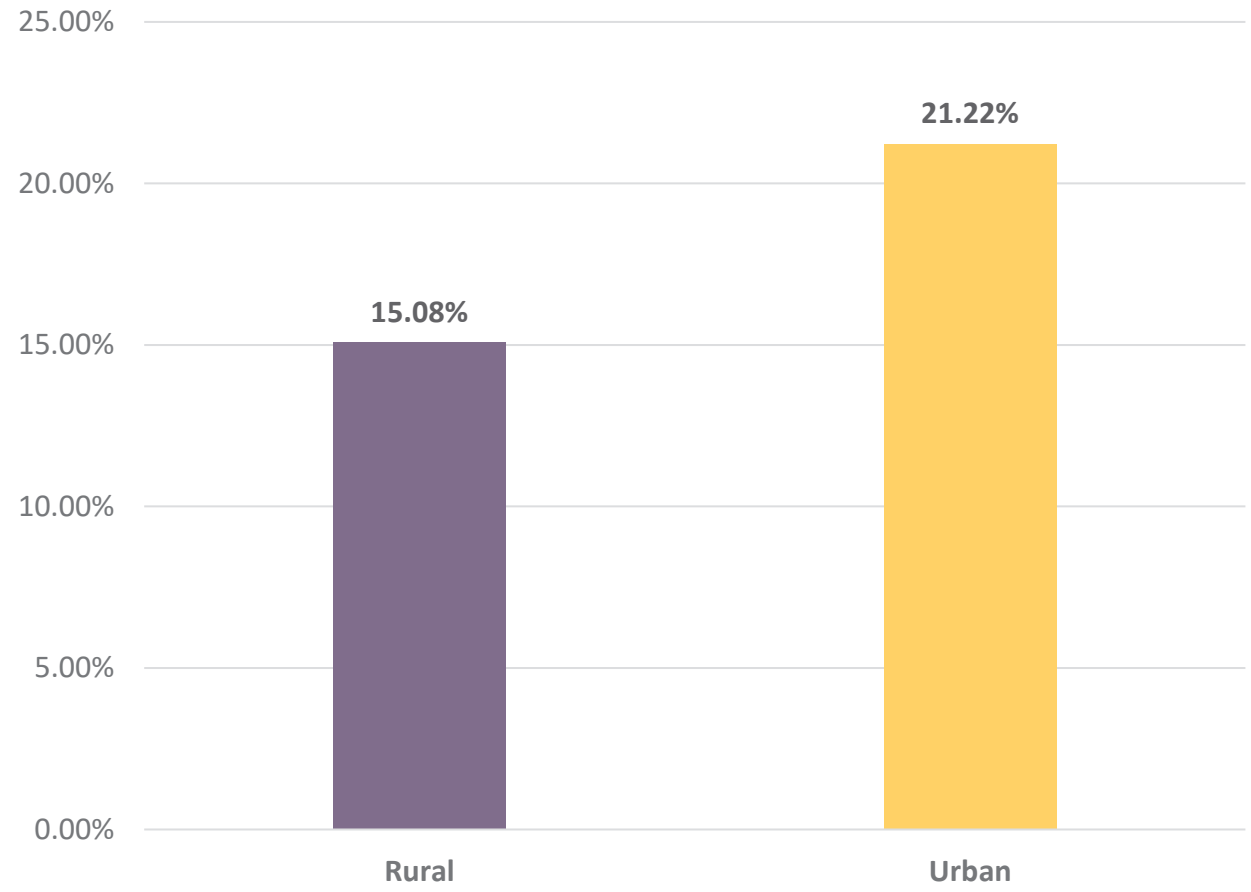


Figure 36: *Share of respondents reporting improved ability to manage daily stress, by place of residence*

to formal yoga programmes, variations in lifestyle demands, or alternative forms of physical and mental recreation embedded in rural routines. Nevertheless, the rural share-though lower-still represents a significant proportion of individuals who recognise yoga's contribution to coping with everyday pressures.

Taken together, these findings suggest that while yoga's stress-relieving potential is acknowledged across both settings, its adoption and integration appear somewhat more pronounced in urban contexts. The pattern highlights an opportunity for deeper outreach and culturally adapted yoga promotion strategies in rural areas to ensure equitable access to the mental health and wellness benefits associated with regular practice.

3.4.6.4 Stress Management Outcomes by Occupation

The occupational distribution of responses presents an instructive view of how yoga is perceived as a tool for managing stress across different professional groups.

The data indicate that respondents engaged in government and public sector services (24.50%) and healthcare professions (22.26%) reported the highest acknowledgment of yoga's contribution to stress management. This alignment is consistent with occupational contexts that are typically associated with structured work environments, high responsibility, and psychological demands-factors that often lead individuals to adopt yoga and mindfulness practices as restorative counterbalances.

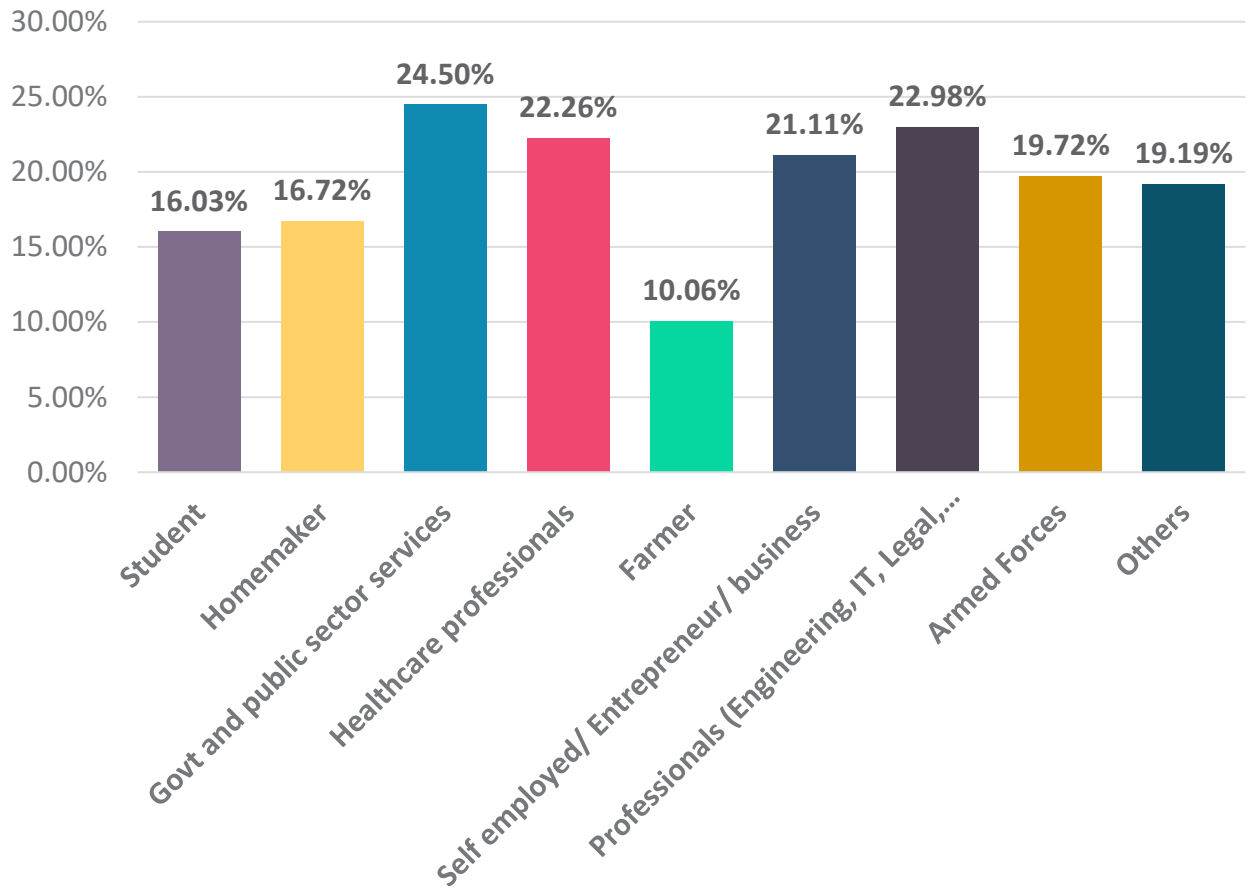


Figure 37: *Share of respondents reporting improved ability to manage daily stress, by occupational category*

Professionals in technical and corporate sectors (22.98%) and self-employed or business respondents (21.11%) also reflected comparable awareness, suggesting that individuals with flexible or high-pressure schedules tend to perceive yoga as an accessible and self-regulated means of coping with stress.

On the other hand, students (16.03%), homemakers (16.72%), and those in the armed forces (19.72%) reported moderate levels of agreement, while farmers (10.06%) had the lowest proportion. This variation may be shaped by differences in exposure to formal yoga instruction, time availability, and cultural practices related to physical or mental well-being. The relatively lower figures among farmers and homemakers might also reflect lower institutional integration of yoga-based wellness activities in these groups.

Taken collectively, these findings underscore that while the perception of yoga as a stress-management tool extends across occupations, it is most pronounced among professionals and service workers who experience consistent cognitive or emotional workload. The occupational gradient suggests that stress awareness and structured access to wellness interventions-such as those found in urban workplaces or healthcare settings-correlate positively with the recognition of yoga's psychological benefits.

The evidence thus reinforces yoga's multi-sectoral relevance, while pointing to the importance of context-sensitive outreach, particularly among occupations with limited exposure or institutional support for wellness practices.

3.4.7 Healthy Diet

3.4.7.1 Gender Patterns in the Perceived Influence of Yoga on Dietary Choices

The gender-wise distribution of responses suggests minimal variation in how yoga practitioners perceive its influence on dietary behaviour. As depicted in the chart, 15.01% of female respondents and 14.88% of male respondents reported that yoga encouraged them to adopt healthier eating habits.

While the difference is marginal-only 0.13 percentage points-the trend aligns with broader wellness literature indicating that women often demonstrate slightly higher responsiveness to holistic health interventions that integrate physical, mental, and nutritional components. This may also reflect gendered patterns of engagement with wellness content and lifestyle modification programmes that accompany yoga practice.

The narrow gap between genders, however, highlights a broadly shared awareness that yoga practice can foster more mindful dietary choices. Both male and female respondents appear to recognise that the discipline's underlying principles-such as balance, moderation, and self-awareness-extend beyond physical exercise to influence food habits and nutrition.

In analytical terms, these findings reinforce yoga's integrative impact on lifestyle behaviours across genders. The near-uniformity of responses implies that yoga's promotion of dietary mindfulness transcends gender divides, supporting its role

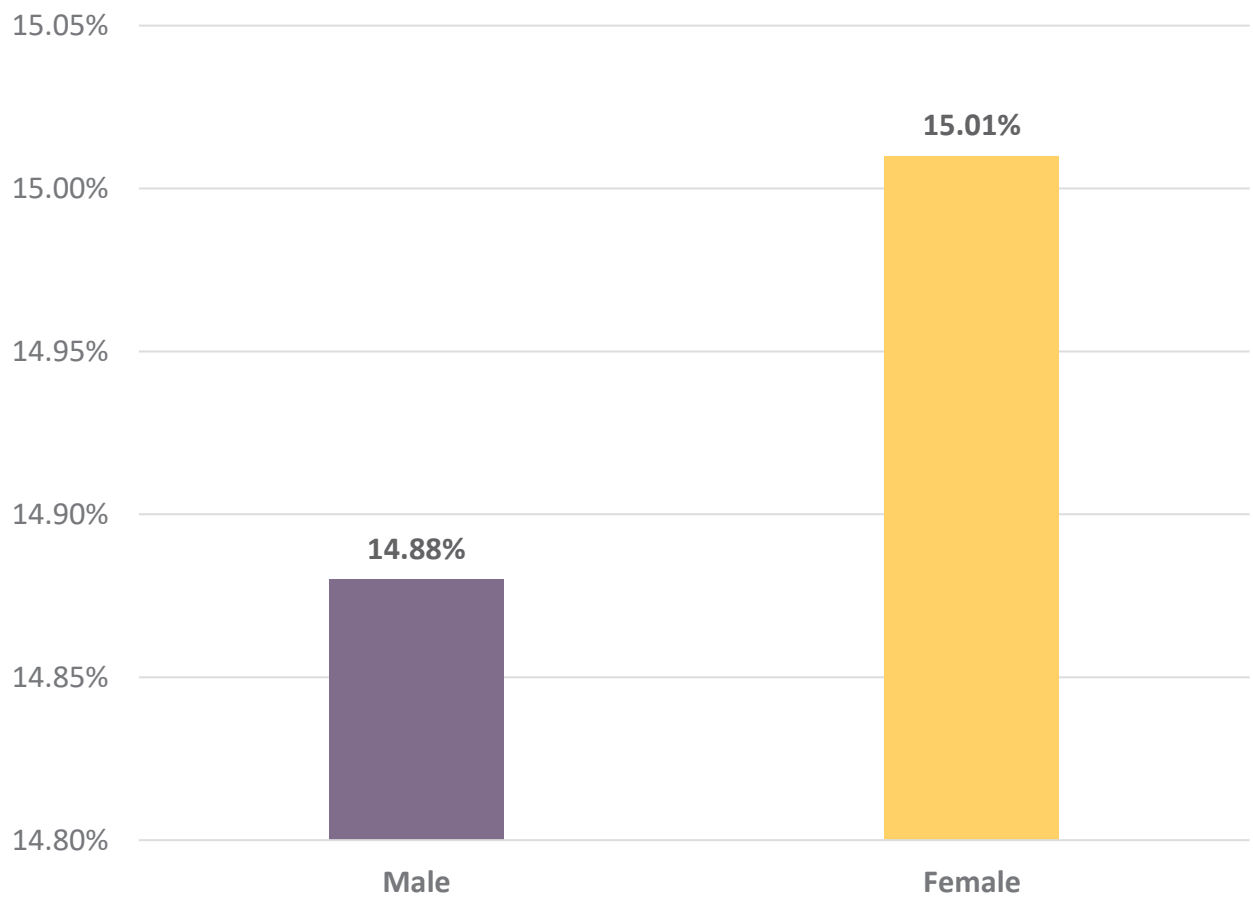


Figure 38: *Gender variation in perceived impact of yoga on adopting healthier dietary habits*

as a gender-neutral approach to holistic health promotion.

3.4.7.2 Age Variations in the Perceived Influence of Yoga on Dietary Habits

The age-wise distribution of responses provides an insightful view into how yoga practice correlates with dietary awareness across different life stages.

The findings show that respondents aged 35 to 44 years (17.05%) reported the highest level of influence, followed by those aged 45 to 54 years (15.38%) and 25 to 34 years (14.92%). In contrast, younger participants aged 18 to 24 years (13.97%) and older adults aged 65 years and above (11.95%) exhibited comparatively lower percentages.

The midlife cohorts (ages 35-54) appear to be most responsive to yoga's dietary influence, likely reflecting greater health consciousness and lifestyle management priorities during these stages. These groups often balance professional demands and family responsibilities, which may enhance receptivity to holistic wellness approaches such as yoga that integrate physical and nutritional well-being.

Conversely, the slightly lower engagement among younger respondents may stem from differing motivations for yoga participation-such as fitness or flexibility-rather than dietary transformation. The reduced share among older participants may reflect established dietary routines or limited exposure to structured yoga-based nutritional guidance.

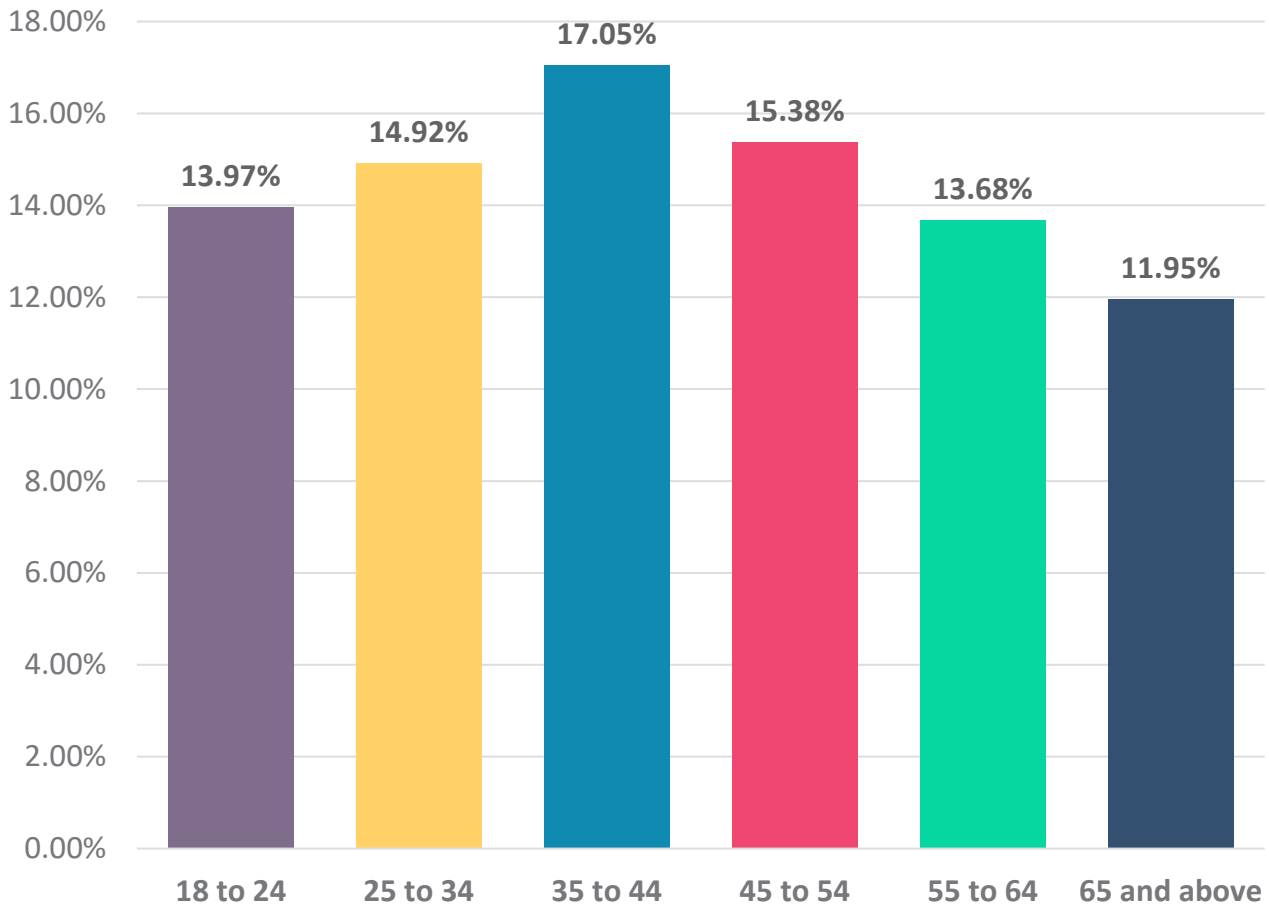


Figure 39: *Self-reported impact of yoga on adopting healthier diets across age groups*

Overall, the distribution illustrates that yoga's influence on healthy eating is most pronounced among middle-aged adults, with a steady but moderate presence across other age groups. This pattern supports the view that yoga serves as both a behavioural and attitudinal catalyst, reinforcing preventive health practices and nutritional mindfulness across the life course.

3.4.7.3 Differences in Healthy-diet Adoption by Place of Residence

The locality-wise comparison reveals meaningful differences in how respondents perceive yoga's influence on their dietary habits.

As shown in the chart, 18.35% of urban respondents reported that yoga encouraged them to adopt healthier eating practices, compared to 13.18% of rural respondents. This five-percentage-point gap underscores a moderately higher resonance of yoga-driven nutritional awareness among urban populations.

The urban predominance may be linked to greater exposure to structured yoga instruction, wellness media, and allied health campaigns that explicitly integrate dietary guidance within yoga-based lifestyles. Urban respondents are also more likely to access dieticians, nutrition workshops, and yoga studios that emphasise the relationship between mindful eating and overall well-being.

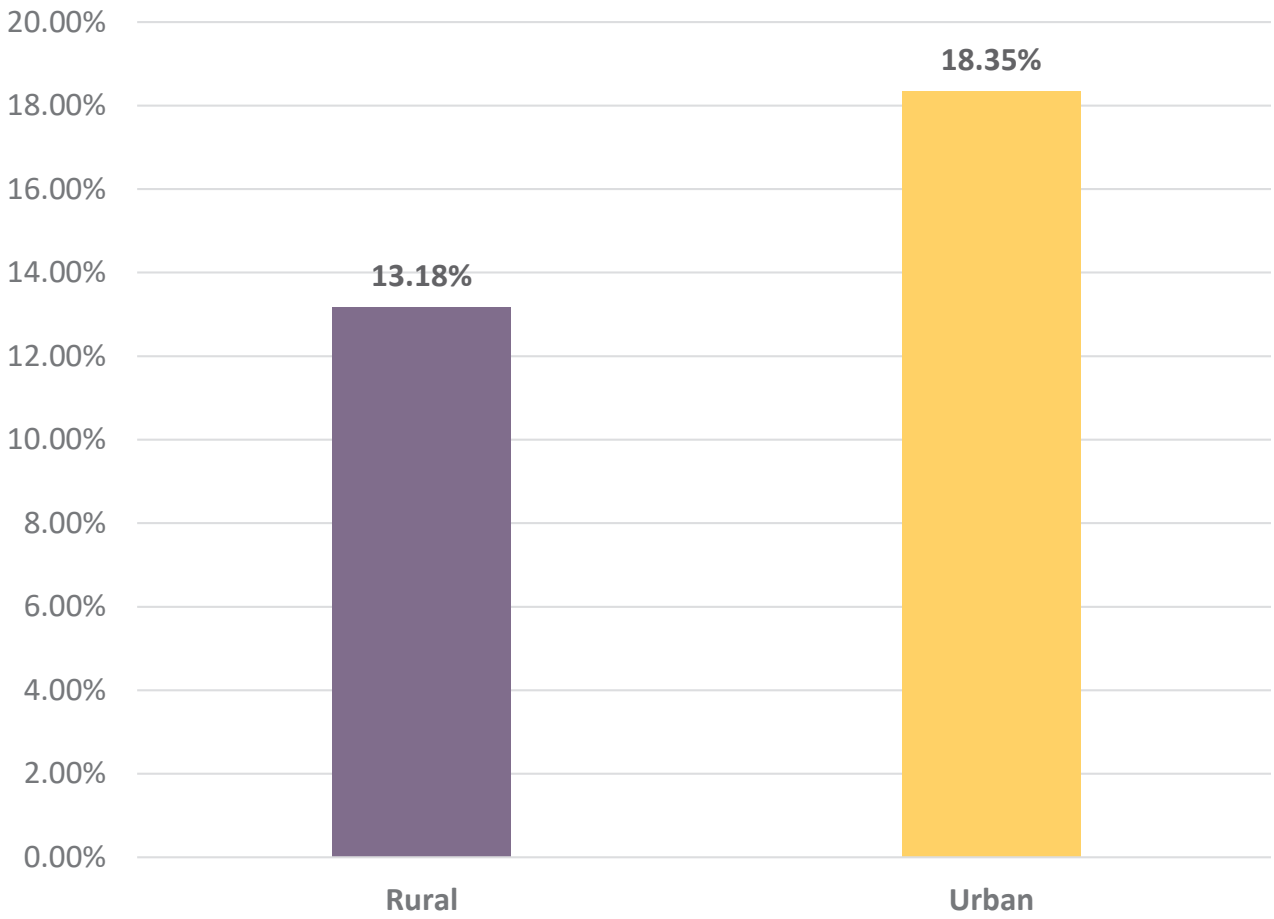


Figure 40: *Reported influence of yoga on adopting healthier diets among rural and urban respondents*

In contrast, rural respondents, though less represented, still show a noteworthy level of engagement. This could reflect yoga's increasing penetration through community centres, government initiatives, and the popularisation of the Common Yoga Protocol (CYP) across districts. However, rural dietary habits are often shaped by traditional food systems and agrarian lifestyles, which may limit the perceived incremental effect of yoga on diet.

Taken together, these results indicate that while urban respondents display stronger integration of yoga and nutrition awareness, both rural and urban groups recognise yoga's role in fostering healthier food choices. The observed pattern highlights the potential for further outreach-particularly through local institutions and vernacular communication-to deepen yoga's dietary influence in rural contexts.

3.4.7.4 Healthy-diet Adoption across Occupational Groups

The occupation-wise analysis highlights differentiated patterns in how yoga practice has encouraged respondents to adopt healthier dietary habits.

Respondents working in professional roles (21.25%) and government or public sector services (20.37%) reported the highest association between yoga and

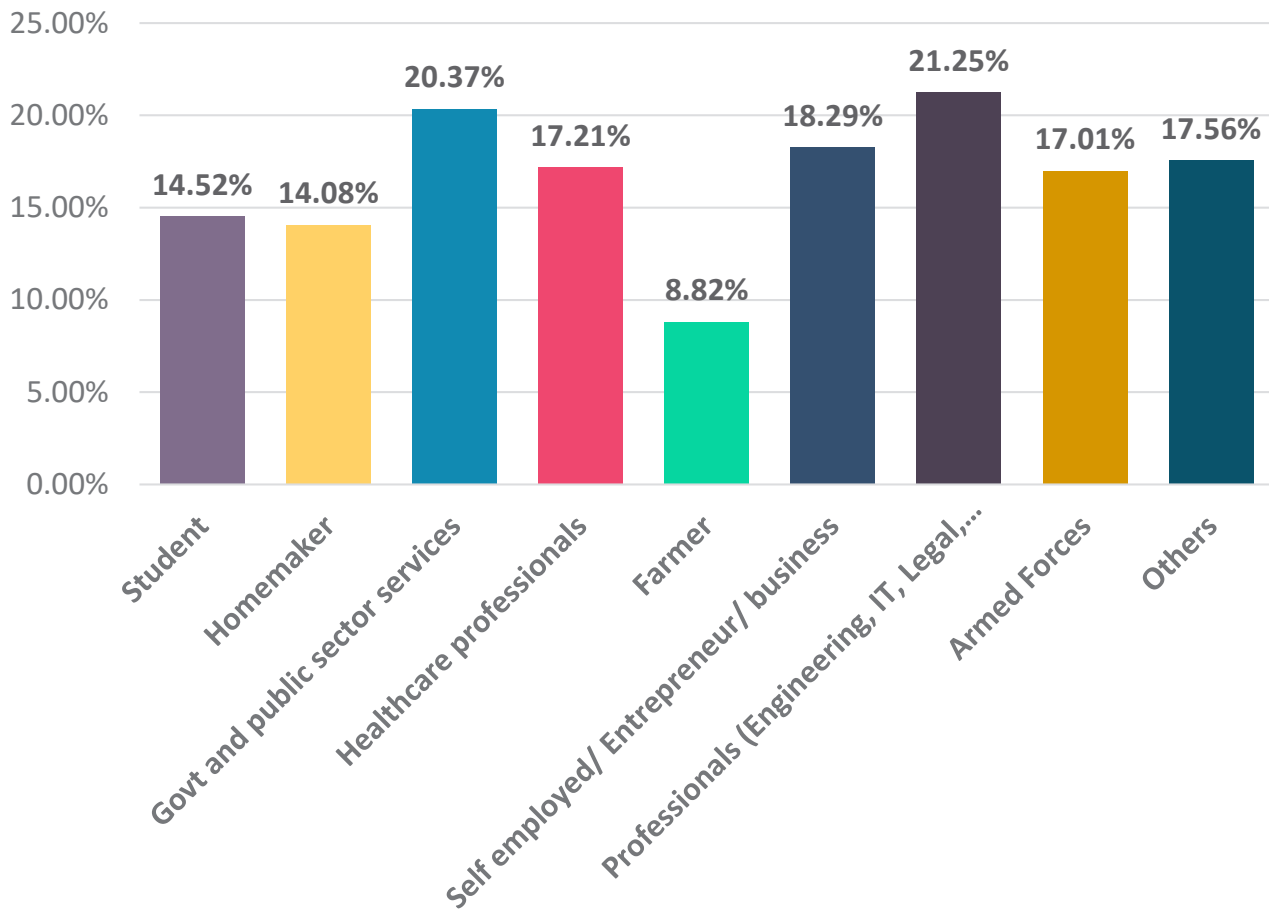


Figure 41: *Proportion of respondents across occupations reporting that yoga encouraged them to adopt healthier dietary practices*

healthier eating behaviours. These occupations often entail structured routines, higher awareness of wellness trends, and greater exposure to institutional health programmes that integrate yoga with lifestyle management.

Self-employed individuals or entrepreneurs (18.29%) and healthcare professionals (17.21%) followed closely, reflecting a recognition of the synergy between yoga practice and mindful nutrition. The latter group, by virtue of professional familiarity with health concepts, likely perceives yoga's dietary influence as part of a holistic preventive health approach.

Moderate levels of acknowledgment were recorded among students (14.52%), homemakers (14.08%), and armed forces personnel (17.01%), while farmers (8.82%) reported the lowest percentage. This occupational gradient suggests that yoga's dietary influence is more visible in formal, urban-centric or knowledge-based professions, possibly due to greater access to structured yoga and wellness programmes.

The relatively lower figures among agricultural and household groups may reflect limited exposure to formal yoga instruction or lower integration of yoga's dietary messages within community-based practice.

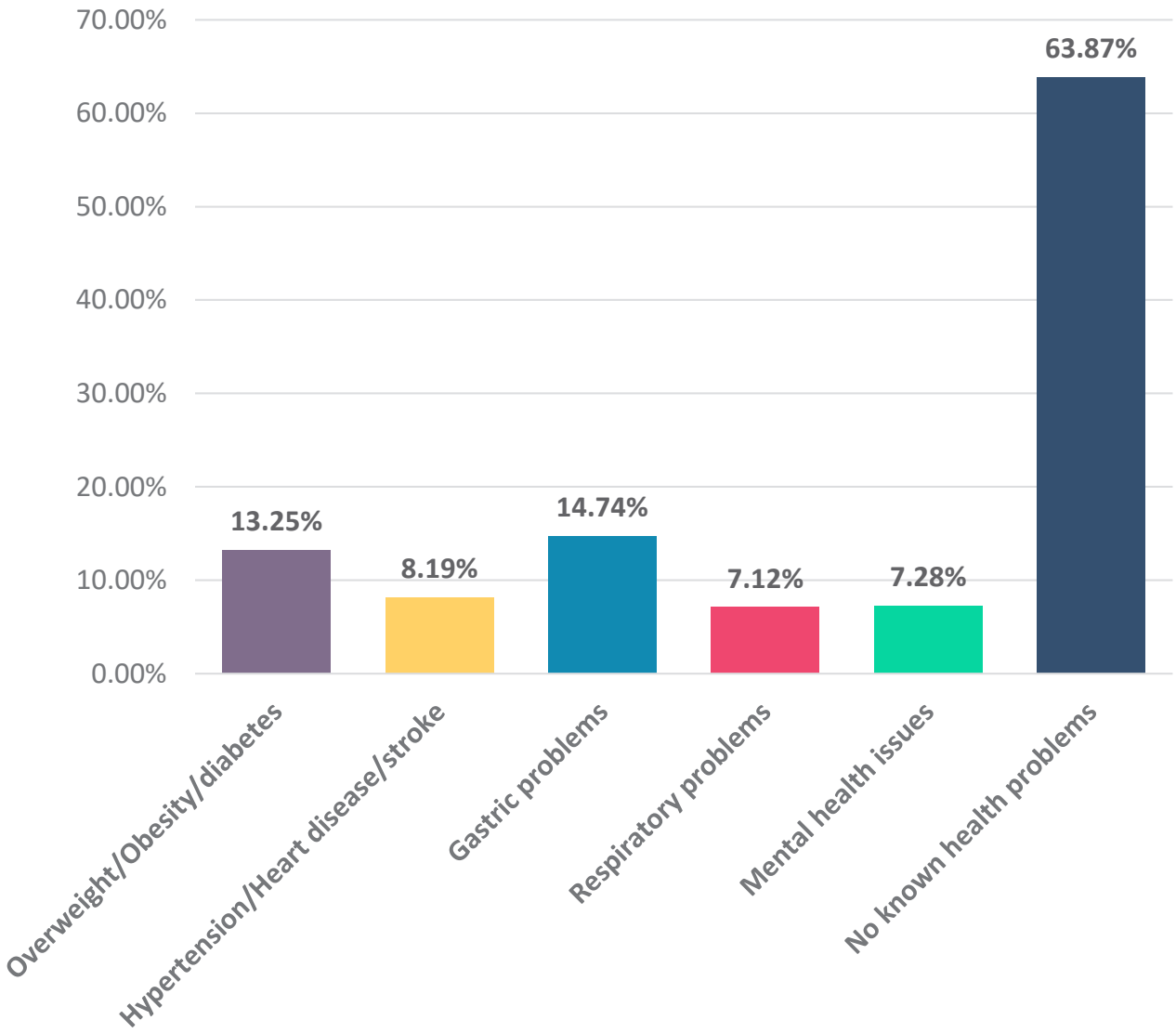


Figure 42: *Distribution of respondents by self-reported underlying health conditions*

Nonetheless, their participation indicates growing reach and resonance of yoga's holistic health message across occupational boundaries.

Overall, the findings suggest that occupational exposure, work environment, and access to structured wellness interventions play significant roles in mediating yoga's impact on dietary behaviour. The results reaffirm yoga's potential as a scalable behavioural health intervention adaptable across diverse occupational segments.

3.4.8 Self- Reported Health Conditions & practice Uptake

3.4.8.1 Profile of Self-Reported Underlying Health Conditions

Prevalence of self-reported underlying health conditions: The analysis of underlying health conditions presents an overview of the general health status of the study's

Table 24: *Prevalence of Self-Reported Underlying Health Conditions Among Respondents, Along with SE and RSE Estimates.*

Self-Reported Underlying Health Conditions	%	SE	RSE
Overweight/ Obesity/ diabetes	13.25%	*0.18%*	*1.38%*
Hypertension/ Heart disease/ stroke attacks	8.19%	*0.15%*	*1.81%*
Gastric problems/ constipation/IBS	14.74%	*0.19%*	*1.30%*
Respiratory problems (Allergy, asthma etc.)	7.12%	*0.14%*	*1.95%*
Mental health (Daily stress, Anxiety, depression, etc.)	7.28%	*0.14%*	*1.93%*
No known health problems	63.87%	*0.26%*	*0.41%*

respondents, independent of their engagement with yoga practices.

As depicted in the chart, 63.87% of respondents reported having no known health problems, indicating that the majority of participants were in good or stable health at the time of data collection. This suggests a predominantly healthy adult population sample.

Among those who did report existing conditions, gastric problems (14.74%) were the most frequently cited, followed by overweight/obesity/diabetes (13.25%) and hypertension or other cardiovascular issues (8.19%). Together, these categories account for a considerable portion of the sample and reflect the increasing prevalence of non-communicable and lifestyle-related diseases observed in national health datasets such as the NFHS-5 (National Family Health Survey) and NCD monitoring frameworks.

Relatively smaller shares of respondents identified respiratory problems (7.12%) and mental health concerns (7.28%), both of which are important indicators of general health burden within the population.

Overall, the data suggest that while the majority of respondents were free from diagnosed health conditions, a meaningful proportion were living with or managing chronic ailments, primarily those associated with metabolic, digestive, and cardiovascular systems. This composition provides a realistic baseline health profile for understanding subsequent analyses on health awareness, behaviour, and wellness practices within the surveyed population.

3.4.8.2 Practice Frequency across Underlying Health Conditions

The cross-tabulation between respondents' self-reported underlying health conditions and their frequency of yoga practice provides critical insights into the intersection of health status and behavioural engagement in yoga-based wellness activities.

As presented in the chart, the findings indicate a consistent pattern of yoga participation across various health conditions, with a noticeable differentiation between those practising "regularly" and those practising "sometimes."

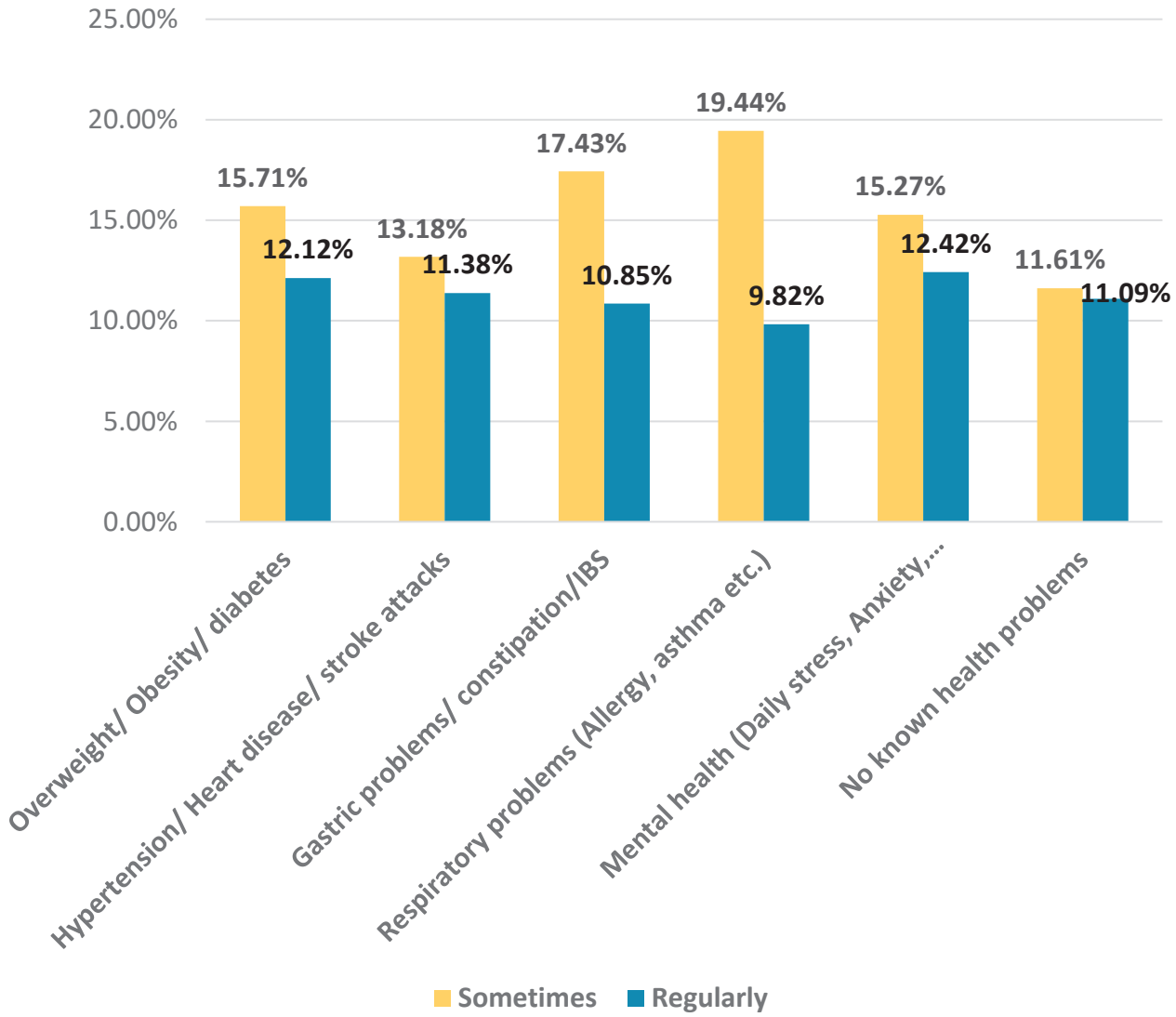


Figure 43: *Frequency of yoga practice among respondents by self-reported health conditions*

Among individuals reporting specific health conditions, respondents with gastric problems (19.44%) and overweight/ obesity/diabetes (15.71%) were most represented in the "sometimes" category, suggesting a tendency for intermittent practice among individuals managing chronic or lifestyle-related ailments. Conversely, a smaller proportion of these groups-10.85% and 12.12%, respectively-reported practising yoga regularly, which may indicate challenges in sustaining continuous engagement despite awareness of its potential benefits.

For respondents with respiratory problems (allergy, asthma, etc.) and mental health issues (stress, anxiety, depression), the proportions of regular practitioners (9.82% and 12.42%) are marginally lower than those practising sometimes (17.43% and 15.27%). This distribution may reflect episodic participation linked to symptom fluctuations or accessibility to structured yoga interventions.

Notably, individuals without known health problems also reported measurable engagement-11.09% regular and 11.61%

occasional practice-suggesting that yoga functions as both a preventive and therapeutic behaviour within the general population.

The results collectively demonstrate that yoga participation is not confined to any specific health subgroup. However, the prevalence of occasional over regular practice across conditions highlights an opportunity for enhanced intervention design, particularly targeted at chronic condition management.

From a public health perspective, these findings underscore the potential of yoga as a complementary wellness practice across multiple disease categories while also identifying the need for strategies that promote regular adherence among those already motivated to engage in yoga for health maintenance or rehabilitation purposes.

3.5 Integration of Yoga into Daily Life and Adoption of Healthier Lifestyle Post-IDY Declaration

3.5.1 Yoga as an Essential Part of Lifestyle Practice Following IDY Declaration

The analysis of responses to the question *"Whether yoga has become an essential part of your lifestyle after the declaration of IDY?"* reveals a notable level of assimilation of yoga practices into everyday routines among the surveyed population.

As illustrated in the chart, 41.13% of respondents affirmed that yoga has become an integral part of their lifestyle following the formal recognition of the International Day of Yoga (IDY). A further 14.51% indicated that yoga is *"somewhat"* or *"maybe"* part of their daily routine, suggesting partial but meaningful engagement.

These findings indicate that a combined 55.64% of respondents have incorporated yoga to varying degrees into their lives, signalling a substantial behavioural shift towards health-oriented practices at the population level. The pattern points to an increasing normalization of yoga as part of contemporary wellness routines, potentially influenced by sustained national and international advocacy, institutional promotion, and the visibility of IDY celebrations over the past decade.

From an analytical standpoint, this distribution highlights two key trends:

- Mainstreaming of yoga as lifestyle behaviour: A significant proportion of individuals now view yoga not merely as an exercise form but as a sustainable, habitual component of daily living.
- Scope for deeper engagement: The remaining segment of respondents who did not report consistent adoption underscores the need for continued awareness and accessibility efforts-particularly targeting populations where structural or perceptual barriers to regular practice persist.

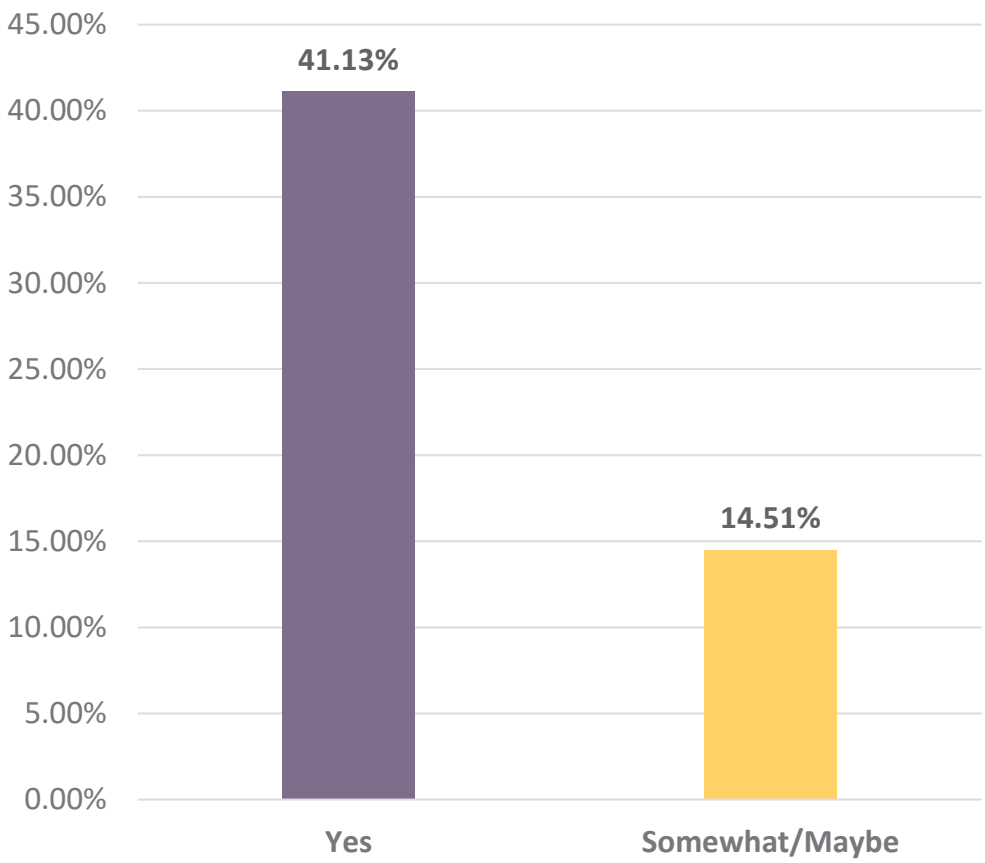


Figure 44: *Respondents' views on whether yoga has become an essential part of their lifestyle after the IDY declaration*

In summary, the data suggest that the declaration of IDY and subsequent public outreach have contributed measurably to the integration of yoga into citizens' lifestyles, reflecting the growing resonance of yoga as a public health and wellness practice.

Table 25: *Proportion of Respondents Reporting Yoga as an Essential or Partial Component of Daily Life, Along with Standard Error (SE) and Relative Standard* Error (RSE).

Integration of Yoga into Daily Life	Yes	*SE*	*RSE*	Somewhat/ Maybe	*SE*	*RSE*
%	41.06%	*0.27%*	*0.65%*	14.54%	*0.19%*	*1.31%*

3.5.2 Adoption of Healthy Lifestyle (0-10 Linear Scale) Post-IDY Declaration

The distribution of responses to the question, *"Has the International Day of Yoga enabled you to adopt a healthy lifestyle?"* measured on a 0–10 linear scale, provides a layered view of how participants assess the influence of IDY on their personal health practices. The pattern of scores reflects varying degrees of perceived lifestyle change, indicating that the impact of IDY is experienced differently across individuals.

As presented in the figure, the distribution of responses shows considerable variation, suggesting a diversity of experiences across the population. A notable 21.87% of respondents selected '0 - Not at all', indicating that a fifth of participants did not perceive a direct influence of IDY on their lifestyle choices. Conversely, 10.45% of respondents rated the impact at the maximum level ('10 - Very much so'), suggesting

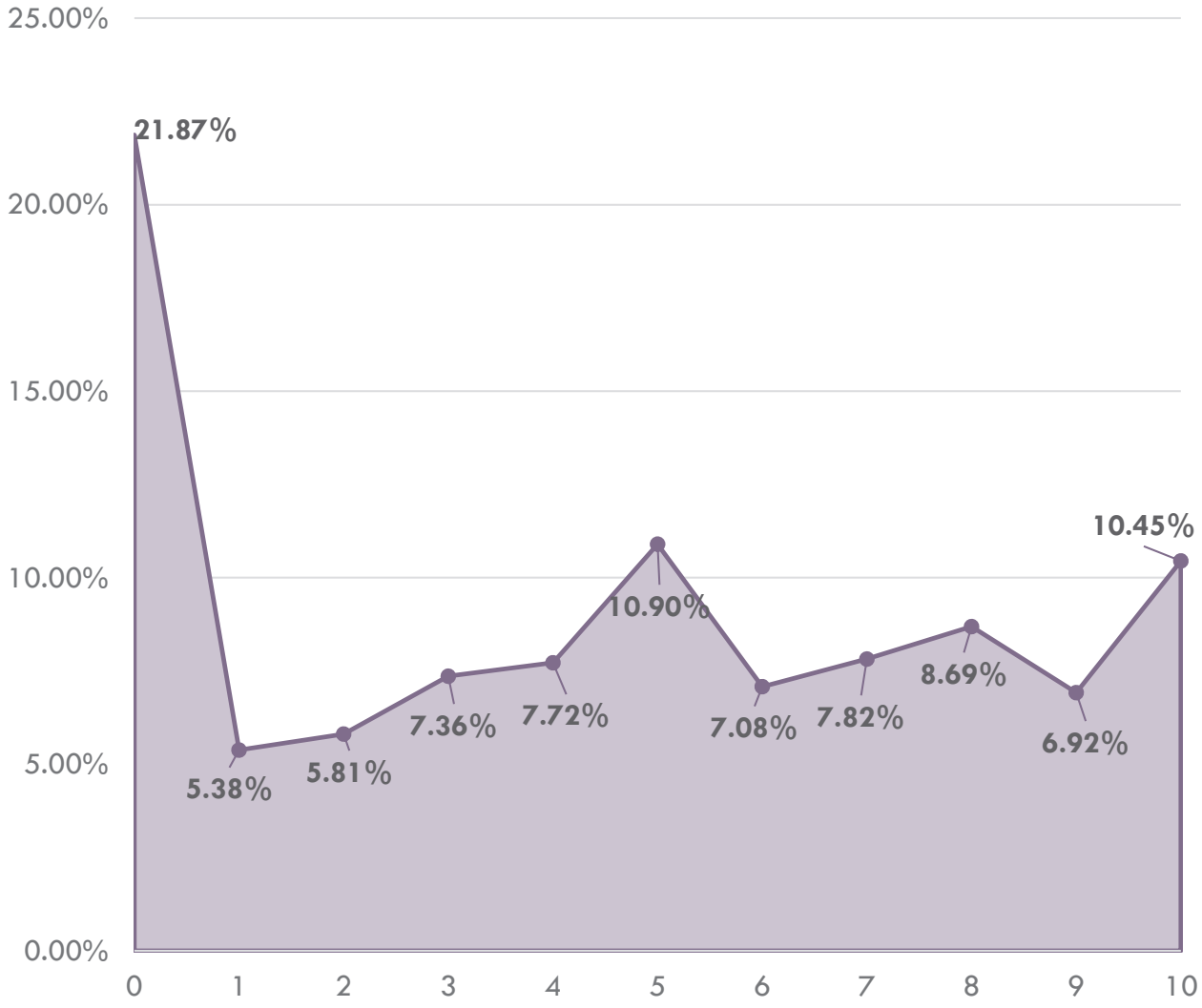


Figure 45: *Distribution of respondents' ratings (0–10) on the extent to which IDY enabled them to adopt a healthier lifestyle*

strong positive behavioural adaptation among this segment.

The responses between scores 3 and 8 are more evenly distributed, each category attracting between 7-9% of participants. The midpoint of the scale ('5') accounted for 10.90% of responses, implying a moderate recognition of IDY's influence among a significant proportion of individuals. Collectively, ratings from 5 to 10-representing partial to strong adoption of healthier lifestyles-amount to nearly 52% of the total, which indicates that more than half the sample associates IDY with at least some degree of health-oriented behavioural change.

The distribution reveals a bi-modal pattern: one group reporting no perceived effect (lower-end responses) and another acknowledging substantial lifestyle improvement (upper-end responses). This suggests differing levels of exposure, engagement, or contextual accessibility to yoga and IDY-related activities across demographic and geographic groups.

In interpretive terms, these results highlight that while IDY has successfully encouraged a significant share of participants to adopt health-promoting routines, a parallel segment remains less influenced-possibly due to gaps in reach, awareness, or structural opportunity. The findings therefore underscore both the positive behavioural diffusion achieved through a decade of IDY initiatives and the continued need for inclusive outreach to ensure equitable adoption of health and wellness practices across populations.

***Table 26:** Respondent Ratings on IDY's Contribution to Healthy Lifestyle Adoption, Along with Standard Error (SE) and Relative Standard Error (RSE).*

Adoption of Healthy Lifestyle	%	*SE*	*RSE*
0 (not at all)	21.87%	*0.22%*	*1.02%*
1	5.38%	*0.12%*	*2.27%*
2	5.81%	*0.13%*	*2.18%*
3	7.36%	*0.14%*	*1.92%*
4	7.72%	*0.14%*	*1.87%*
5	10.90%	*0.17%*	*1.55%*
6	7.08%	*0.14%*	*1.96%*
7	7.82%	*0.15%*	*1.86%*
8	8.69%	*0.15%*	*1.75%*
9	6.92%	*0.14%*	*1.98%*
10 (very much so)	10.45%	*0.17%*	*1.58%*





CHAPTER 4

IDY Events Locations – Findings

4.1 Participation Rate – Overall IDY Events Locations

The data indicates a strong level of engagement with the International Day of Yoga (IDY) across event locations. As shown in the chart, **one in every three respondents (33.58%)** reported direct participation in IDY activities at designated venues, while **66.42%** did not participate on-site but were potentially reached through parallel outreach, media, and community initiatives.

This participation level reflects a significant on-ground presence, given the large population base covered under the survey. The findings suggest that IDY events have

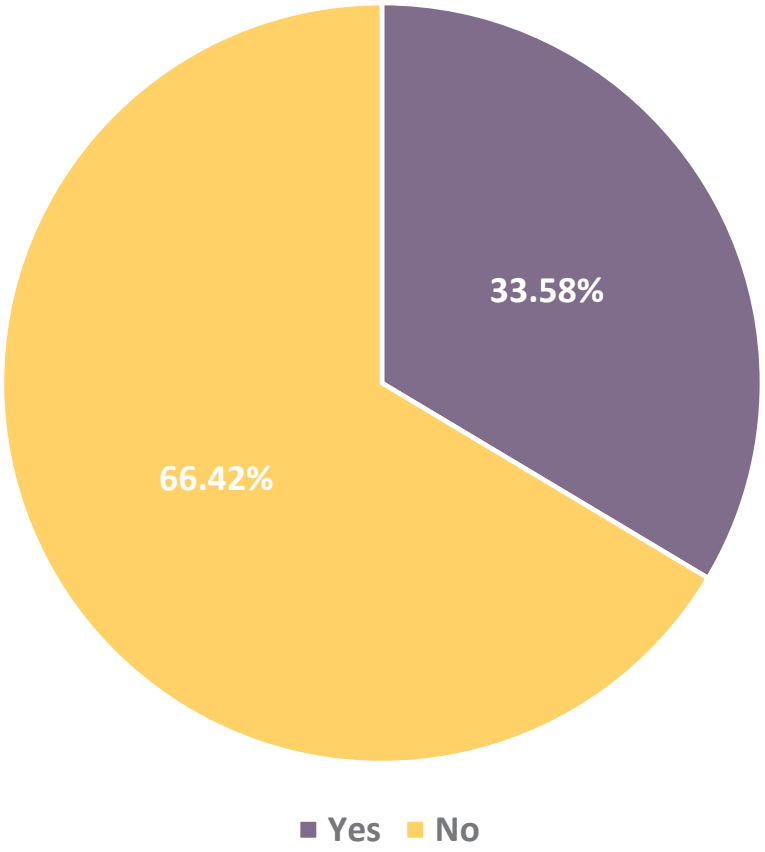


Figure 46: *Participation rate at IDY Locations*

Table 27: *Participation in IDY Events across IDY Events Locations, along with SE and RSE Estimates.*

Location	Yes	*SE*	*RSE*
Srinagar	51.38%	*2.15%*	*4.18%*
Lucknow	36.01%	*1.89%*	*5.24%*
Dehradun	17.39%	*1.52%*	*8.74%*
Chandigarh	20.21%	*1.37%*	*6.78%*
Jabalpur	33.93%	*2.97%*	*8.75%*
Ranchi	45.71%	*2.63%*	*5.74%*
Mysuru	7.14%	*0.67%*	*9.38%*
Average	**33.58%**	***1.02%***	***3.03%***

achieved substantial public reach and visibility, successfully mobilising millions of individuals to join collective yoga demonstrations and related wellness activities at prominent national and international venues.

An examination of participation rates across the International Day of Yoga (IDY) event locations reveals variation in on-ground engagement levels among the host cities.

- The highest reported participation was recorded in **Srinagar (51.38%)**, followed by **Ranchi (45.71%)** and **Lucknow (36.01%)**.
- Moderate participation levels were observed in **Jabalpur (33.93%)** and **Chandigarh (20.21%)**, while relatively lower participation was reported in **Dehradun (17.39%)** and **Mysuru (7.14%)**.
- The **overall average participation rate** across all event locations was **33.58%**.

The data indicates variation in participation intensity among the cities, with certain locations showing higher on-ground engagement compared to others. These differences reflect the distributional pattern of event attendance across key IDY venues.

4.2 CYP Awareness - Overall IDY Events Locations

The data on awareness of the **Common Yoga Protocol (CYP)** across IDY locations shows a near-equitable distribution. **Approximately 48.42%** of respondents reported awareness of the CYP, while

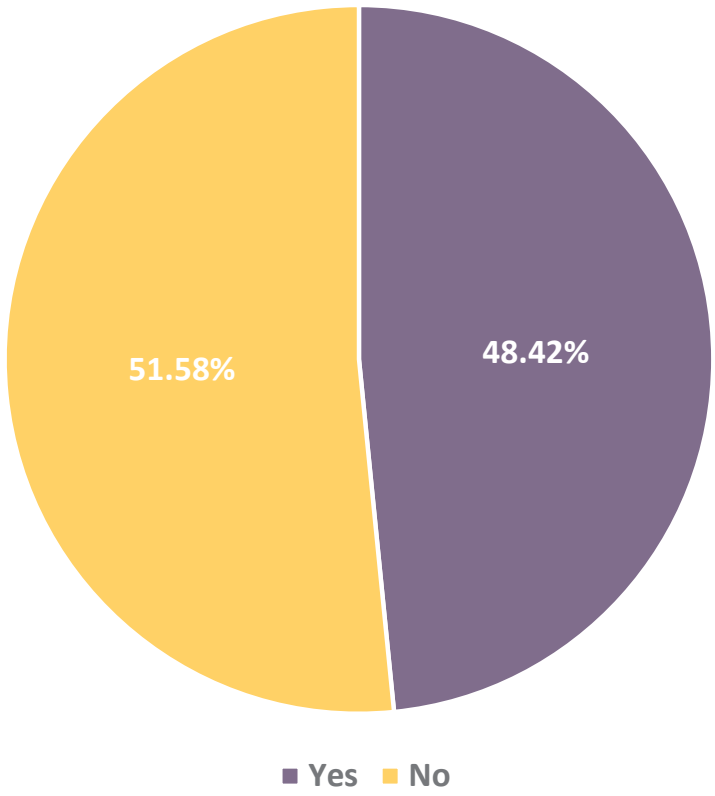


Figure 47: *CYP Awareness across all IDY Events Locations*

51.58% indicated limited exposure to it. This suggests that familiarity with the standardised yoga routine has reached a substantial proportion of participants across host locations, with further scope for wider dissemination through ongoing outreach initiatives.

4.2.1 CYP Awareness Across IDY Events Locations

Awareness of the **Common Yoga Protocol (CYP)** varies across the locations where International Day of Yoga (IDY) events were organised.

- The highest levels of awareness were observed in **Ranchi (72.30%)**, followed by **Srinagar (55.73%)** and **Lucknow (54.56%)**.
- Moderate awareness was reported in **Dehradun (42.24%)** and **Jabalpur (33.93%)**, while comparatively lower levels were noted in **Chandigarh (23.69%)** and **Mysuru (10.71%)**.
- The **overall awareness level** across all IDY event locations stands at **48.42%**.

The data indicates that while awareness of the Common Yoga Protocol is widespread across multiple venues, the degree of familiarity differs between locations, reflecting varied levels of information outreach and public engagement with the standardised yoga routine.

***Table 28:** Awareness of the Common Yoga Protocol (CYP) across IDY Events Locations, along with SE and RSE Estimates*

Location	Yes	*SE*	*RSE*
Srinagar	55.73%	*3.13%*	*5.61%*
Lucknow	54.56%	*1.96%*	*3.59%*
Dehradun	42.24%	*2.76%*	*6.53%*
Chandigarh	23.69%	*2.21%*	*9.33%*
Jabalpur	33.93%	*2.97%*	*8.75%*
Ranchi	72.30%	*2.36%*	*3.26%*
Mysuru	10.71%	*0.97%*	*9.05%*
Average	**48.42%**	***1.08%***	***2.23%***

4.3 Frequency of Yoga Practice- Overall IDY Events Locations

The distribution of yoga practice frequency across respondents from all IDY event locations reflects differentiated levels of engagement with the activity.

As shown in the data, **12.84%** of respondents reported practising yoga **regularly**, while **17.16%** indicated practising **sometimes**. This pattern suggests that while a segment of participants has incorporated yoga as a consistent component of their routine, a larger proportion engages with it intermittently.

Overall, nearly one-third of respondents (approximately **30%**) demonstrated continued participation in yoga practice following their exposure to IDY activities. These findings provide an empirical overview of sustained engagement levels and the extent to which yoga has transitioned from event-based participation to ongoing personal practice across locations.

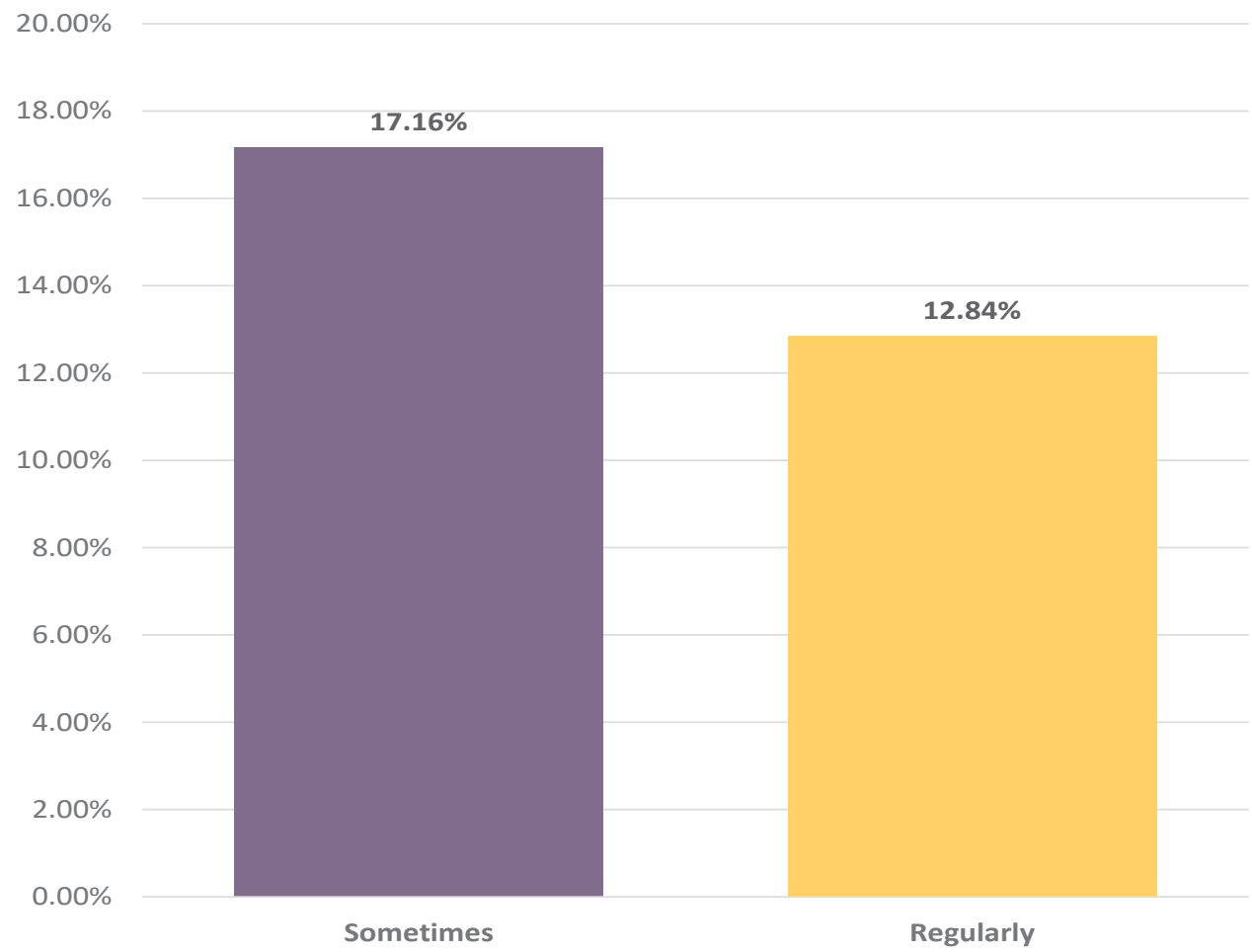


Figure 48: *Frequency of Yoga Practice – Overall IDY Event Locations*

Table 29: *Distribution of Occasional and Regular Yoga Practice Among Participants at IDY Event Locations, along with SE and RSE Estimates.*

Location	Sometimes	SE	RSE	Regularly	SE	RSE
Srinagar	1.98%	*0.18%*	*9.11%*	16.21%	*1.32%*	*8.15%*
Lucknow	18.70%	*1.53%*	*8.20%*	11.28%	*1.04%*	*9.22%*
Dehradun	21.74%	*2.10%*	*9.66%*	16.15%	*1.05%*	*6.50%*
Chandigarh	9.06%	*0.81%*	*8.94%*	10.45%	*0.84%*	*8.04%*
Jabalpur	4.02%	*0.37%*	*9.21%*	12.50%	*1.21%*	*9.68%*
Ranchi	37.40%	*2.55%*	*6.82%*	13.85%	*1.12%*	*8.09%*
Mysuru	5.36%	*0.44%*	*8.21%*	3.57%	*0.35%*	*9.80%*
Average	**17.16%**	***0.81%***	***4.74%***	**12.84%**	***0.72%***	***5.62%***

4.3.1 Frequency of Yoga Practice - IDY Events Locations - Wise

An examination of the frequency of yoga practice across International Day of Yoga (IDY) event locations indicates measurable variation in the extent of continued engagement among respondents.

Across all locations, **17.16%** of respondents reported practising yoga **sometimes**, while **12.84%** indicated practising it **regularly**. At the disaggregated level, differences are observed in both regularity and occasional participation patterns.

The **highest proportion of respondents practising yoga "sometimes"** was recorded in **Ranchi (37.40%)**, followed by **Dehradun (21.74%)** and **Lucknow (18.70%)**. In contrast, the **highest proportion of regular practitioners** was noted in **Srinagar (16.21%)**, **Dehradun (16.15%)**, and **Ranchi (13.85%)**. Moderate levels of regular practice were observed in **Jabalpur (12.50%)** and **Chandigarh (10.45%)**, whereas **Mysuru (3.57%)** reflected the lowest proportion of consistent engagement.

The data indicates that while both periodic and regular engagement with yoga is evident across all IDY locations, the intensity of continued practice varies geographically. Locations such as Ranchi, Dehradun, and Srinagar demonstrate comparatively higher levels of sustained participation following IDY observances.

4.4 Self-Reported Benefits across all IDY events locations

The distribution of self-reported benefits among respondents across International Day of Yoga (IDY) event locations indicates multiple perceived outcomes linked to participation in yoga-related activities.

The most frequently cited benefit was that IDY **motivated participants to practise yoga** (**28.37%**), followed closely by an **increase in awareness and knowledge of yoga** (**27.30%**) and being **more aware of**

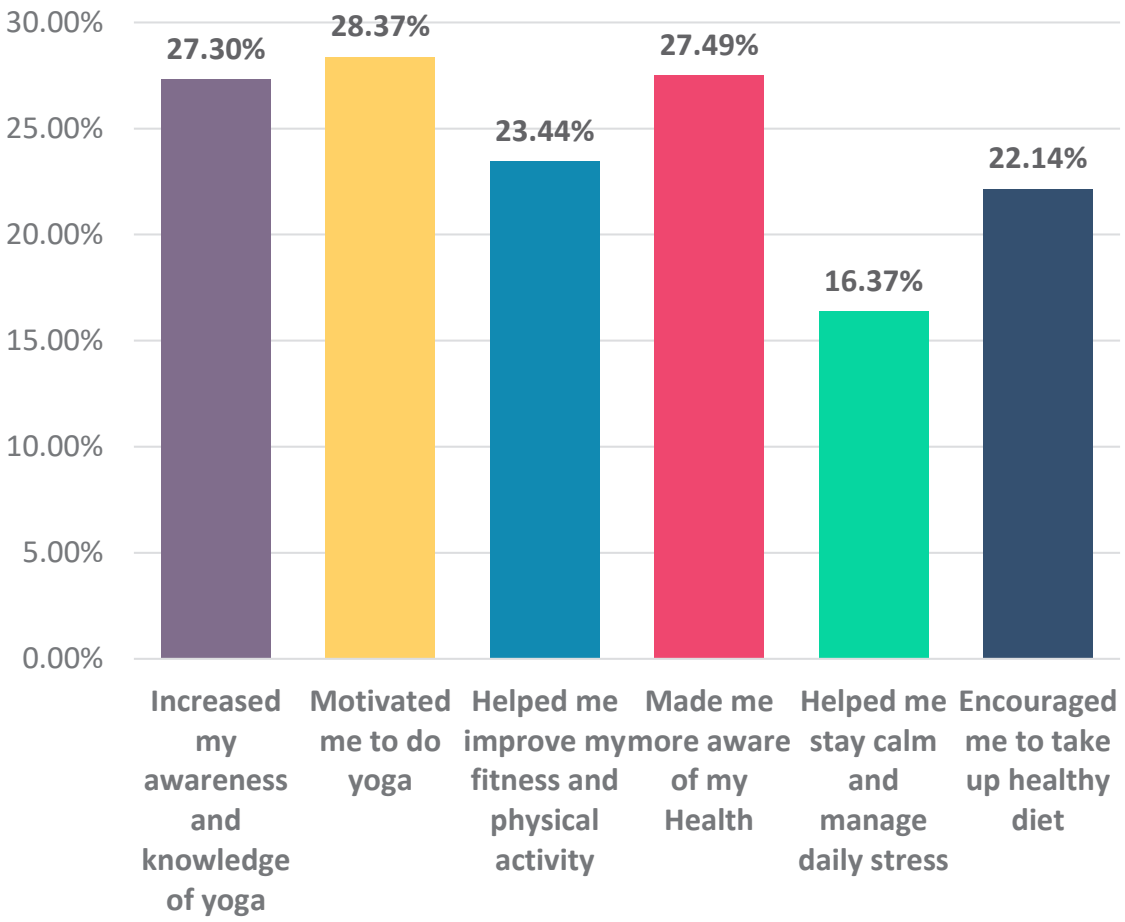


Figure 49: *Self-Reported Benefits - Overall IDY Event Locations*

one's health (**27.49%**). These findings suggest that IDY events were associated with heightened consciousness and engagement with yoga practice.

Perceived improvements in **fitness and physical activity** were reported by **23.44%** of respondents, while **22.14%** indicated that participation in IDY **encouraged them to adopt healthier dietary habits**. The benefit least frequently identified was **helping respondents stay calm and manage daily stress**, cited by **16.37%**.

Table 30: *Distribution of Self-Reported Benefits of Yoga Among Respondents across all IDY Event Locations, with Standard Error (SE) and Relative Standard* Error (RSE).

Self-Reported Benefits	%	*SE*	*RSE*
Increased my awareness and knowledge of yoga	27.30%	0.96%	3.52%
Motivated me to do yoga	28.37%	0.97%	3.43%
Helped me improve my fitness and physical activity	23.44%	0.91%	3.90%
Made me more aware of my Health	27.49%	0.96%	3.50%
Helped me stay calm and manage daily stress	16.37%	0.80%	4.88%
Encouraged me to take up healthy diet	22.14%	0.90%	4.05%

Overall, the data reflects a multidimensional pattern of perceived outcomes, with the highest concentration in motivational and awareness-related domains and comparatively lower reporting in behavioural and emotional well-being dimensions.

4.4.1 Self-Reported Benefits- IDY events locations- wise

An examination of self-reported benefits across International Day of Yoga (IDY) event locations reveals considerable heterogeneity in the nature and extent of perceived outcomes. The data provides evidence of multidimensional impacts associated with IDY participation, encompassing motivational, behavioural, and health-related domains.

At the location level, **Srinagar** recorded the **highest proportion of respondents reporting increased awareness and knowledge of yoga (62.85%)**, indicating a strong cognitive impact of yoga-related activities. Additionally, **35.57%** of respondents from the same site acknowledged that the event **encouraged them to adopt healthier dietary practices**.

In **Lucknow**, responses were distributed across several benefit dimensions, with a relatively balanced pattern observed for **improved health awareness (38.18%)**, **motivation to practise yoga (36.79%)**, and **enhanced fitness and physical activity (34.31%)**. **Dehradun** displayed a similar trend, though with higher magnitudes in selected categories, **over half (52.17%)** of respondents reported becoming more aware of their health, while **32.92%** noted improvement in fitness levels.

Mysuru exhibited the most pronounced outcomes across all parameters. A substantial proportion of respondents from this location indicated benefits such as greater

Table 31: *Self-Reported Benefits across IDY Events Locations*

Location	Increased my awareness and knowledge of yoga	Motivated me to do yoga	Helped me improve my fitness and physical activity	Made me more aware of my Health	Helped me stay calm and manage daily stress	Encouraged me to take up healthy diet
Srinagar	62.85%	15.42%	14.62%	5.93%	13.83%	35.57%
Lucknow	37.09%	36.79%	34.31%	38.18%	27.05%	25.35%
Dehradun	15.84%	27.02%	32.92%	52.17%	17.39%	28.26%
Chandigarh	20.21%	11.50%	6.62%	7.32%	8.36%	9.06%
Jabalpur	7.17%	24.22%	12.11%	14.80%	4.48%	6.73%
Ranchi	15.60%	32.87%	18.66%	17.27%	7.52%	16.43%
Mysuru	12.50%	73.21%	46.43%	80.36%	44.64%	55.36%
Average	**27.30%**	**28.37%**	**23.44%**	**27.49%**	**16.37%**	**22.14%**

awareness of personal health (80.36%), increased motivation to practise yoga (73.21%), and encouragement to adopt a healthy diet (55.36%), suggesting high engagement and continuity of influence beyond the event context.

By comparison, Ranchi, Jabalpur, and Chandigarh reported lower but consistent responses across multiple indicators. Ranchi recorded 32.87% citing motivation to practise yoga, whereas Jabalpur and Chandigarh reported fewer respondents across all benefit dimensions, ranging between 6% and 20%.

At the aggregate level, across all seven IDY host locations, the most frequently cited outcomes were **motivation to practise yoga (28.37%)**, **increased awareness and knowledge of yoga (27.30%)**, and **greater health awareness (27.49%)**. These findings indicate that IDY participation is most strongly associated with heightened awareness and motivation, while also contributing, to a moderate extent, to physical activity enhancement, dietary awareness, and stress management.

4.5 Yoga as an Essential Part of Lifestyle Post-IDY Declaration – Overall IDY Events Locations

The data on respondents' perception of yoga as an essential component of lifestyle following the International Day of Yoga

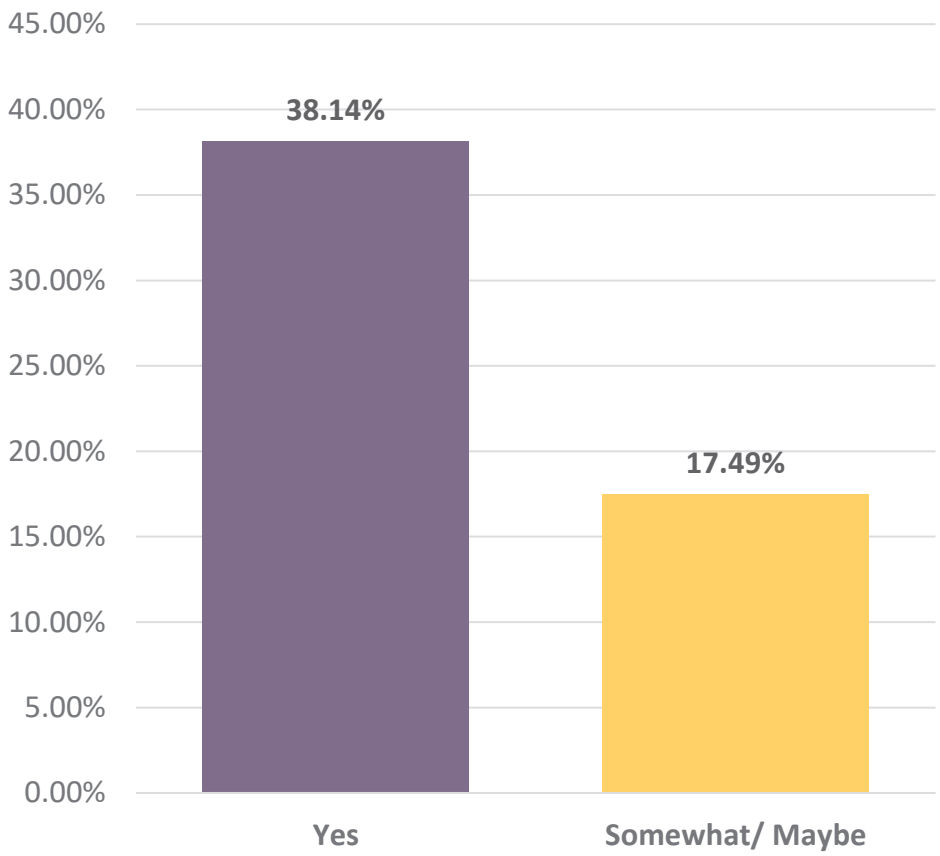


Figure 50: *Yoga as an Essential Part of Lifestyle Post-IDY Declaration – Overall IDY Event Locations*

(IDY) declaration indicates a moderate level of incorporation into daily routines.

Overall, **38.14%** of respondents affirmed that yoga has become an **essential part of their lifestyle**, while an additional **17.49%** reported that yoga is **somewhat or potentially becoming integrated** into their daily life.

These findings suggest that a considerable segment of participants perceive a sustained influence of IDY on their long-term health and wellness practices. The distribution highlights that for a notable proportion of respondents, yoga has transitioned from being an event-based engagement to a continuing aspect of their personal lifestyle.

4.5.1 Yoga as an Essential Part of Lifestyle Post-IDY Declaration- Location-wise Distribution

An analysis of respondents' perceptions across International Day of Yoga (IDY) event locations reveals differential patterns in the degree to which yoga has been integrated into daily life following the institutionalisation of IDY.

At the aggregate level, **38.14%** of respondents reported that yoga has become an **essential component of their lifestyle**, while an additional **17.49%** indicated that it has been incorporated **to some extent** or is **gradually becoming part of their routine**.

At the disaggregated level, the proportion of respondents affirming full integration of yoga into daily life was highest in **Dehradun (56.83%)**, followed by **Lucknow (43.89%)** and **Ranchi (42.38%)**. Moderate levels were observed in **Jabalpur (32.59%)** and **Srinagar (29.25%)**, while relatively lower proportions were reported in **Chandigarh (15.68%)** and **Mysuru (14.29%)**.

In terms of partial or emerging adoption, **Srinagar (39.13%)**, **Ranchi (26.04%)**, and **Lucknow (21.48%)** recorded the highest shares of respondents indicating that yoga is "somewhat" or "maybe" part of their lifestyle.

The data collectively suggests that post-IDY, yoga has achieved measurable assimilation

Table 32: *Proportion of Respondents across IDY Events Locations Indicating Yoga as an Essential or Partial Component of Daily Life After IDY, Along with SE and RSE.*

Location	Yes	*SE*	*RSE*	Somewhat/ Maybe	*SE*	*RSE*
Srinagar	29.25%	*2.87%*	*9.80%*	39.13%	*2.97%*	*7.59%*
Lucknow	43.89%	*1.95%*	*4.45%*	21.48%	*1.62%*	*7.52%*
Dehradun	56.83%	*2.76%*	*4.86%*	6.83%	*0.41%*	*6.00%*
Chandigarh	15.68%	*1.55%*	*9.89%*	3.14%	*0.23%*	*7.33%*
Jabalpur	32.59%	*3.14%*	*9.63%*	5.80%	*0.57%*	*9.82%*
Ranchi	42.38%	*2.60%*	*6.15%*	26.04%	*2.31%*	*8.88%*
Mysuru	14.29%	*0.72%*	*5.04%*	0.00%	*0.34%*	*6.35%*
Average	**38.14%**	***1.05%***	***2.75%***	**17.49%**	***0.82%***	***4.66%***

into daily living practices across locations, albeit with varying intensity. Sites such as **Dehradun**, **Lucknow**, and **Ranchi** exhibit relatively higher levels of sustained lifestyle integration, whereas other locations demonstrate incremental incorporation, reflecting diverse stages of behavioural adoption influenced by local participation and engagement contexts.

4.6 Adoption of Healthy Lifestyle (0–10 Linear Scale) – Overall IDY Events Locations

The distribution of responses on a **0–10 linear scale** assessing the adoption of a healthy lifestyle following participation in International Day of Yoga (IDY) events presents a varied but discernible pattern of behavioural alignment with wellness practices.

The highest proportion of respondents (**16.98%**) rated their adoption of a healthy lifestyle at the **maximum score of 10**, indicating strong self-reported alignment with healthier living habits. A secondary peak was observed at **score 7 (12.09%)**, followed by **score 10 (13.86%)**, representing moderate-to-high adoption levels.

In the mid-range of the scale, responses were distributed between **7.07% (score 4)** and **10.51% (score 5)**, indicating a gradual increase in reported lifestyle improvements from the lower to middle categories. The lower end of the scale recorded minimal responses, with **3.35%** at score 1,

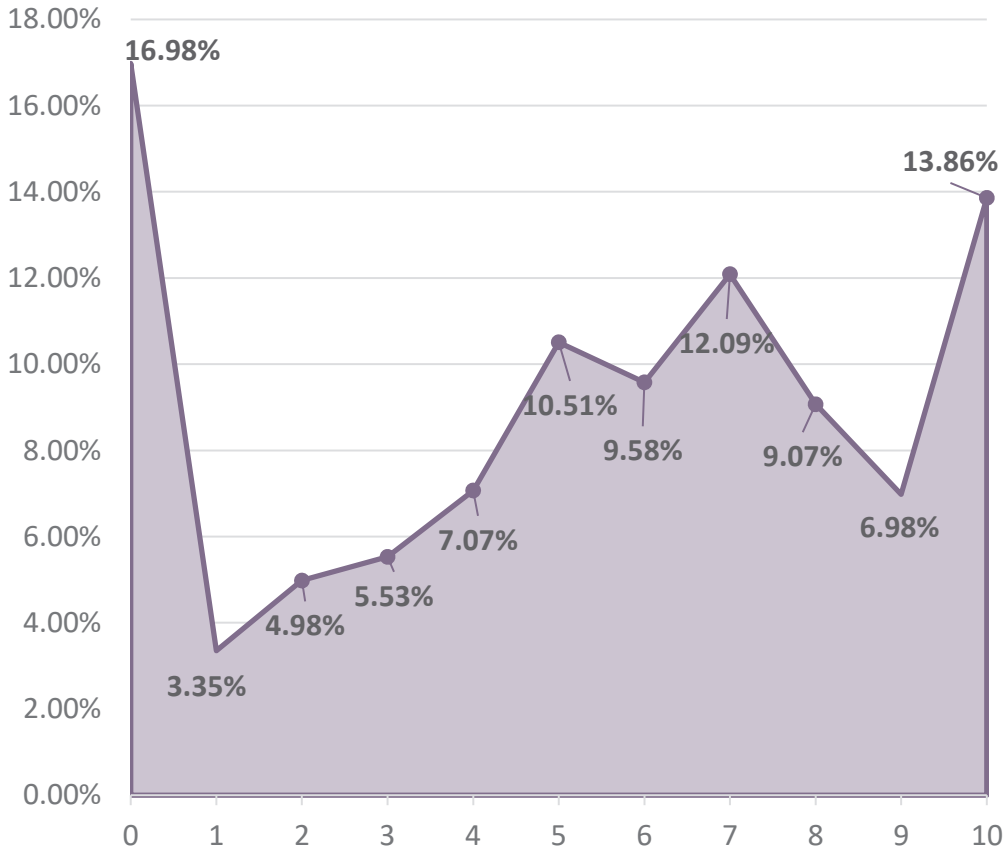


Figure 51: *Adoption of Healthy Lifestyle (0–10 Linear Scale) – Overall IDY Event Locations*

Table 33: *Distribution of Respondents' Ratings (0–10) on Healthy Lifestyle Adoption Attributed to IDY, across IDY Event Locations, with SE and RSE* Estimates.

Adoption of Healthy Lifestyle	%	*SE*	*RSE*
0 (not at all)	16.98%	*0.81%*	*4.77%*
1	3.35%	*0.32%*	*9.56%*
2	4.98%	*0.47%*	*9.43%*
3	5.53%	*0.49%*	*8.91%*
4	7.07%	*0.55%*	*7.82%*
5	10.51%	*0.66%*	*6.29%*
6	9.58%	*0.63%*	*6.63%*
7	12.09%	*0.70%*	*5.82%*
8	9.07%	*0.62%*	*6.83%*
9	6.98%	*0.55%*	*7.88%*
10 (very much so)	13.86%	*0.75%*	*5.38%*

suggesting a limited proportion of respondents reporting negligible adoption.

Overall, the pattern illustrates a positive skew toward the higher end of the scale, implying that a substantial proportion of respondents associate IDY participation with improvements in health-related behaviours and lifestyle choices.

4.6.1 Adoption of Healthy Lifestyle (0–10 Linear Scale) – Location-wise Distribution

An examination of self-reported scores on the 0–10 linear scale assessing adoption of a healthy lifestyle post-International Day of Yoga (IDY) indicates heterogeneity in behavioural assimilation across event locations. The data reflects varying degrees of health-oriented lifestyle alignment, capturing both high and moderate levels of adoption among respondents.

At the aggregate level, responses demonstrate a bimodal distribution, with a pronounced concentration at both the lowest (0 = 16.98%) and highest (10 = 13.86%) ends of the scale. Mid-range responses (scores 5–7) collectively account for a substantial proportion of the dataset, suggesting a gradual and progressive orientation toward healthier practices among a large subset of participants.

At the disaggregated level, Dehradun recorded the highest proportion of respondents (33.85%) assigning the maximum score of 10, followed by Jabalpur (30.36%) and Chandigarh (13.59%), indicating relatively stronger self-reported adoption of a healthy lifestyle. Ranchi displayed a more even response distribution, though 25.76% of participants selected score 7, signifying moderate to high assimilation of wellness-oriented

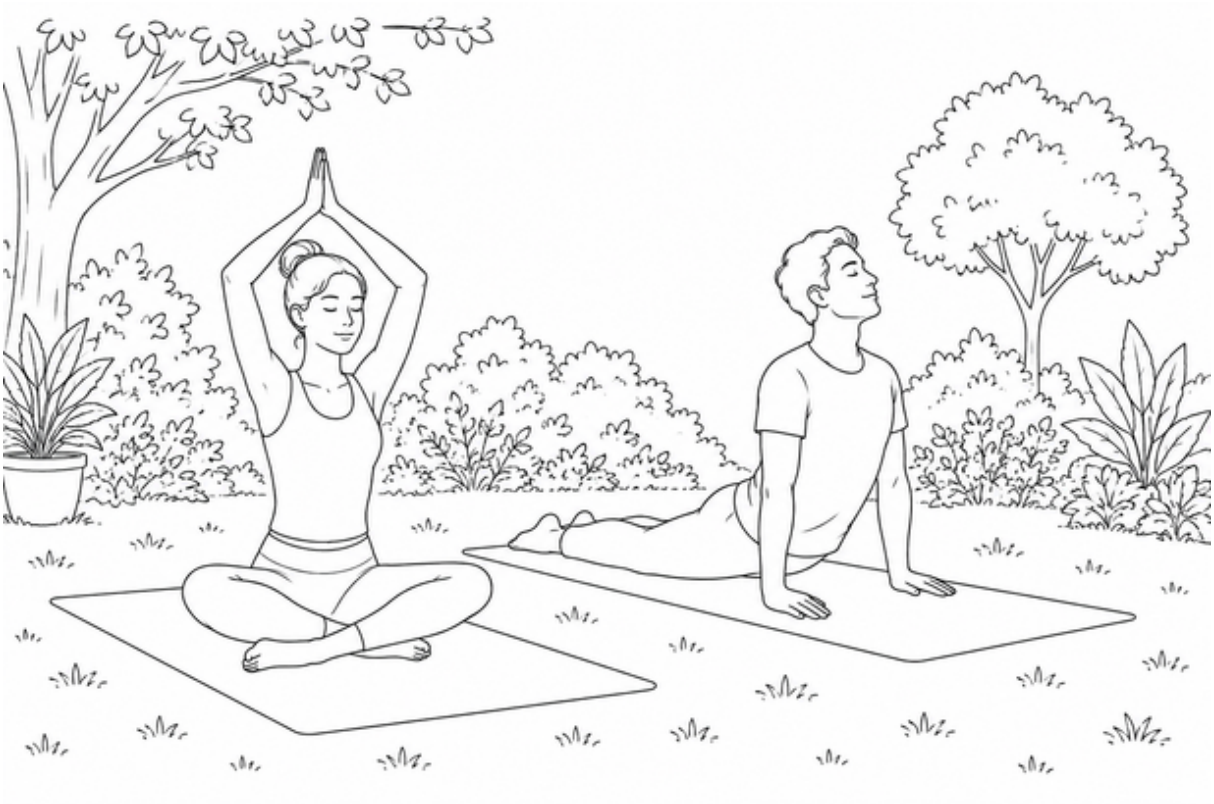
Table 34: *Adoption of Healthy Lifestyle (0–10 Linear Scale) – Location-wise Distribution*

Location	0 (not at all)	1	2	3	4	5	6	7	8	9	10 (very much so)
Srinagar	2.77%	6.32%	9.88%	12.65%	18.97%	16.60%	18.18%	11.46%	2.37%	0.79%	0.00%
Lucknow	9.89%	4.64%	6.80%	7.42%	9.27%	12.06%	10.66%	12.83%	8.66%	7.73%	10.05%
Dehradun	9.01%	2.17%	1.55%	4.04%	3.11%	11.49%	6.21%	6.21%	9.94%	12.42%	33.85%
Chandigarh	64.81%	1.05%	0.35%	1.05%	0.00%	1.39%	1.05%	3.14%	5.57%	8.01%	13.59%
Jabalpur	21.43%	3.13%	6.25%	2.68%	1.34%	5.80%	8.48%	8.04%	8.48%	4.02%	30.36%
Ranchi	5.26%	2.49%	4.99%	4.71%	7.20%	12.19%	10.25%	25.76%	16.07%	6.37%	4.71%
Mysuru	21.43%	0.00%	0.00%	0.00%	8.93%	14.29%	21.43%	14.29%	14.29%	5.36%	0.00%
Average	**16.98%**	**3.35%**	**4.98%**	**5.53%**	**7.07%**	**10.51%**	**9.58%**	**12.09%**	**9.07%**	**6.98%**	**13.86%**

behaviours. In Lucknow, responses were dispersed across the mid-range, with incremental peaks between scores 5 and 8.

Conversely, Srinagar showed a concentration within the middle of the scale, 18.97% at score 4 and 18.18% at score 6, reflecting measured engagement with health-promoting habits. Mysuru demonstrated a distinctive bifurcated pattern, with similar shares at score 0 (21.43%) and score 6 (21.43%), suggesting variability in individual adoption trajectories within the location.

Overall, the findings suggest that post-IDY, respondents across most locations exhibit a discernible orientation toward healthier living, though the magnitude and consistency of lifestyle adoption vary geographically. Locations such as Dehradun and Jabalpur emerge as sites of higher consolidation, whereas others reflect partial or gradual behavioural transition, underscoring the differential depth of IDY's long-term influence across contexts.





CHAPTER 5

Sectoral Insights – Yoga Institutes, Yoga Influencers and Tour Operators

5.1 Yoga Institution

Yoga institutions constitute the organized foundation of the country's yoga ecosystem, serving as centres for teaching, training, and community engagement. To understand how the International Day of Yoga (IDY) has influenced their functioning, a dedicated survey was undertaken covering 150 registered yoga institutions across India. The institutions included government-affiliated centres, private academies, and community-based organizations representing diverse geographic and operational contexts.

The survey sought to capture patterns related to institutional engagement with IDY, changes in enrolment and revenue, and perceived benefits arising from participation. These dimensions help assess whether and how IDY has contributed to shaping institutional practices and outreach. The

following sub-sections present the empirical findings, supported by quantitative evidence, and interpret the trends emerging from these data points to understand IDY's influence on institutional activities and growth trajectories.

5.1.1 IDY Event Engagement among Yoga Institutions

The data indicate that 78.3% of surveyed yoga institutions participate in IDY celebrations every year, while 13% engage occasionally and 8.7% have never participated. The high proportion of consistent participation points to the wide presence of IDY-related activities across institutions of varying scale and orientation.

Regular engagement suggests that IDY has become a recurring feature in many institutions' annual calendars, providing a structured occasion for outreach, training, and community interaction. The smaller group of occasional participants may reflect institutions that face logistical

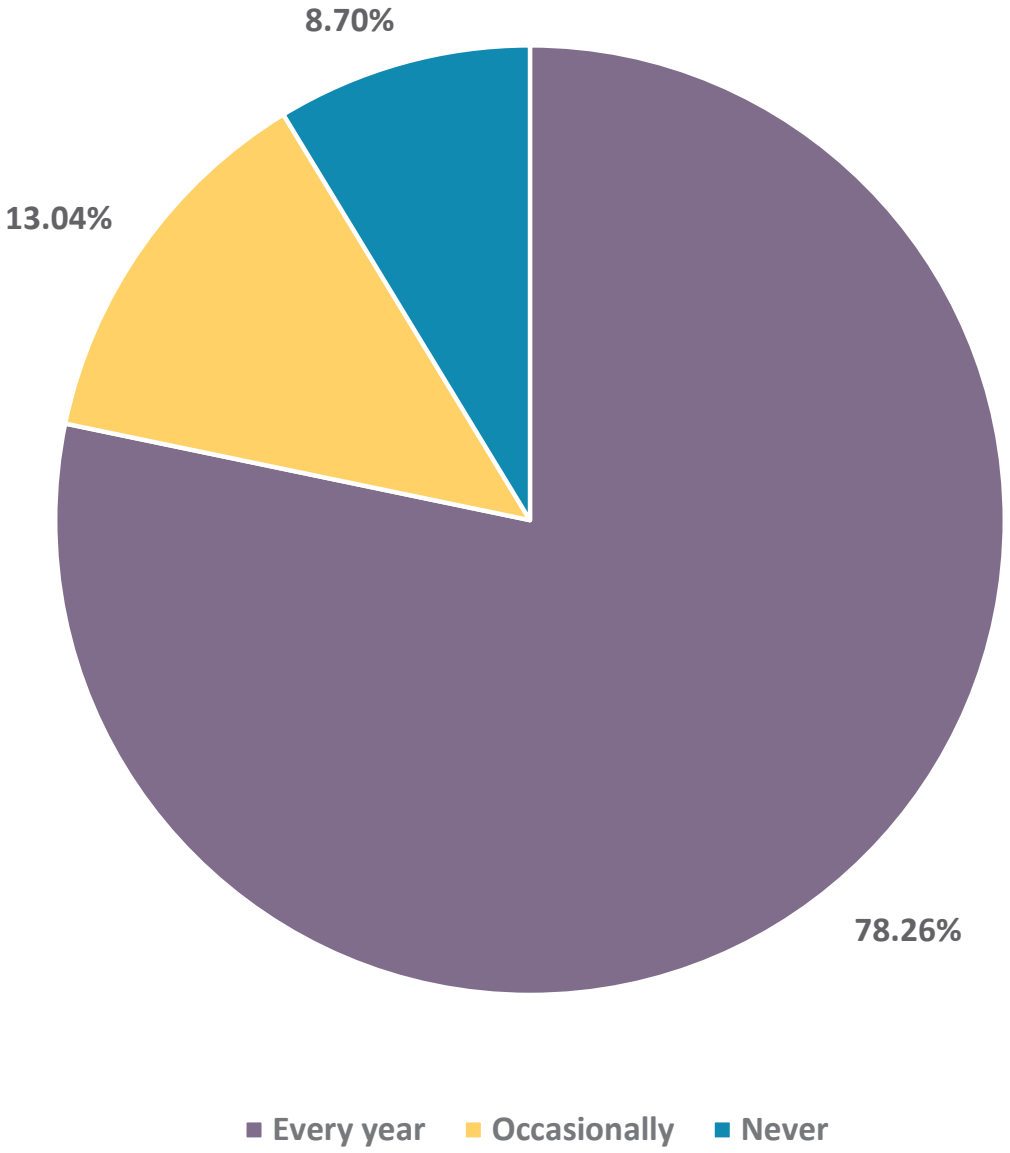


Figure 52: *Frequency of Institutional Participation in International Day of Yoga (IDY) Events*

or resource-related constraints, or those whose operational focus is not community-based. The limited proportion of non-participants indicates that while most institutions acknowledge IDY in some form, participation is not universal.

From an analytical perspective, the data show that IDY functions as a periodic event influencing program scheduling and public engagement within a significant share of institutions. The differences in frequency of participation point to varying institutional capacities, geographic reach, and programmatic priorities. These variations could serve as a basis for understanding where support mechanisms, such as coordination networks, resource sharing, or capacity-building initiatives, might enhance more even participation across the sector.

5.1.2 Trends in Enrolment Following IDY Observance

Among surveyed yoga institutions, 65.2% reported a significant increase (greater than

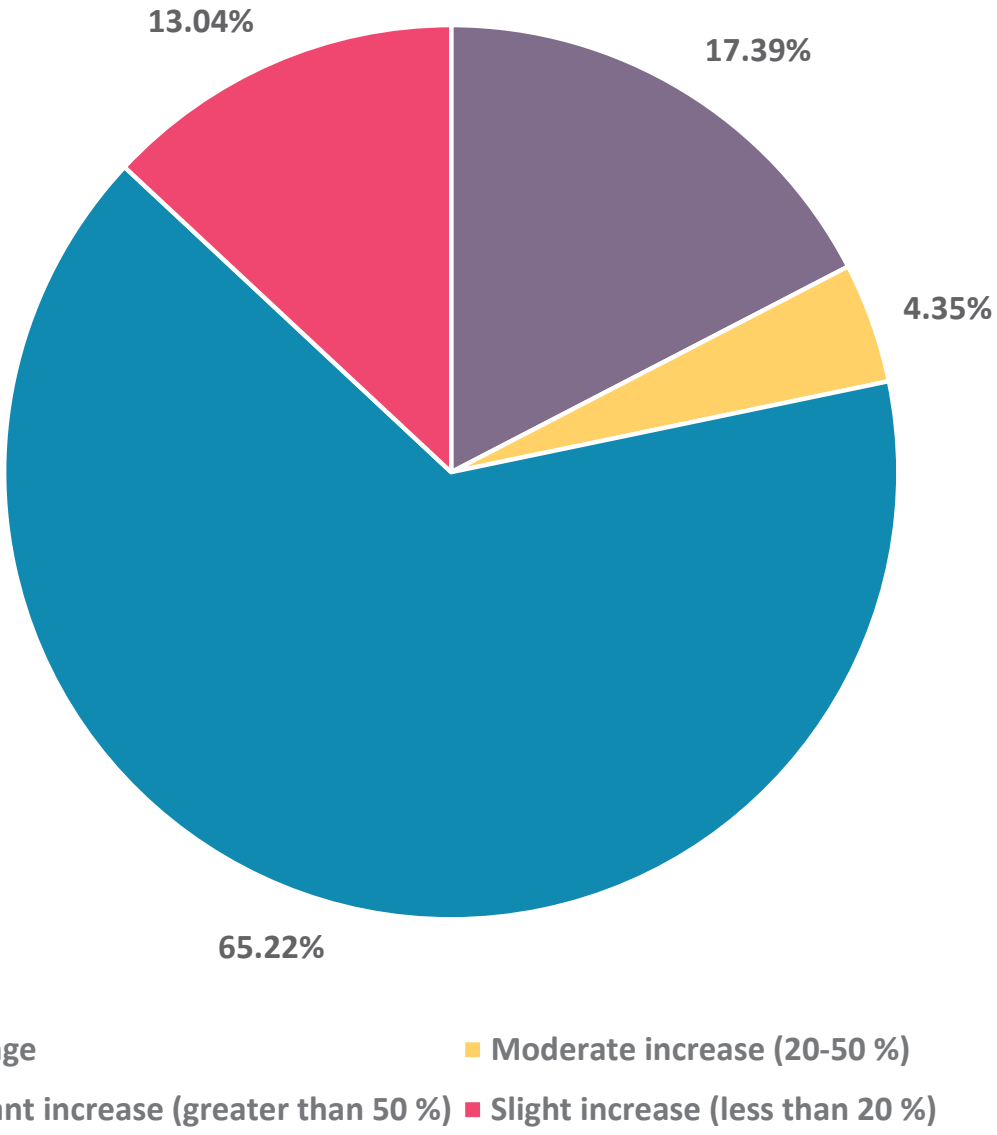


Figure 53: *Reported Change in Student Enrolment in Yoga Institutions After the Introduction of IDY*

50%) in enrolments following the introduction of IDY, while 13% observed a slight increase (less than 20%), and 4.3% noted a moderate increase (20–50%). A smaller proportion, 17.4%, reported no change.

The concentration of responses in the "significant increase" category suggests that IDY has been associated with an expansion in institutional reach and enrolment volume for a large proportion of yoga centres. The pattern may reflect the heightened visibility and awareness generated by national-level observances, coupled with a growing interest in structured yoga training.

The smaller segments showing slight or moderate increases indicate a varied response across institutions, potentially influenced by factors such as geographic location, institutional scale, or mode of instruction (community-based vs. formal training). The share reporting no change implies that while IDY created new entry points for many learners, its effects on enrolment have not been uniformly distributed across the institutional landscape.

Overall, the data point to a divergent but predominantly upward enrolment trajectory among yoga institutions in the post-IDY period, suggesting an expansion in participation opportunities and institutional engagement capacities.

5.1.3 Institutional Revenue Outcomes Post-IDY

Nearly half of the surveyed yoga institutions (47.8%) reported a positive revenue growth exceeding 25% after the introduction of IDY. An additional 17.4% observed marginal growth (1–25%), while 30.4% indicated no discernible change in revenue. Only a small segment (4.3%) experienced a negative impact.

The overall distribution indicates that for a substantial proportion of institutions, IDY coincided with increased financial activity, potentially linked to higher enrolments, program diversification, and expanded outreach. However, the presence of a considerable group reporting unchanged or minimal growth suggests that not all institutions have been equally positioned to translate greater public visibility into economic gains.

This variation points toward institutional heterogeneity in revenue generation capacity, influenced by factors such as market reach, regional concentration of participants, and organizational structure (private academies versus community-based centres). The limited share of negative responses indicates that revenue downturns were not widespread but may have occurred where operational costs or competition increased without proportional enrolment gains.

In summary, while the aggregate trend suggests a generally positive revenue response, the differing magnitudes of growth highlight the need to understand contextual and structural factors shaping how IDY-related participation translates into institutional sustainability.

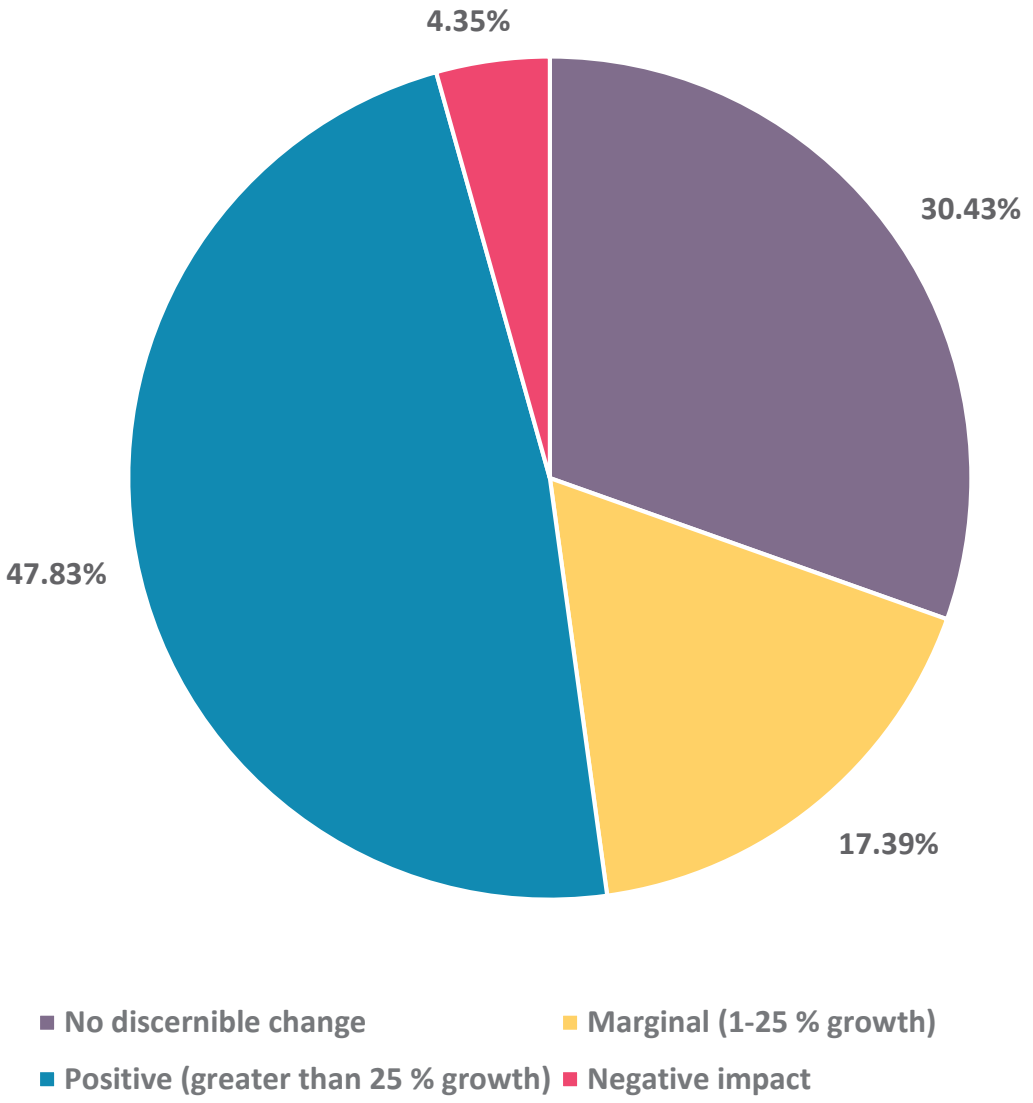


Figure 54: *Reported Change in Revenue Among Yoga Institutions Following IDY Initiatives*

5.1.4 Perceived Institutional Benefits from IDY Participation

A majority of institutions (58.6%) reported experiencing no tangible benefits from IDY participation, while others identified outcomes such as enhanced brand visibility (41.4%), community goodwill (37.9%), partnerships or networking opportunities (37.9%), improved staff motivation (31%), and access to grants (20.7%).

The distribution suggests that while IDY provides a platform for engagement, the measurable institutional gains are uneven. The relatively higher share of responses indicating brand visibility and community goodwill points to indirect or reputational effects rather than direct operational or financial benefits. These outcomes may enhance public recognition and trust, which, though not immediately quantifiable, can influence long-term institutional growth.

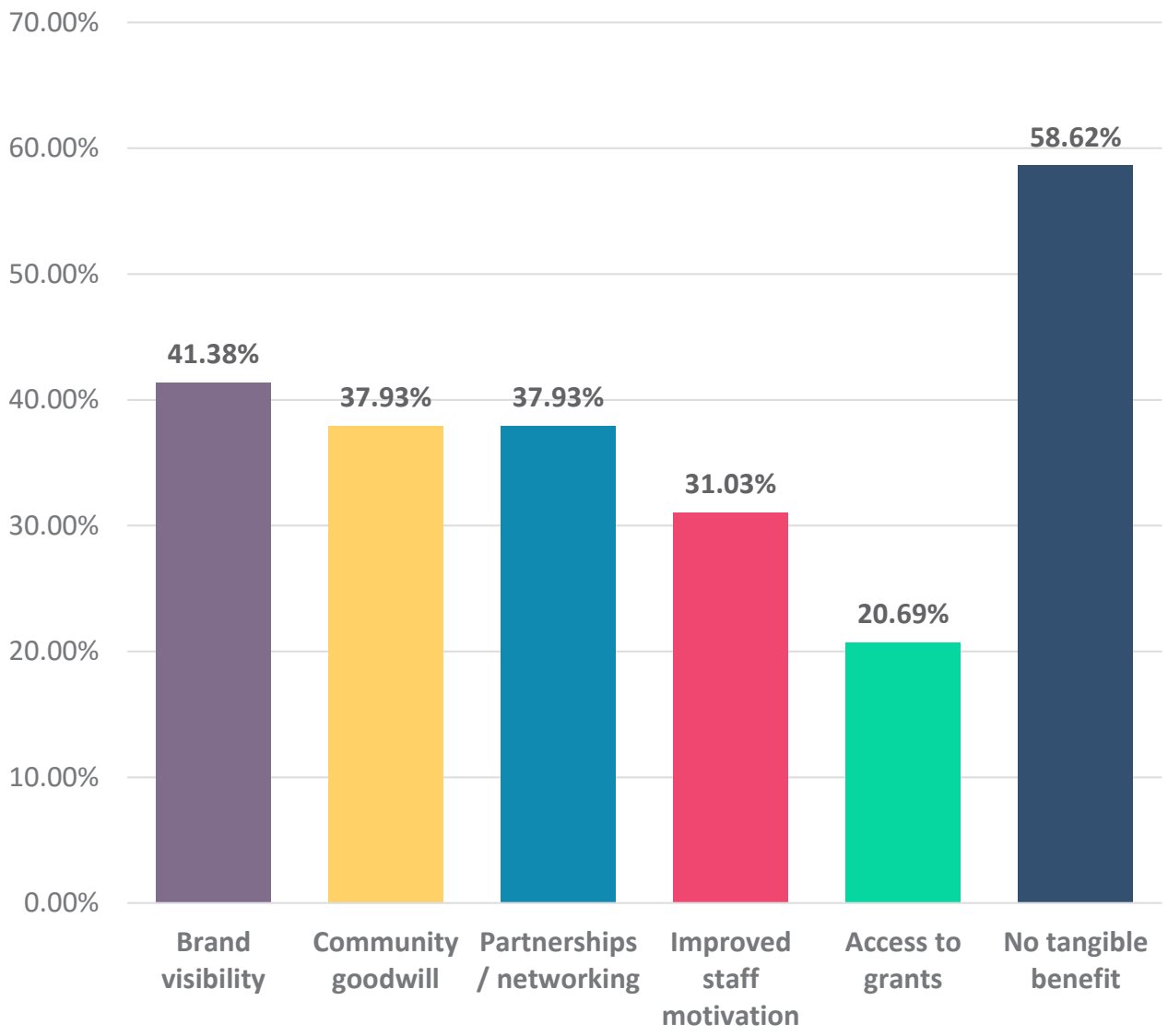


Figure 55: *Reported Benefits Experienced by Yoga Institutions Through Participation in IDY Activities*

The lower reporting of access to grants and staff motivation improvements indicates that linkages between participation and resource or workforce outcomes remain limited. The substantial proportion citing "no tangible benefit" highlights a perception gap between participation in large-scale public events and realization of institutional advantages.

Overall, the data reflect that IDY participation is valued more for its symbolic and outreach dimensions than for immediate institutional returns. This underscores the need for more structured mechanisms, such as follow-up programs, collaborative platforms, or grant linkages, to help institutions translate visibility into sustained developmental outcomes.

5.2 Tour Operators Perspectives

The survey of 100 tour operators sought to examine how the International Day of Yoga (IDY) has influenced the landscape of yoga and wellness tourism in India. These operators represent a mix of specialized wellness travel agencies, general tour companies offering yoga-themed itineraries, and hospitality-linked enterprises that integrate yoga experiences within broader travel packages.

The analysis explores several dimensions of this evolving segment, current availability of yoga-focused tours, the relative contribution of such offerings to overall business revenue, seasonal variations in demand around IDY, and perceptions of growth linked to IDY-driven awareness. Together, these indicators provide insight into the extent to which IDY has been internalized within tourism practices and how its visibility translates into market activity.

Findings suggest that while yoga-based tourism has become a recurring feature in the portfolios of many operators, its economic significance remains moderate and uneven across the sector. For a segment of firms, IDY acts as a temporal stimulus generating short-term visibility and seasonal interest; for others, it serves as a symbolic reference point without major operational change. The subsequent sub-sections interpret these trends to understand how IDY contributes to shaping the contours of India's emerging wellness tourism ecosystem.

5.2.1 Availability of Yoga-Focused Tour Packages

A large majority of tour operators (72.7%) reported that they currently offer yoga-focused tours or packages, while 9.1% have such offerings but have temporarily paused them. Another 18.2% indicated that they have never offered yoga-oriented products.

This distribution suggests that yoga has become a recognizable and sustained theme within India's tourism portfolio. The high share of active offerings reflects the incorporation of yoga as a structured component of wellness tourism, often combined with Ayurveda, nature retreats, or spiritual experiences.

The small group that paused operations may reflect temporary disruptions caused by factors such as post-pandemic recovery cycles, staffing limitations, or fluctuations in international arrivals. Meanwhile, the segment that has never offered yoga-based products points to an ongoing differentiation within the tourism industry, where some operators continue to focus on conventional cultural or adventure segments rather than wellness niches.

Overall, the data indicate that yoga-themed travel products form a mainstream but not universal segment within the broader tourism market, with a stable majority of operators maintaining active engagement in this space.

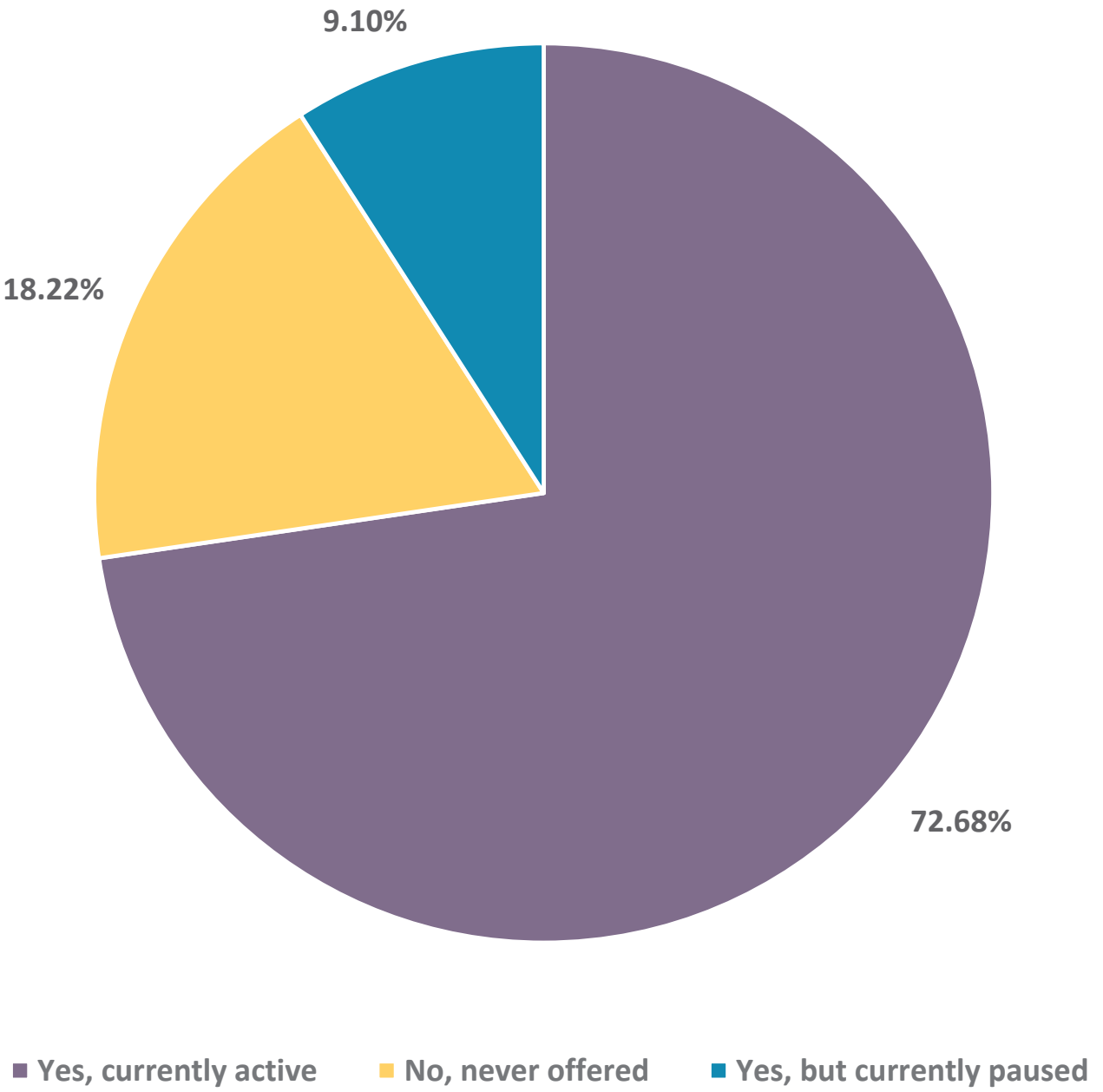


Figure 56: *Proportion of Tour Operators Offering Yoga-Focused Travel Packages*

5.2.2 Revenue Share Attributable to Yoga Tourism

A substantial 81.8% of surveyed tour operators reported that yoga tourism contributes to less than 10% of their total revenue, while the remaining 18.2% indicated a share of 10–24%. None reported revenue dependence exceeding 25%.

The data indicate that while a large number of operators have integrated yoga-related products into their portfolios, the segment remains a supplementary revenue stream rather than a primary business line for most. The low proportional contribution suggests that yoga tourism currently functions as an adjunct component, often combined with broader wellness, cultural, or nature-based offerings.

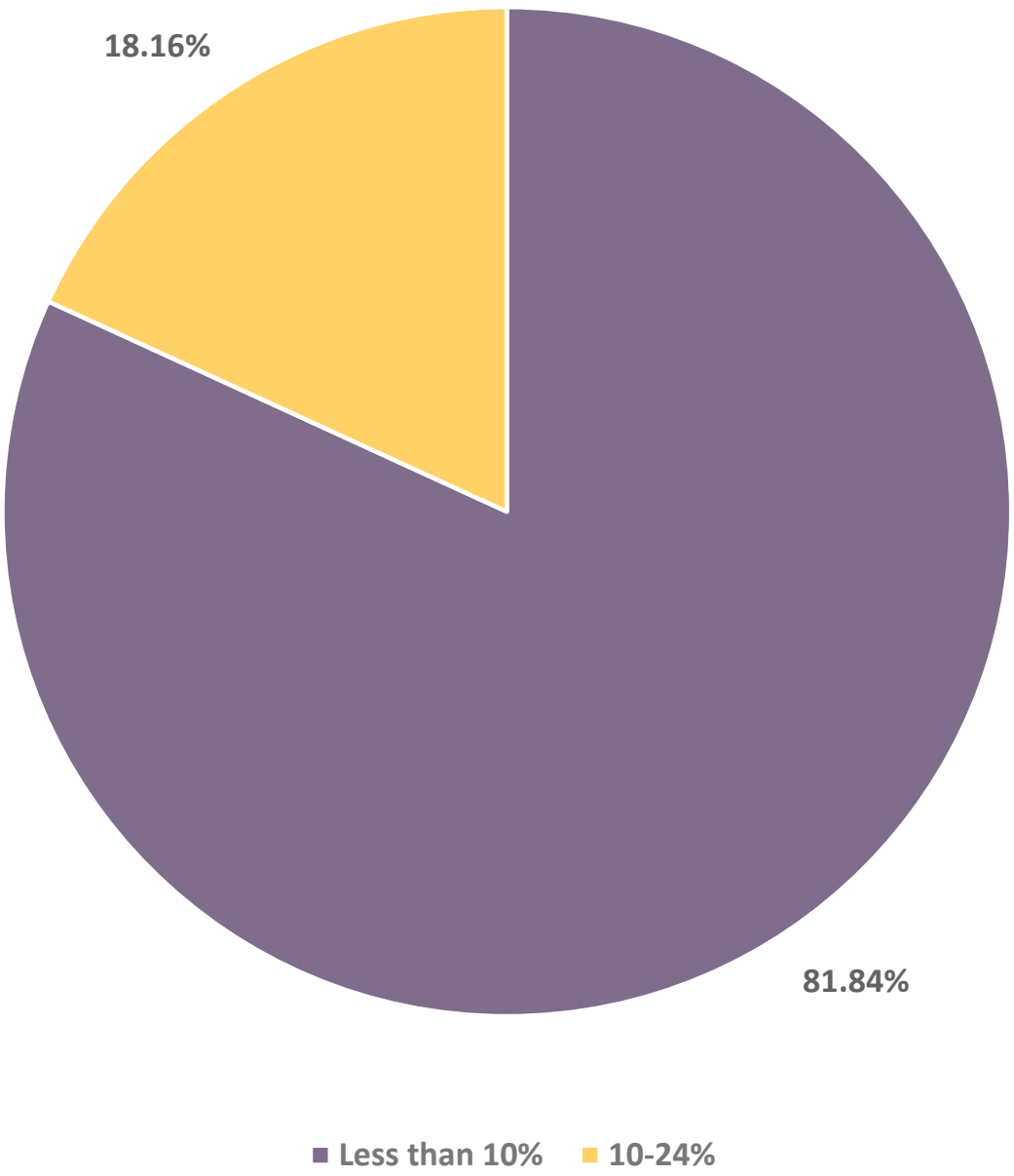


Figure 57: *Proportion of Total Revenue Derived from Yoga Tourism Among Tour Operators*

The small proportion of operators deriving more than 10% of their income from this segment may represent specialized businesses focusing on retreats or inbound wellness travel. However, the absence of higher revenue shares highlights that the economic scale of yoga tourism remains limited relative to mainstream travel categories.

These findings imply that although IDY and related initiatives have expanded awareness and inclusion of yoga in travel programming, the commercial maturity of the segment is still developing, with growth potential contingent on stronger domestic demand, enhanced international marketing, and greater infrastructural integration.

5.2.3 Seasonality of Interest in Yoga Tourism Around IDY

More than half of the surveyed tour operators (54.5%) observed a recurring rise in interest in yoga tourism every year around the time of IDY, while 9.1% noted an increase in some years. Meanwhile, 18.2% reported no noticeable change, and an equal proportion (18.2%) were uncertain about any variation.

The findings indicate that IDY exerts a seasonal influence on market demand for yoga-oriented travel, functioning as an annual period of heightened visibility for wellness tourism. For a majority of operators, this interest translates into a recurring uptick in inquiries or bookings near the observance period.

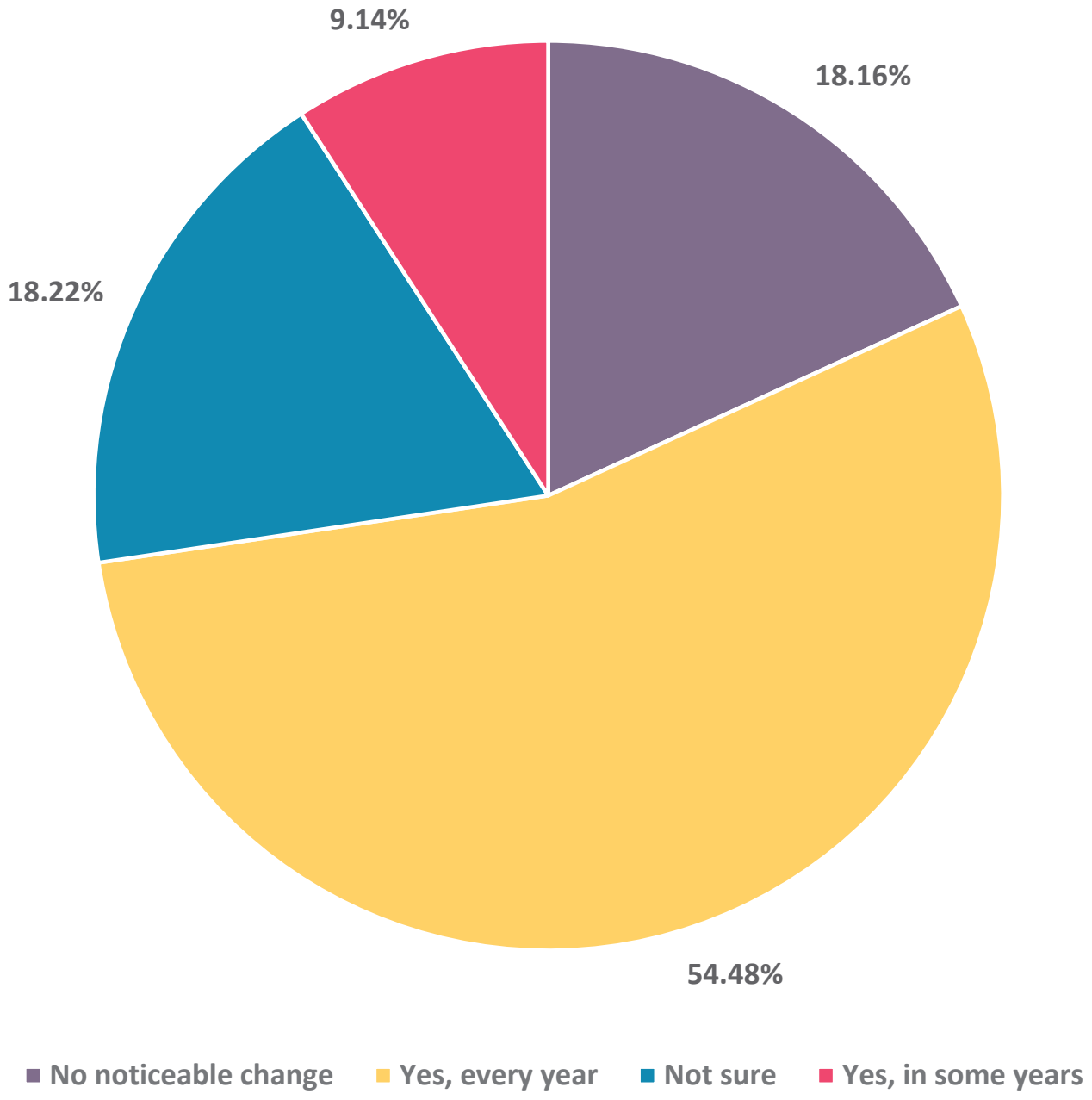


Figure 58: *Reported Change in Tourist Interest in Yoga Travel Around the International Day of Yoga (June 21)*

The smaller segment noting fluctuations "in some years" suggests that the strength of this seasonal pattern may depend on factors such as media coverage, international travel flow, or local promotional activities. The proportion of respondents reporting "no change" or uncertainty reflects that the linkage between IDY and tourism demand is not uniformly experienced across regions or operator types.

Overall, the data suggest that while IDY contributes to periodic awareness-driven demand cycles, its effects vary in intensity and consistency, pointing to opportunities for more structured marketing and destination branding efforts that can sustain interest beyond the immediate observance period.

5.2.4 Observed Market Responses to IDY Among Tour Operators

Among surveyed tour operators, 36.4% reported an increase in inquiries from

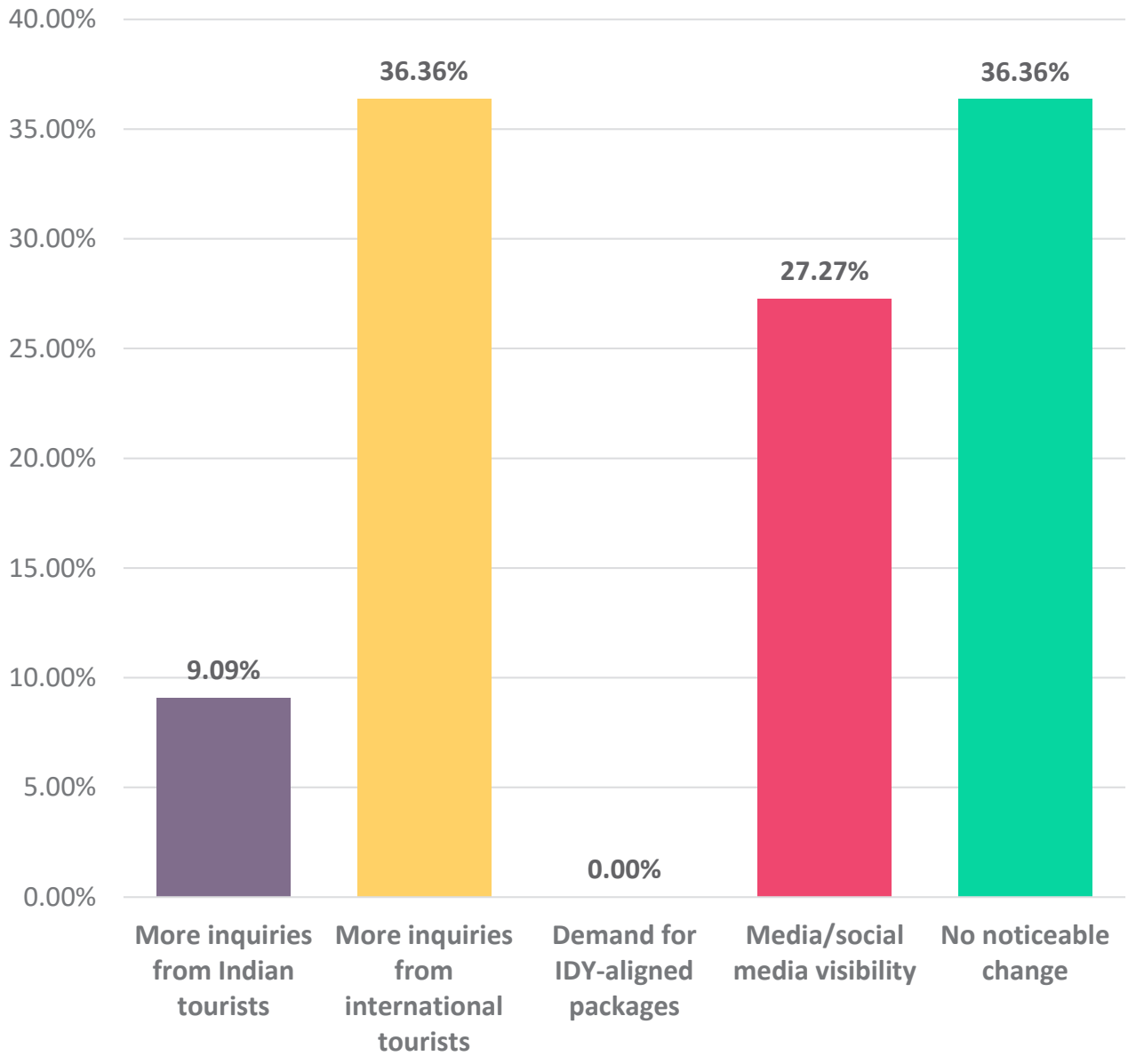


Figure 59: *Reported Changes in Tourism Activity and Visibility Linked to the International Day of Yoga*

international tourists, and a similar share (36.4%) observed no noticeable change following IDY. Around 27.3% noted enhanced media or social media visibility, while 9.1% experienced more inquiries from Indian tourists. Notably, none reported a direct demand for IDY-aligned travel packages.

The findings suggest that IDY has contributed primarily to international awareness and digital visibility rather than to the creation of distinct, time-bound tourism products. The stronger international response relative to domestic inquiries reflects the global profile of IDY as an event associated with India's cultural identity, which may stimulate interest among inbound wellness travellers and international partners.

The moderate share of operators citing increased media presence indicates that IDY acts as a periodic visibility enhancer for the wellness segment, though not necessarily translating into immediate sales or bookings. The absence of structured demand for IDY-specific packages points to limited commercialization of the observance within tourism marketing strategies.

5.2.5 IDY-Linked Promotions and Package Offerings

A notable proportion of tour operators have engaged with the International Day of Yoga (IDY) through event-linked promotions and packages. About 27.3% organize such initiatives every year, and another 27.3% do so occasionally, while 45.5% reported not having introduced any specific promotions to date.

The data suggest that IDY has created a periodic marketing opportunity within the wellness tourism segment. For a segment of operators, annual or occasional IDY-focused promotions serve as a means to align their products with a recognized national and international observance, potentially enhancing visibility among wellness-seeking tourists. Such activities often take the form of short-term retreats, themed itineraries, or discounted wellness packages timed around June 21.

At the same time, the fact that less than one-third of operators engage in annual promotions reflects variation in strategic orientation across the sector. Operators with established wellness infrastructure or international clientele appear more likely to integrate IDY into their branding cycle, whereas general tour agencies or small-scale enterprises may not perceive direct commercial advantages.

These findings may indicate an early stage of event-linked market institutionalization, where IDY functions as a temporal anchor influencing marketing calendars for some, but not yet as a universal driver of product differentiation. Strengthening this linkage through coordinated promotion, destination branding, and incentive programs could expand the role of IDY as a catalyst for wellness tourism growth.

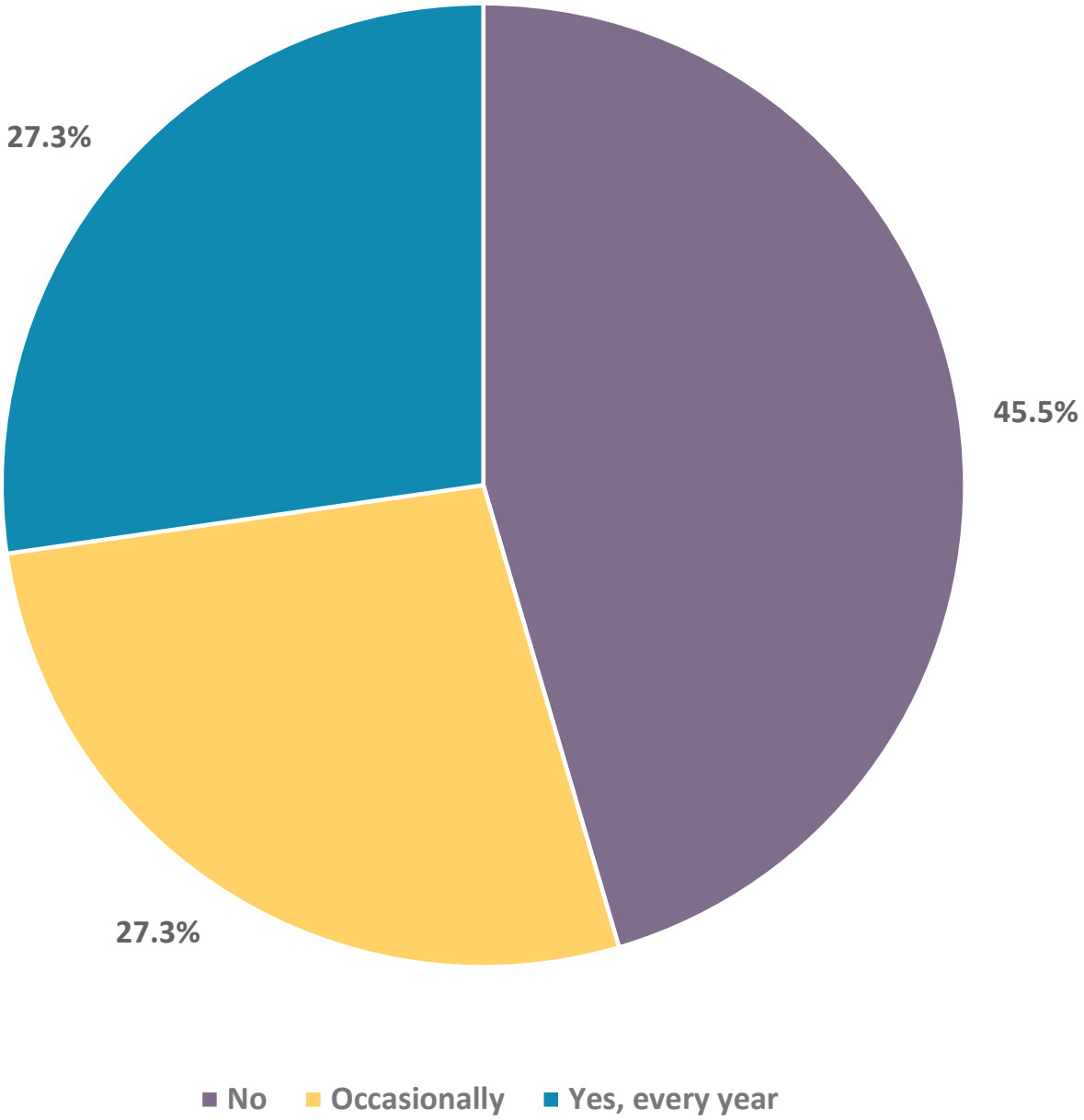


Figure 60: *Frequency of Special Promotions or Packages Offered by Tour Operators Around IDY*

5.2.6 Variation in Bookings and Inquiries During the IDY Period

The survey findings indicate that the International Day of Yoga (IDY) is associated with measurable variations in tourism activity for several operators. Nearly half (45.5%) reported experiencing a periodic increase in bookings or inquiries during the IDY period, while 27.3% observed this trend consistently each year. An equal proportion (27.3%) noted no discernible change in demand.

These results suggest that IDY serves as a temporal demand marker within the wellness tourism sector. For a segment of operators, the observance coincides with heightened

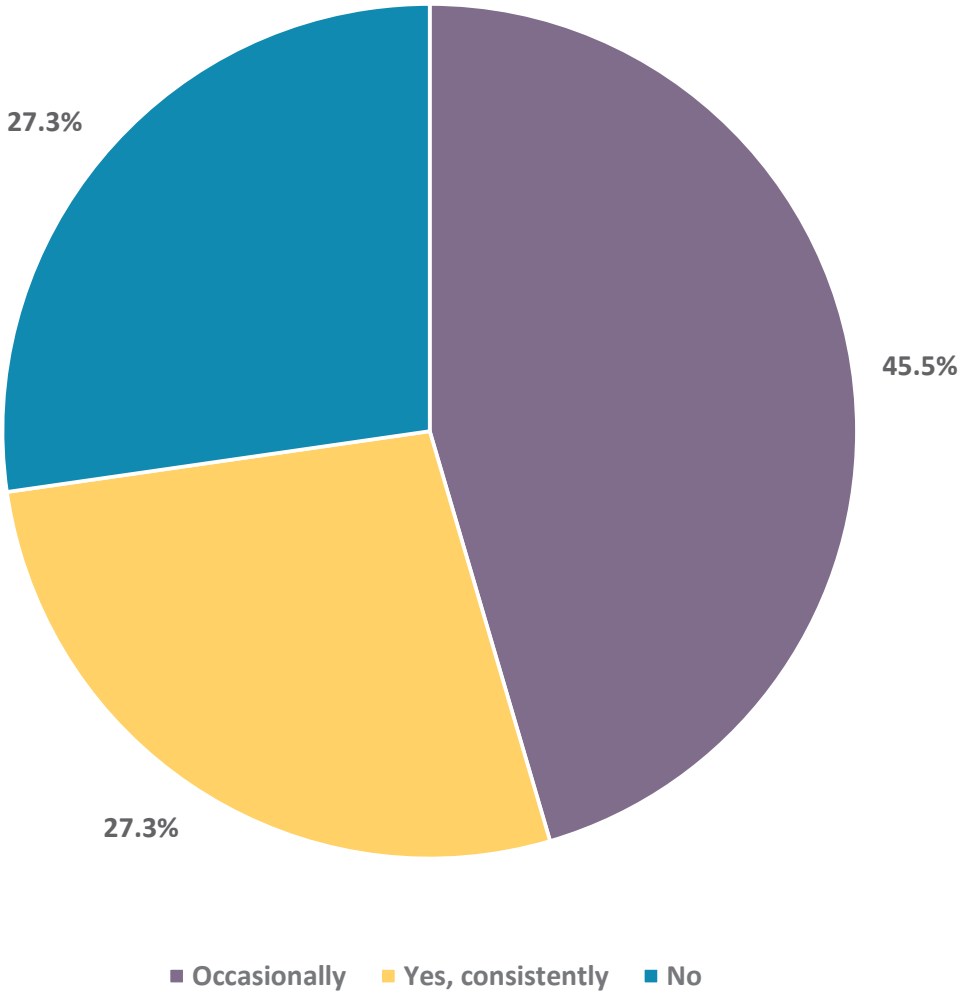


Figure 61: *Reported Increase in Bookings or Inquiries Around the International Day of Yoga*

consumer interest, reflecting the visibility generated by national and international communication around yoga during this period. The consistency of demand reported by some respondents points to an emerging pattern of seasonal concentration, where IDY functions as an annual point of reference in travel planning for wellness-oriented tourists.

At the same time, the presence of operators reporting no noticeable change highlights the heterogeneity of market response. The influence of IDY appears contingent on factors such as geographic proximity to yoga destinations, existing promotional linkages, and target clientele (domestic vs. international).

From an analytical perspective, these findings illustrate the early stages of event-induced seasonality within the yoga tourism domain, where the IDY observance enhances temporal clustering of demand but has yet to generate uniform or enduring shifts in business performance across the sector.

5.2.7 Reported Business Growth Attributed to IDY-Related Awareness

Tour operators presented varied assessments of the growth linked to IDY-related awareness over the past five years. A little over one-third (36.4%) estimated the

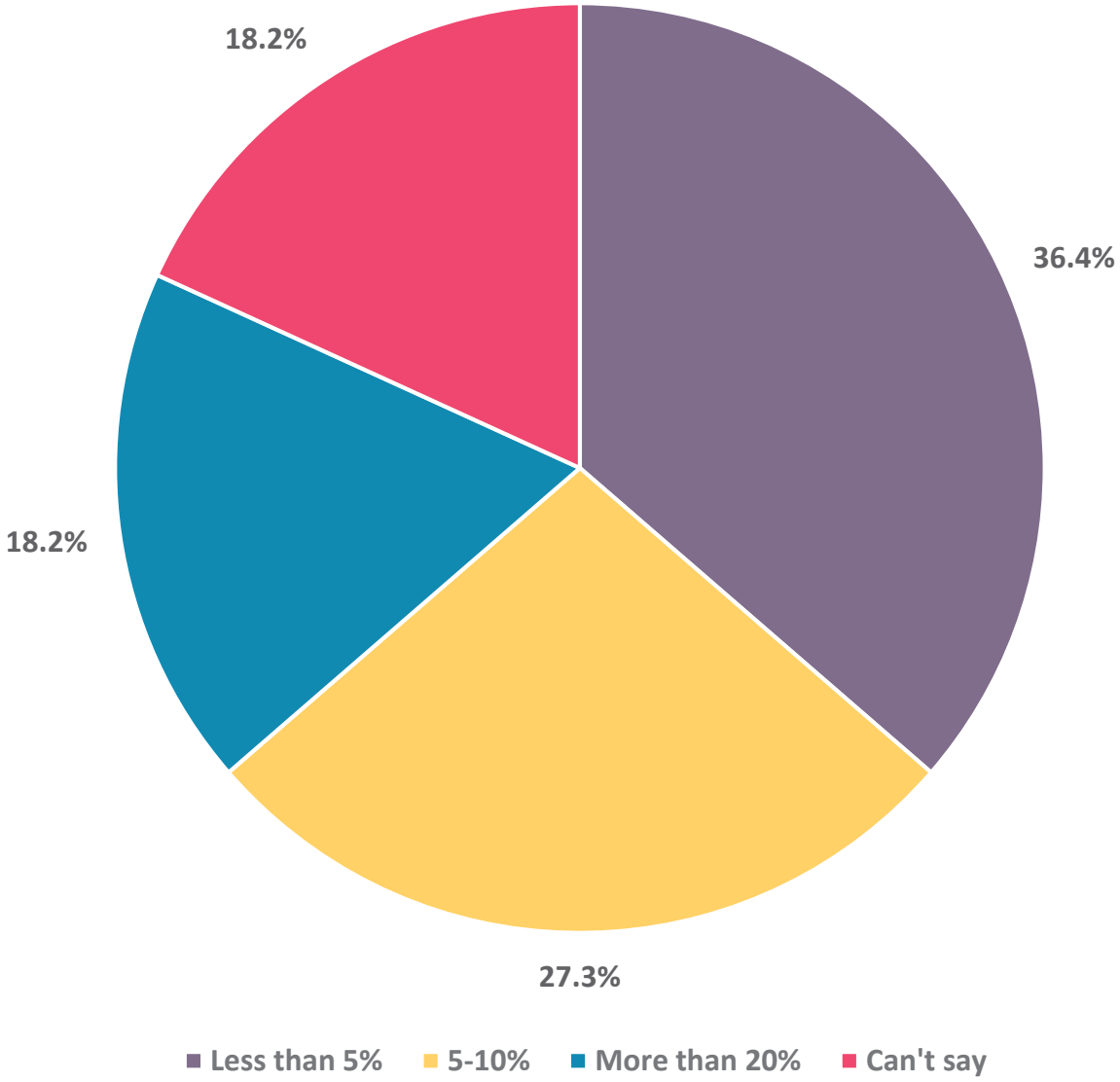


Figure 62: *Estimated Growth in Business Activity Linked to IDY Awareness Over the Past Five Years*

increase at less than 5%, while 27.3% placed it between 5–10%. A smaller group (18.2%) reported gains above 20%, and a similar proportion (18.2%) were unable to quantify any effect.

The pattern suggests that the economic effect of IDY has been incremental for most operators, reflecting the gradual nature of market diffusion in the wellness tourism segment. Modest growth among the majority points to the influence of IDY in enhancing visibility and interest, but not yet producing large-scale structural change in revenue patterns.

Operators reporting higher growth likely represent those positioned within destinations already known for yoga and wellness, or those effectively integrating IDY-linked themes into international marketing channels. The proportion of respondents unable to attribute growth directly to IDY underscores the complexity of causation in this space, where multiple factors like seasonality, media exposure, and global wellness trends, interact.

Taken together, these responses illustrate that IDY has contributed to incremental sectoral momentum rather than transformative growth, marking a gradual consolidation of yoga's place within India's broader tourism portfolio.

5.3 Yoga Influencers Perspectives

The emergence of digital media has significantly expanded the ecosystem through which yoga is practiced, taught, and promoted. To understand how the International Day of Yoga (IDY) intersects with this space, a dedicated survey (n=100) was conducted among yoga influencers and digital content creators, encompassing individuals active across platforms such as Instagram, YouTube, and Facebook. The focus was to assess how IDY influences their motivations, content strategies, audience engagement, and professional outcomes.

The findings reveal that most influencers entered the digital yoga space through personal health journeys and formal training, with IDY acting as a supportive rather than initiating factor in their engagement. Half of the respondents acknowledged that annual IDY celebrations influenced their decision to create yoga-related content, while a majority actively produce and share IDY-themed posts or videos each year.

In terms of practice, influencers tend to rely on interactive digital formats such as live sessions of the Common Yoga Protocol, motivational storytelling, and short-form video content. These approaches help extend the reach of IDY beyond physical events and make yoga communication more accessible to online audiences. Although IDY-related activities contribute modestly to follower growth and income, they serve as a recurring moment of heightened engagement, reinforcing visibility and connection with audiences interested in wellness and self-improvement.

Overall, this section highlights how the digital influencer community acts as an informal communication channel for IDY, blending personal authenticity with public outreach. While commercial gains remain secondary for most, the cumulative effect of their content sustains the event's visibility throughout the year and broadens its appeal among younger, tech-savvy audiences.

5.3.1 Motivations for Creating Yoga-Related Digital Content

Most yoga influencers trace their entry into digital content creation to personal health transformation, about 62% of respondents said their own experience of improved well-being motivated them to share yoga with others. Roughly a third (33.3%) credited formal yoga training or certification, while 28.6% pointed to earning or market opportunities as an important driver. Smaller shares mentioned the influence of a mentor or teacher (23.8%) and inspiration from IDY campaigns (19.1%).

The data show that for most influencers, the motivation to create content emerged from personal experience rather than external promotion. Many entered the digital space to document or extend their own wellness journeys. Professional training also played a meaningful role, particularly for

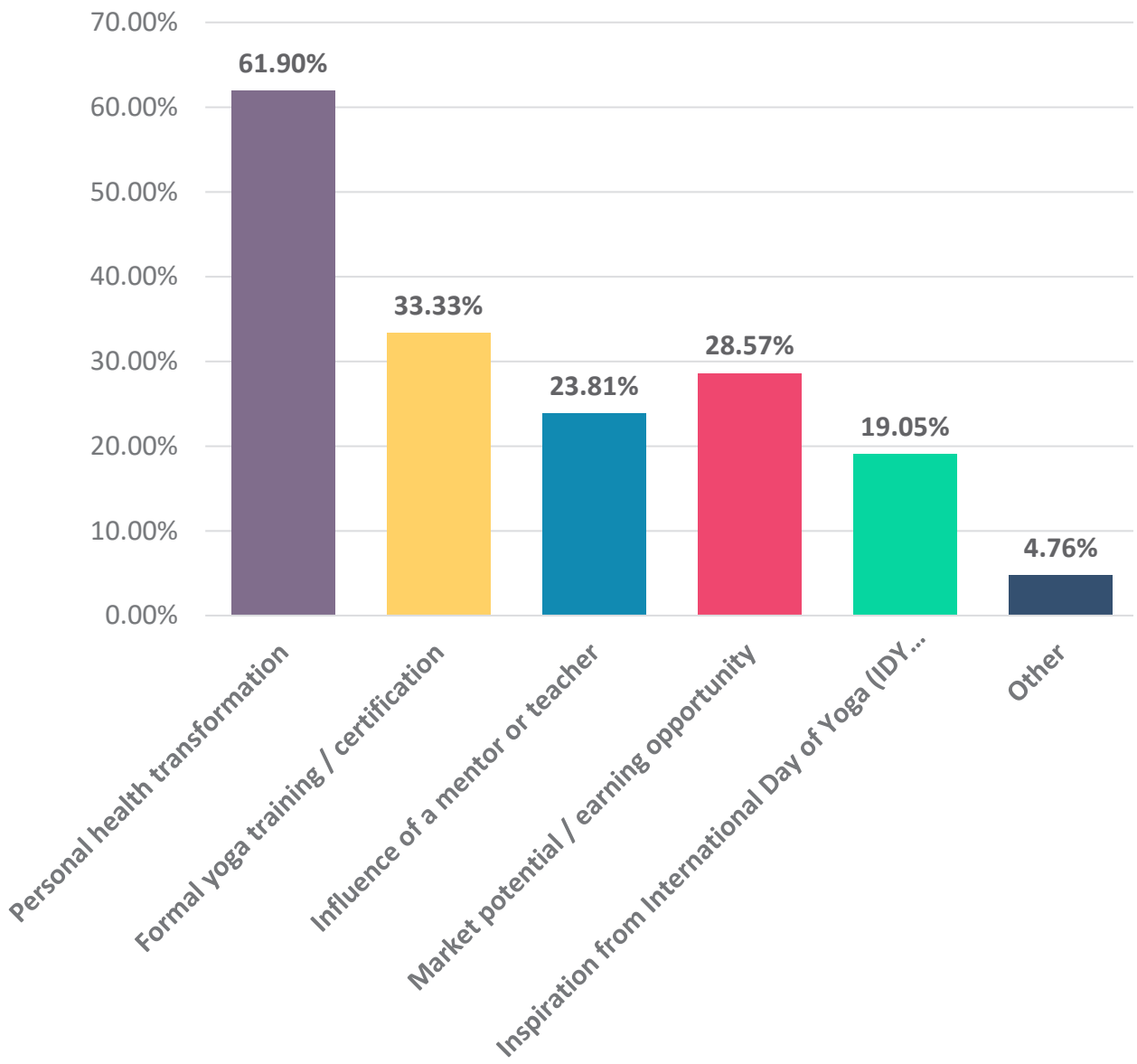


Figure 63: *Factors Influencing Yoga Influencers to Begin Creating Content*

those who viewed digital media as a way to reach students or clients.

The limited reference to IDY campaigns suggests that while the event contributes to overall awareness, it is not the main trigger for influencers to start producing content. Instead, IDY seems to reinforce an existing sense of purpose among those already active in yoga communication.

Taken together, these patterns portray yoga influencers as individuals whose engagement with digital platforms grows from a mix of personal conviction, professional grounding, and, for some, recognition of yoga's expanding digital audience.

5.3.2 Influence of IDY on the Decision to Focus on Yoga Content

Half of the influencers surveyed (50%) said that the annual celebration of the International Day of Yoga (IDY) had a major influence

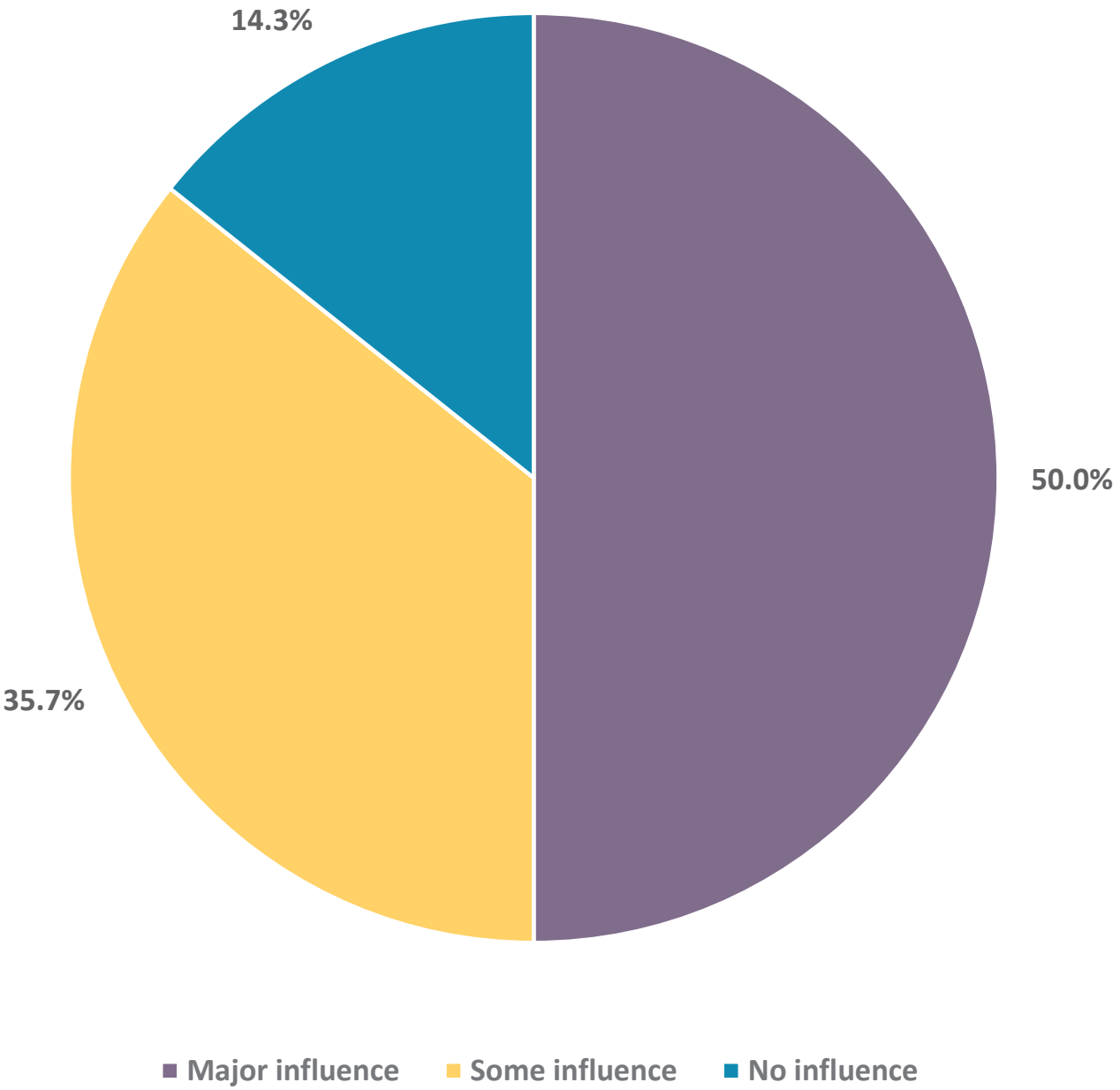


Figure 64: *Extent to Which Annual IDY Celebrations Influenced Content Creation Focus*

on their decision to focus on yoga-related content. Another 35.7% reported that it had some influence, while 14.3% said it had no influence on their decision.

The findings suggest that IDY has played a meaningful role in shaping the digital yoga ecosystem. For many creators, the global attention surrounding IDY appears to have served as a motivating context, encouraging them to use digital platforms to share practices, information, and personal experiences related to yoga. The event's visibility and media coverage likely created both inspiration and opportunity for content diversification.

At the same time, a smaller segment of respondents attributed little or no influence to IDY, indicating that for some creators, their engagement with yoga predates or operates independently of annual campaigns. These respondents may rely more on their professional background, personal

practice, or audience interests rather than event-driven stimuli.

5.3.3 Participation of Yoga Influencers in IDY Mass Events

More than half of the yoga influencers surveyed (53.8%) reported that they have never attended an official IDY mass event, while 23.1% attended once, 7.7% participated more than once, and 15.4% said they joined virtually.

The data suggest that direct, in-person participation among influencers remains limited, even though a portion engages through virtual or digital platforms. This pattern reflects the hybrid nature of influencer involvement, where many prefer to contribute by producing online content, sharing tutorials, or amplifying IDY messaging rather than attending physical gatherings.

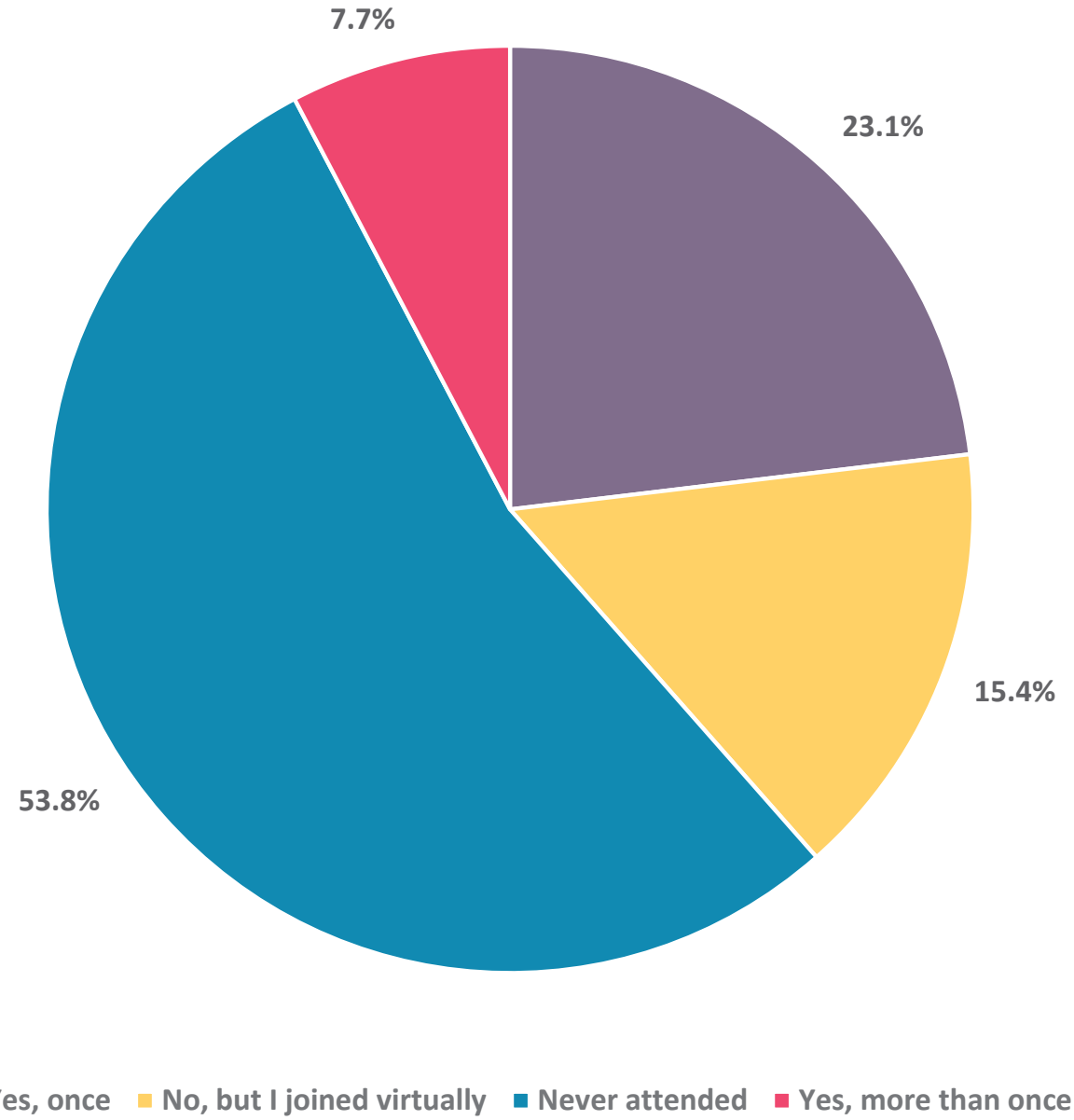


Figure 65: *Self-Reported Attendance of Influencers in Official IDY Events*

Those who attended once or multiple times likely represent influencers with stronger institutional or local linkages, such as certified trainers or brand collaborators, whose participation extends beyond digital spaces. The relatively higher share of non-attendance underscores that influence in the yoga domain is not contingent on physical participation, as digital presence itself serves as an alternate mode of engagement.

These findings point to a shift in how participation in public observances like IDY is being redefined in the digital era, moving from physical congregation to virtual engagement and content-driven participation, which broadens reach but reduces the emphasis on physical attendance.

5.3.4 Digital Promotion of IDY by Yoga Influencer

A clear majority of yoga influencers (69.2%) reported that they produce or promote

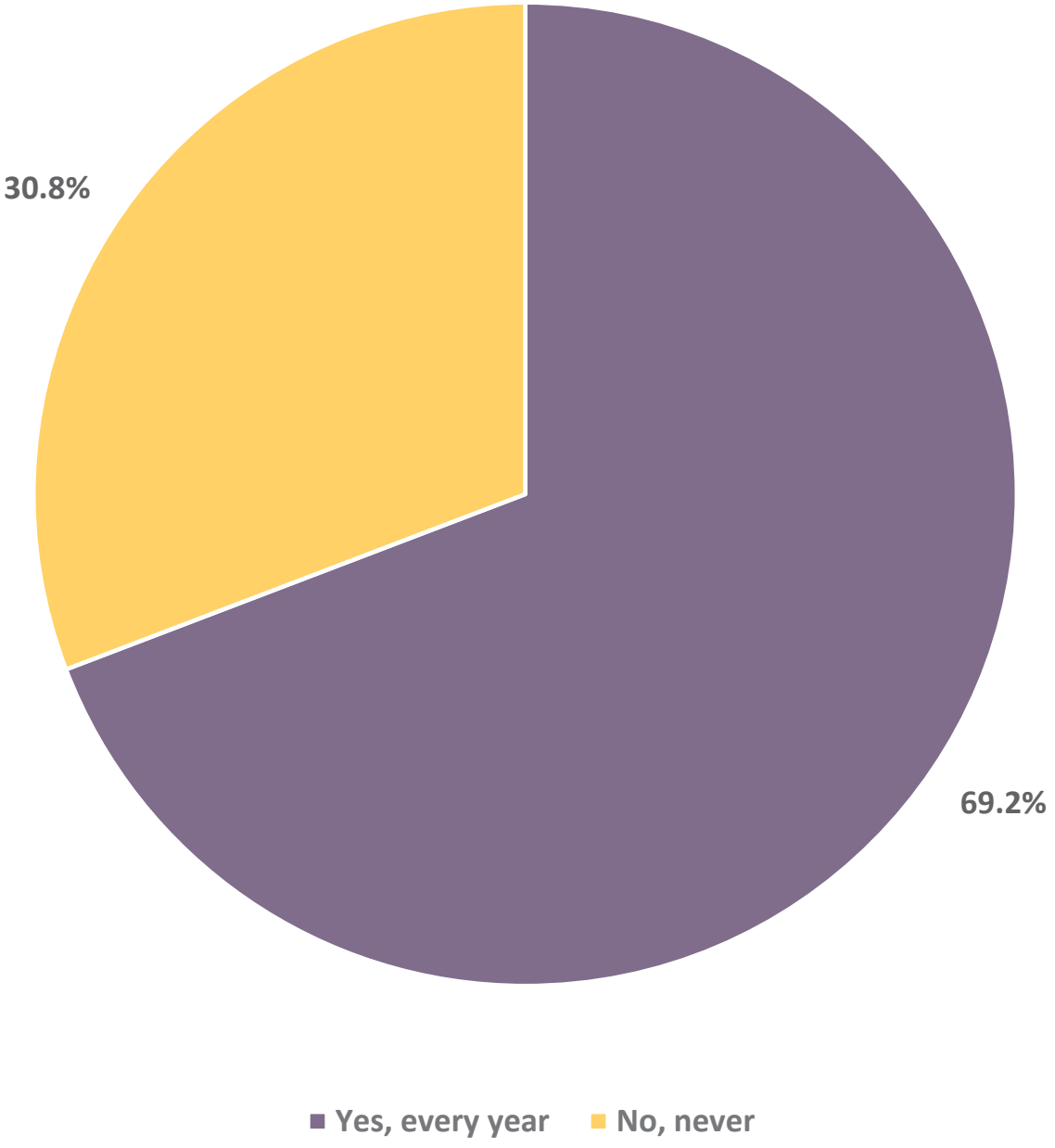


Figure 66: *Frequency of Producing or Promoting IDY-Related Content on Digital Channels*

content related to the International Day of Yoga (IDY) every year, while 30.8% stated that they have never done so.

This pattern indicates that IDY has become a consistent digital event in the annual content calendars of most yoga influencers. For many, creating IDY-themed posts, tutorials, or campaigns provides an opportunity to align with a global initiative, engage their followers around a shared theme, and enhance visibility during a period of high public attention toward yoga.

The smaller share of influencers who have never produced IDY content likely reflects individuals whose focus areas lie outside calendar-based observances, such as therapeutic yoga, mindfulness, or lifestyle-oriented content. Their non-participation does not necessarily suggest disengagement but rather a different thematic orientation within the broader digital yoga space.

The high frequency of annual participation suggests that IDY functions as a unifying communication moment in the influencer ecosystem, where digital creators contribute to expanding the reach and relevance of the observance beyond physical events.

5.3.5 Content Formats Used for IDY-Related Campaigns

Yoga influencers use a wide mix of formats when producing or promoting content for the International Day of Yoga (IDY). The most common approach is live streams or short reels featuring the Common Yoga Protocol (42.9%), followed by motivational posts or story series (38.1%), and tutorial or follow-along videos (28.6%). A smaller proportion collaborated with government or NGOs (19.1%), and 14.3% engaged in paid brand partnerships.

These results highlight that most influencers favour interactive and visually engaging formats that allow direct audience participation or demonstration. The preference for live streams and reels reflects broader digital trends favouring short-form, real-time content that aligns well with IDY's public engagement ethos. Motivational stories and tutorials indicate efforts to make yoga approachable and relatable, reinforcing the practice's personal and social dimensions.

Collaborations with government bodies or NGOs, though less common, show emerging linkages between independent influencers and institutional outreach, helping to extend the visibility of IDY messages across digital spaces. Paid brand partnerships remain limited, suggesting that most influencer activity around IDY is value-driven rather than commercially focused.

Taken together, the content strategies of yoga influencers point to a community-oriented communication model, where digital creators contribute to awareness and participation through creative, participatory formats rather than overtly promotional ones.

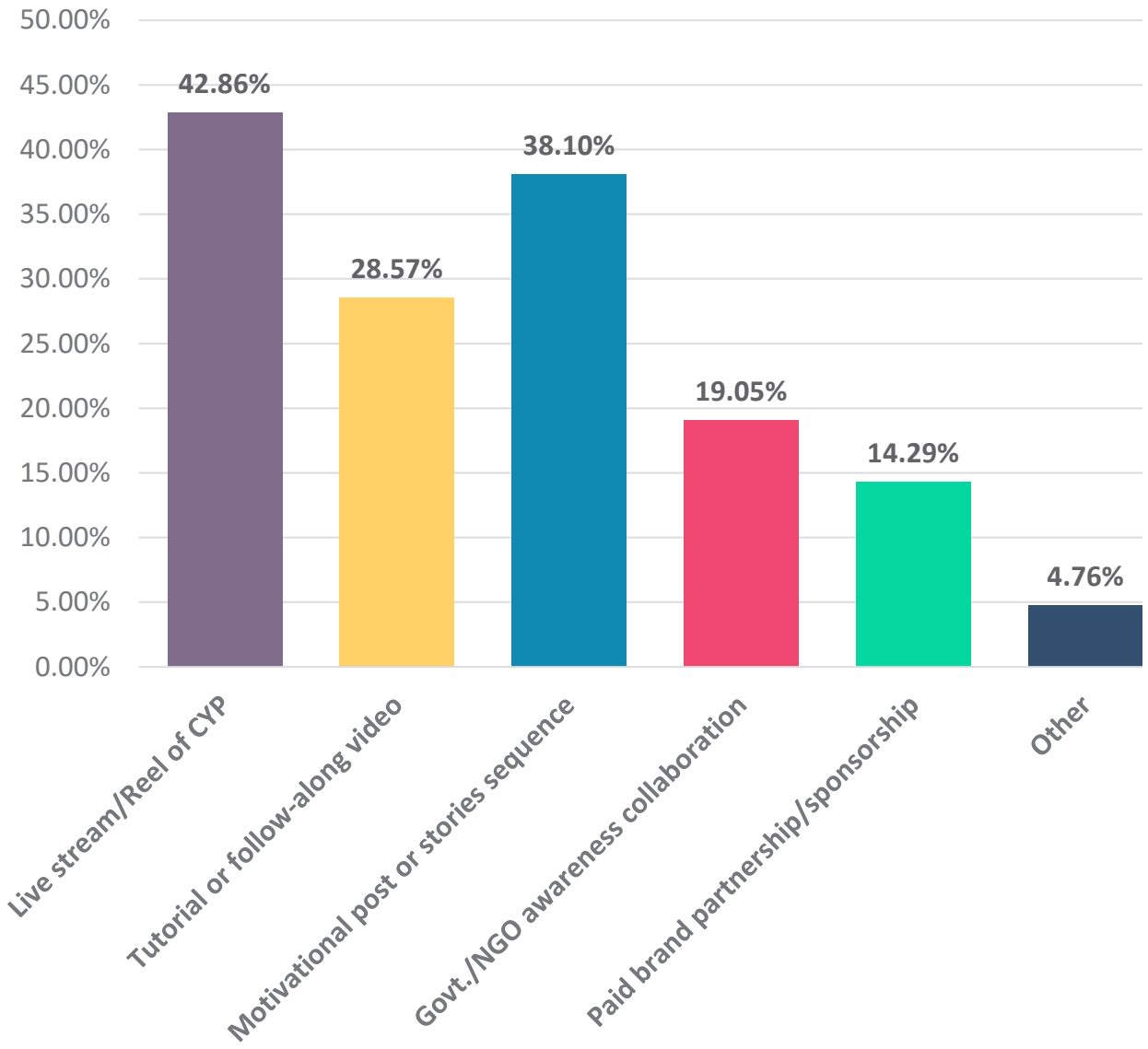


Figure 67: *Primary Digital Formats Used by Yoga Influencers in Their Most Recent IDY Campaign*

5.3.6 Follower Growth Attributed to the 2024 IDY Campaign

When asked about audience growth resulting from their 2024 IDY campaigns, 30.8% of influencers reported a modest increase of 0–5%, while 23.1% experienced growth between 6–15%, and 7.7% saw gains in the 16–30% range. A sizeable 38.5% of respondents indicated that they had not analysed their follower data.

These responses suggest that IDY contributes positively, though moderately, to digital audience expansion. For most influencers, the visibility boost appears to translate into incremental rather than dramatic growth, consistent with the short duration and event-specific nature of IDY content. The presence of a smaller group reporting stronger growth indicates that the magnitude of impact likely depends on content quality, audience size, and cross-platform reach.

The large proportion of respondents who did not assess their analytics points to an informal approach to performance tracking within this community. Many creators appear to engage in IDY promotion as a

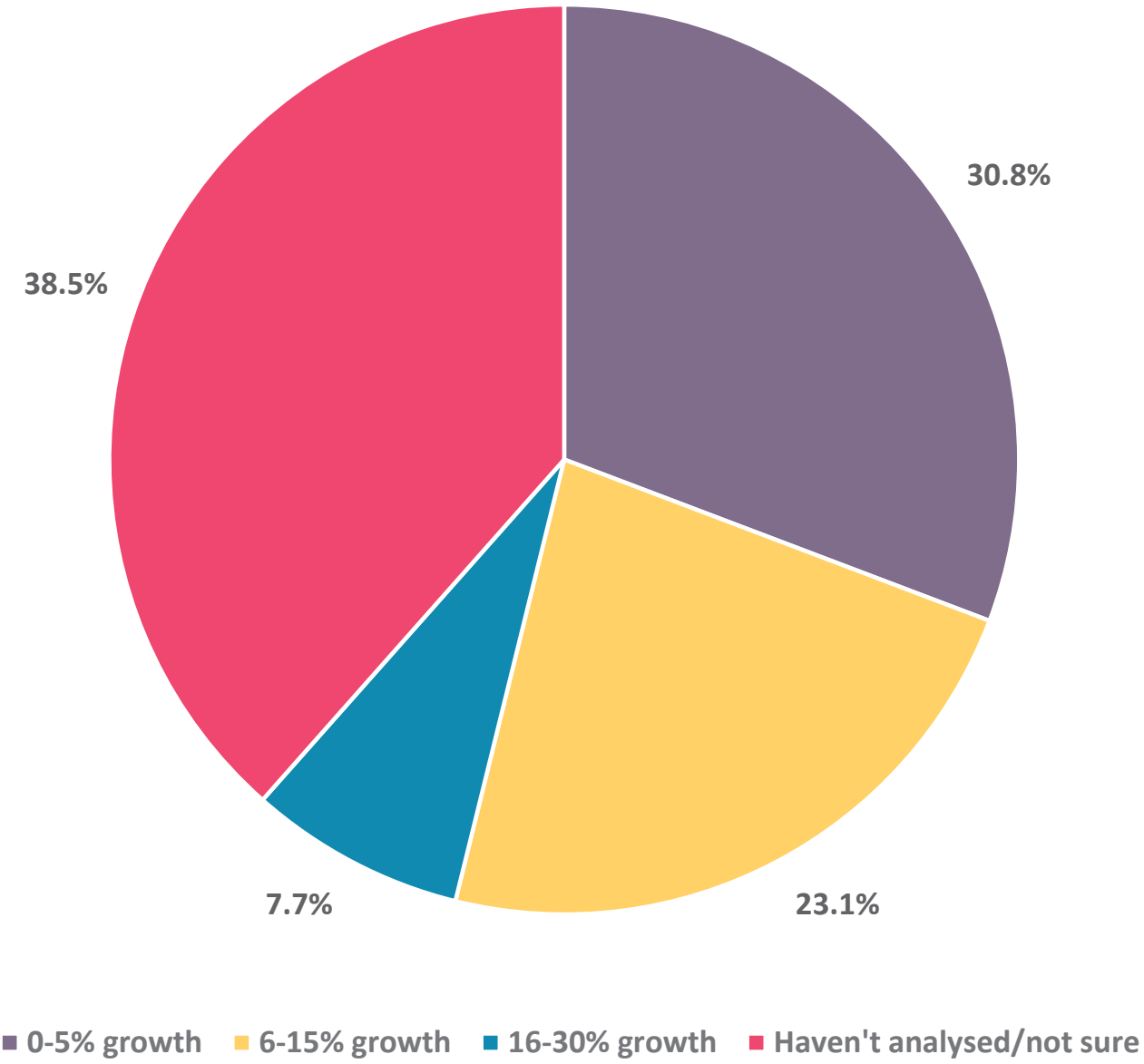


Figure 68: *Self-Reported Follower Growth Among Yoga Influencers After the 2024 IDY Campaign*

form of community participation or value expression rather than as a strategic growth initiative.

Taken together, these findings show that while IDY functions as a moment of heightened engagement, its effect on follower metrics is uneven and often under-monitored. With more structured tracking and coordinated digital campaigns, future editions could strengthen this link between awareness activities and sustained audience growth.

5.3.7 Audience Engagement and Perceived Awareness Through IDY Content

Yoga influencers reported varying degrees of audience engagement in response to their IDY-related content. About 23.1% said that 0–10% of their audience comments reflected increased awareness of yoga, while another 23.1% estimated this share

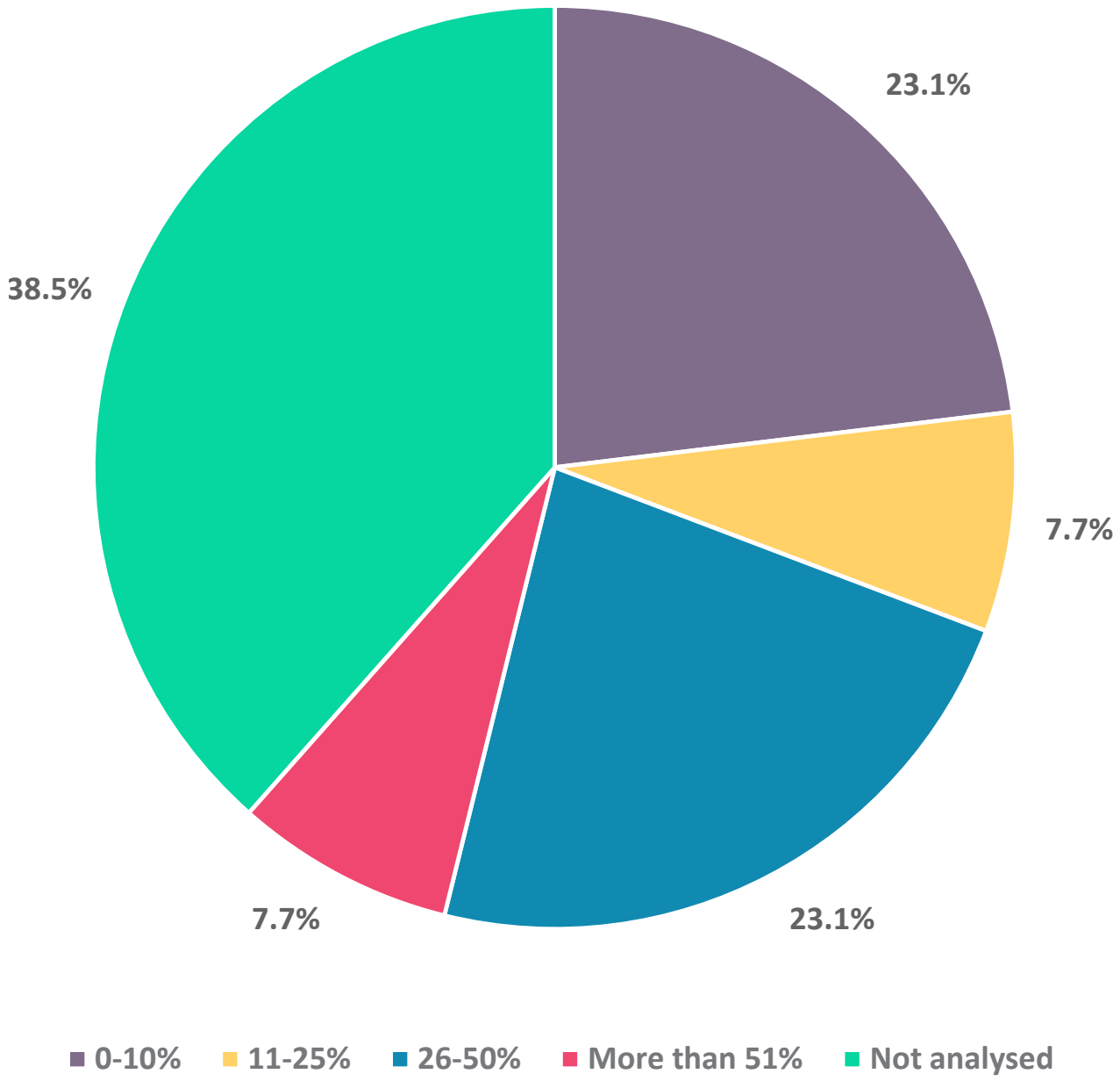


Figure 69: *Share of Audience Feedback Indicating Greater Awareness of Yoga After Viewing IDY-Related Content*

at 26–50%. Smaller proportions observed 11–25% (7.7%) and 51% or more (7.7%) of such comments. A large section (38.5%) mentioned that they had not tracked this aspect.

The responses indicate that while IDY-driven content does elicit some acknowledgment from followers about enhanced awareness, systematic tracking of audience perception remains limited. The presence of a segment reporting moderate to high levels of awareness-related engagement points to the potential influence of digital communication in shaping public interest and understanding of yoga.

The fact that nearly two-fifths of respondents did not analyse this feedback suggests that influencer engagement is often guided by qualitative impressions rather than quantitative metrics. For many, IDY campaigns

appear to serve as community-building efforts rather than performance-measured outreach activities.

These findings highlight the growing but uneven role of digital influencers in communicating yoga's relevance to wider audiences, with measurable awareness emerging where content is interactive, instructive, or aligned with broader IDY messaging.

5.3.8 Income Contribution from Yoga-Related Content Creation

Responses show that for most yoga influencers, income from yoga-related content forms a small to moderate portion of their total digital earnings. About 30.8% indicated that yoga content contributes 0–10% of their income, and another 30.8% placed

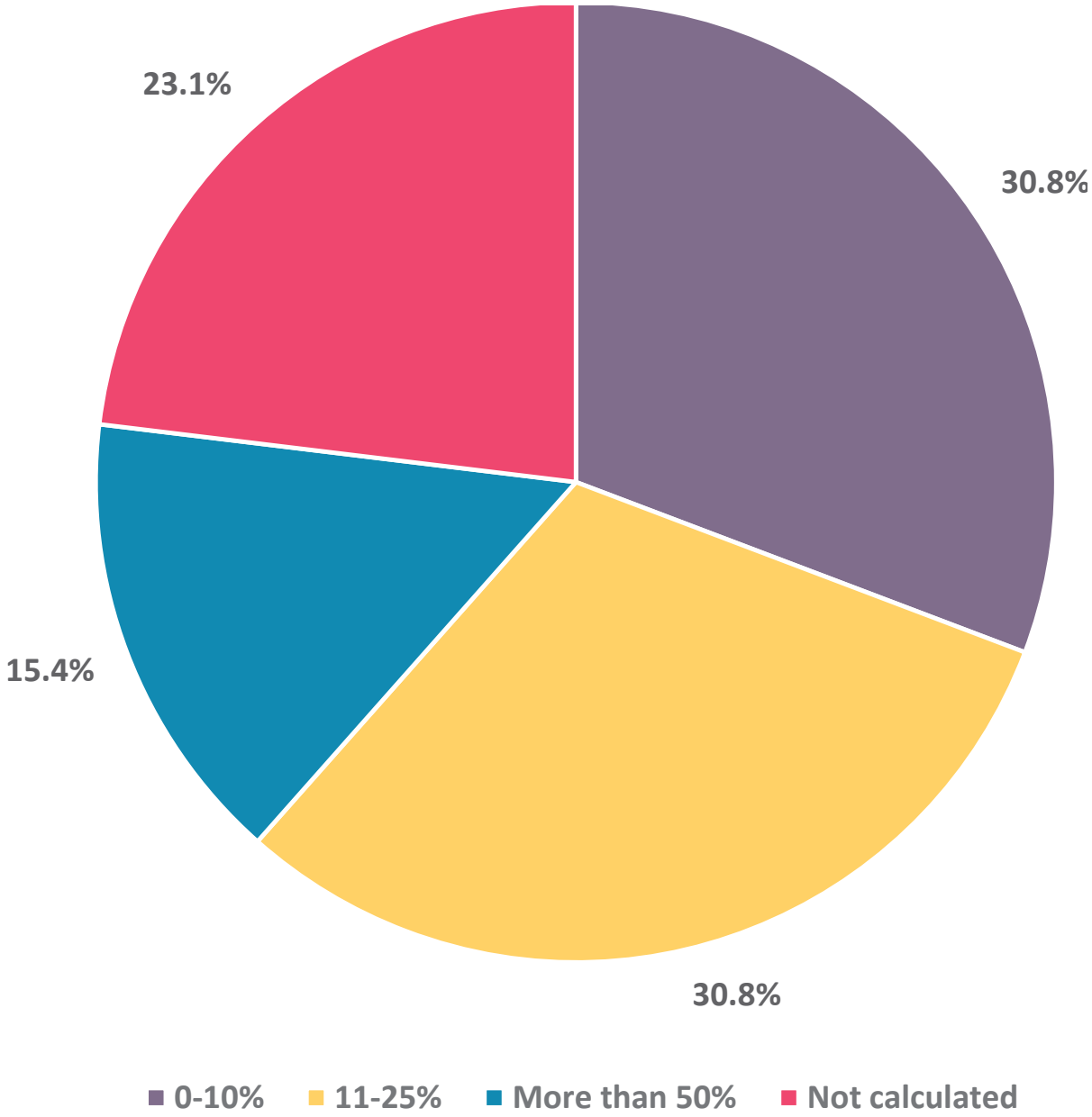


Figure 70: *Share of Total Income Earned from Yoga-Focused Digital Activities*

it in the 11–25% range. Around 15.4% said it accounts for more than half of their income, while 23.1% had not calculated the specific contribution.

The pattern points to yoga content serving primarily as a supplementary income stream rather than a full-time livelihood source for most influencers. Many creators likely maintain a diverse portfolio that includes fitness, mindfulness, or general lifestyle content alongside yoga, resulting in a lower proportional income share from yoga-specific posts.

The smaller but significant group earning over 50% of their income through yoga-related activities represents a specialized subset, likely certified professionals or full-time wellness communicators with sustained brand collaborations and established digital followings. The share of respondents who did not track income segmentation indicates a generally

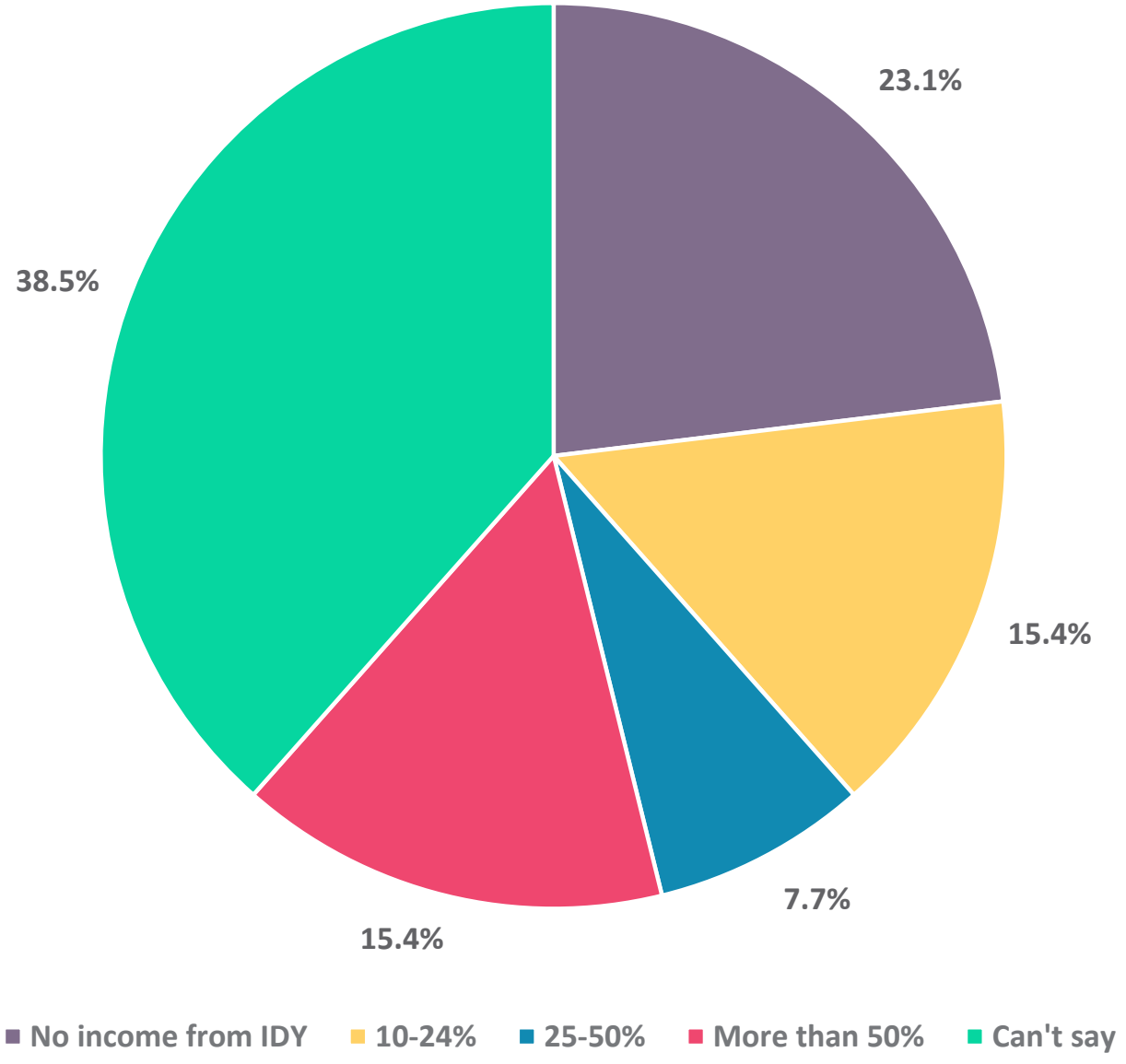


Figure 71: *Proportion of Annual Income Attributed to IDY Campaigns Among Yoga Influencers*

informal approach to monetization analytics within this domain.

In summary, while yoga content contributes meaningfully to influencer income, it remains part of a broader digital ecosystem where wellness themes coexist with other forms of content creation and commercial engagement.

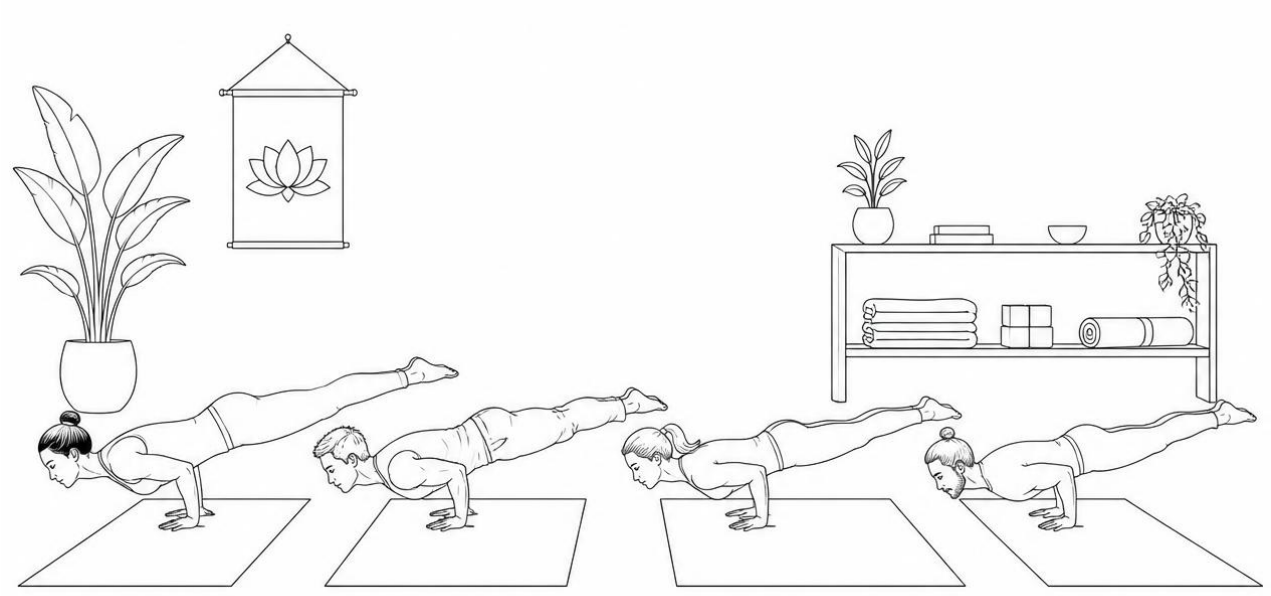
5.3.9 Income Derived from IDY-Related Campaigns

Responses reveal that income from International Day of Yoga (IDY)-related campaigns formed a limited share of total earnings for most influencers. 38.5% were unable to estimate the proportion, while 23.1% reported earning no income from IDY collaborations. Among those who did, 15.4% indicated that IDY activities accounted for 10–24% of their income, another 15.4% reported more than 50%, and 7.7% placed it in the 25–50% range.

The data suggest that while IDY campaigns provide economic opportunities for a subset of digital creators, they are not yet a consistent or dominant income source across the influencer community. Engagement appears concentrated among those with established visibility, brand associations, or prior experience in health and wellness promotion.

The high share of respondents who either did not earn from or could not quantify IDY-linked income reflects the fluid and informal nature of influencer monetization, where financial returns from individual campaigns are often episodic and not systematically recorded.

Together, these responses portray IDY as a seasonal source of professional engagement rather than a sustained revenue driver, valuable for visibility and networking, but with financial benefits limited to a smaller group of commercially active influencers.







CHAPTER 6

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 initiatives[11], educational curricula[12], urban infrastructure, digital platforms for mass

11 Ministry of AYUSH. (2024). Yoga for Wellness: National and International Initiatives. Government of India. https://main.ayush.gov.in/

12 National Council of Educational Research and Training (NCERT). (2022). Yoga Education in School Curriculum. NCERT, New Delhi. https://ncert.nic.in/

engagement, and as a tool for international cultural diplomacy[13].

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 delivery[14].
- **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 students.[15]
- **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 awareness[16].
- **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-being[17].
- **Diplomacy:** IDY celebrations have been held in over 190 countries through Indian diplomatic missions, significantly strengthening India's cultural diplomacy and soft-power outreach worldwide[18].

6.2 Key Ministerial Coordination and Campaign Execution

A structured inter-ministerial mechanism underpins IDY implementation:

13 Ministry of External Affairs. (2023). Yoga as Soft Power: India's Global Outreach. Government of India. https://www.mea.gov.in/
14 Ministry of AYUSH. (2024). *Yoga for Wellness: National and International Initiatives*. Government of India. https://yoga.ayush.gov.in
15 National Council of Educational Research and Training (NCERT). (2022). Yoga Education in School Curriculum. NCERT. https://ncert.nic.in
16 The Times of India. (2023). Youth Engagement through Yoga Initiatives. https://timesofindia.indiatimes.com
17 Ministry of Housing and Urban Affairs. (2023). Smart Cities Mission and AMRUT Guidelines. Government of India. https://smartcities.gov.in
18 Ministry of External Affairs. (2023). India's Global Yoga Diplomacy. Government of India. https://mea.gov.in

Ministry	Program Role[19] [20] [21]
M/o External Affairs/ Indian Council for Cultural Relations	• **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	• **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".

19 Press Information Bureau, Government of India, Ministry of Railways. (2025, June 21). *Indian Railways marks International Yoga Day with nationwide celebrations on bridges, stations and divisions* [Press release]. Government of India. https://www.pib.gov.in/PressReleseDetail.aspx?PRID=2138532

20 Press Information Bureau, Government of India, Ministry of Communications. (2025, June 21). *Department of Posts celebrates 11th International Day of Yoga* [Press release]. Government of India. https://www.pib.gov.in/PressReleseDetail.aspx?PRID=2138518

21 Press Information Bureau, Government of India. (2025, June 20). *Yoga: India's gift to the world: Celebrating a journey of a tradition that transcends borders* [Feature]. Government of India. https://www.pib.gov.in/FeaturesDeatils.aspx?NoteId=154713

Ministry	Program Role[19] [20] [21]
Ministry of Railways	• **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	• **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	• **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	• **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.

Ministry	Program Role[19] [20] [21]
M/o Electronics and Information Technology	• **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 table 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)		
Year	**Venue**	**Theme**
2015	Kartavya Path, Delhi	Yoga for Harmony and Peace
2016	Chandigarh	Yoga for the achievement of the SDGs
2017	Lucknow	Yoga for Health
2018	Dehradun	Yoga for Peace
2019	Ranchi	Yoga for Heart
2020	Virtual	Yoga at Home Yoga with Family
2021	Virtual	Yoga for Wellness
2022	Mysuru	Yoga for Humanity
2023	Jabalpur & UN Headquarters, NY	Yoga for Vasudhaiva Kutumbakam
2024	Srinagar, Jammu and Kashmir	Yoga for Self and Society

Year	Participation	Venue
2015	35,985	Rajpath, Delhi
2016	30,000	Chandigarh
2017	51,000	Lucknow
2018	9.59 Crore	Dehradun
2019	11.0 Crore	Ranchi
2020	12.06 Crore	Virtual
2021	15.686 Crore	Virtual
2022	22.23 Crore	Mysore
2023	23.44 Crore	Jabalpur & New York
2024	~24.53 Crore	Srinagar

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.

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.



Photo Source: https://www.pib.gov.in/FeaturesDeatils.aspx?NoteId=154713

Key Campaigns and Landmark Initiatives

2015: Yoga for Harmony and Peace [11] [22] [23]



Photo Source: REUTERS/Adnan Abidi/File Photo

- 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

22 Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Government of India. (2019). *Common Yoga Protocol* (4th rev. ed.) [PDF]. Morarji Desai National Institute of Yoga. https://www.mea.gov.in/images/pdf/common-yoga-protocol-english.pdf

23 NDTV. (2015, August 7). *192 countries participated in International Yoga Day celebrations: Centre*. https://www.ndtv.com/india-news/192-countries-celebrated-international-yoga-day-774853

2016: Yoga for the achievement of the SDGs[24] [25] [26]



Photo Source: PIB Archive, Government of India.

- 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

24 The Indian Express. (2016, June 21). *International Yoga Day 2016: PM Modi, ministers participate with thousands across India* [Photo gallery]. The Indian Express. https://indianexpress.com/photos/picture-gallery-others/international-yoga-day-2016-narendra-modi-chandigarh-india-2865923/

25 The Indian Express (2016, June 22). *150 divyangs in Chandigarh will participate in Yoga Day celebrations.* The Indian Express. https://indianexpress.com/article/india/india-news-india/150-divyangs-in-chandigarh-will-participate-in-yoga-day-celebrations/

26 Press Information Bureau, Government of India, AYUSH. (2018, June 20). *Prime Minister's Awards for Outstanding Contribution for Promotion and Development of Yoga – 2018* [Press release]. Government of India. https://www.pib.gov.in/newsite/PrintRelease.aspx?relid=180069

2017: Yoga for Health [27] [28] [29]



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

- 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).

27 Press Information Bureau, Government of India, AYUSH. (2017, May 25). *Mega event of IDY-2017 led by the Prime Minister to be organised in Lucknow: Shri Shripad Yesso Naik* [Press release]. Government of India. https://www.pib.gov.in/newsite/PrintRelease.aspx?relid=162130

28 World Health Organization. Regional Office for South-East Asia. (2017, June 21). *International Day of Yoga 2017* [Speech]. https://www.who.int/southeastasia/news/speeches/detail/international-day-of-yoga-2017

29 Deccan Chronicle. (2017, June 21). *Tibetan Border Police and Indian Navy join in celebrating International Yoga Day*. Deccan Chronicle. https://www.deccanchronicle.com/nation/current-affairs/210617/tibetan-border-police-and-indian-navy-join-in-celebrating-international-yoga-day.html



Photo Source: ITBP_official/Twitter



2018: Yoga for Peace[11] [30] [31]



Photo Source: PIB Archive, Government of India.

- 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

30 Times of India. (2018, June 21). *International Yoga Day: "From Dehradun to Dublin, Shanghai to Chicago, yoga's everywhere", says PM Narendra Modi*. Times of India. https://timesofindia.indiatimes.com/india/international-yoga-day-from-dehradun-to-dublin-shanghai-to-chicago-yogas-everywhere-says-pm-narendra-modi/articleshow/64675287.cms

31 The Hindu BusinessLine. (2018, June 21). *Yoga session at Kota enters Guinness Book of World Records*. The Hindu BusinessLine. https://www.thehindubusinessline.com/news/national/yoga-session-at-kota-enters-guinness-book-of-world-records/article24217325.ece



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

- 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.



2019: Yoga for Heart [11] [32] [33] [34] [35]



Photo Source: Ministry of AYUSH (GoI) / Facebook

- 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.

32 Press Information Bureau, Government of India, AYUSH. (2019, June 8). *PM to lead 30,000 yoga enthusiasts in the main event of 5th IDY at Ranchi* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=1573716

33 Ghimire, Y. (2019, June 17). *Envoy to Nepal leads yoga practice above Everest base camp. The Indian Express.* https://indianexpress.com/article/india/envoy-to-nepal-leads-yoga-practice-above-everest-base-camp-5783642/

34 Times of India. (2019, August 29). *PM to release special stamps on 12 unsung "Rockstars of AYUSH". Times of India.* https://timesofindia.indiatimes.com/india/pm-to-release-special-stamps-on-12-unsung-rockstars-of-ayush/articleshow/70893564.cms

35 Press Information Bureau, Government of India, AYUSH. (2019, December 23). *Year End Review 2019: Ministry of AYUSH* [Press release]. Government of India. https://www.pib.gov.in/newsite/PrintRelease.aspx?relid=196040



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

AYUSH Milestones:

- PM's Yoga Awards conferred to individuals and institutions.



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

- 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 [36] [37] [38]

- **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[39]

- **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.

36 Press Information Bureau, Government of India. (2023, April). *Yoga Day* [Report]. Government of India. https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/apr/doc2023424186001.pdf

37 Times of India. (2020, May 31). *My Life, My Yoga: PM launches video blogging contest for citizens. Times of India.* https://timesofindia.indiatimes.com/india/my-life-my-yoga-pm-launches-video-blogging-contest-for-citizens/articleshow/76124350.cms

38 World Health Organization. (n.d.). *International Day of Yoga 2020* [Web page]. https://www.who.int/india/campaigns/international-yoga-day-2020

39 Press Information Bureau, Government of India. (2021, November 6). *Yoga Day* [Factsheet]. Government of India. https://www.pib.gov.in/FactsheetDetails.aspx?Id=148572

2022: Yoga for Humanity[40 41 42 43]

- **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 child, 15 transgenders, HIV-positive people, and ASHA workers
- **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: The Times of India. (2022, June 21). International Day of Yoga 2022 [Photograph]

40 Press Information Bureau, Government of India, AYUSH. (2022, June 21). *Prime Minister Shri Narendra Modi leads mass yoga demonstration held at Mysuru Palace: 8th International Day of Yoga 2022 observed across India and abroad with enthusiasm* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=1835781

41 Press Information Bureau, Government of India. (2023, April). *Yoga Day* [Report]. Government of India. https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/apr/doc2023424186001.pdf

42 *Press Information Bureau, Government of India, Ministry of Civil Aviation. (2022, June 21). Ministry of Civil Aviation celebrated International Day of Yoga 2022 at Gwalior Fort [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=183585*

43 Press Information Bureau, Government of India. (2023, April). *Yoga Day* [Report]. Government of India. https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/apr/doc2023424186001.pdf



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[44 45 46 47 48]

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.

44 Press Information Bureau, Government of India. (2023, June 21). *9th Annual International Day of Yoga led by Prime Minister* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=193423

45 Press Information Bureau. (2023, June 21). *9th edition of International Day of Yoga 2023 celebrated across the globe with increased mass participation* [Press release]. Government of India. https://www.pib.gov.in/PressReleseDetailm.aspx?PRID=1933939

46 Invest India. (2023, June 14). *Yoga Day 2023: Celebrating the International Day of Yoga* [Blog post]. Invest India. https://www.investindia.gov.in/team-india-blogs/yoga-day-2023

47 National Centre for Polar and Ocean Research. (2023, June 21). *International Yoga Day 2023 Celebration* [News item]. Ministry of Earth Sciences, Government of India. https://ncpor.res.in/news/view/690

48 Kumar, S., Angral, S., & Lakaria, K. (2025, June 20). *Yoga: India's gift to the world: Celebrating a journey of a tradition that transcends borders* [Feature article]. Press Information Bureau, Government of India. https://www.pib.gov.in/FeaturesDeatils.aspx?NoteId=154713



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.

2024: Yoga for Self and Society[49] [50] [51] [52] [53]

Major Campaigns and Initiatives:

- **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.

49 Press Information Bureau. (2024, June 21). *Thousands of dauntless Kashmiris celebrate 10th International Day of Yoga with PM Shri Narendra Modi at Srinagar* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2027483

50 Press Information Bureau. (2024, June 18). *Shri Prataprao Jadhav, Union Minister of State in AYUSH (Independent Charge) emphasizes this year's International Day of Yoga theme "Yoga for Self and Society": IYD 2024 to be organised at Srinagar* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2026106

51 Press Information Bureau. (2024, November 9). *Innovative Yoga Tech Solutions Take Center Stage in YOGATECH Challenge at Bengaluru: Technology Meets Tradition: A New Era of Wellness in the Digital Age* [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2071925

52 Press Information Bureau. (2024, June 19). *CCRYN in collaboration with Svyasa organises Conference on "Yoga for Space" in Bengaluru* [Press release]. Government of India. https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=2026515

53 Ministry of AYUSH. (2024). *International Day of Yoga 2024 Report* [PDF]. Government of India. https://yoga.ayush.gov.in/api/uploads/assets/IDY/IDY%202024%20Report.pdf



Source: https://ayush.gov.in/#!/idy2024



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

- **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 startups, 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 frameworks[54].

Following this, the Niyantrita Madhumeha Bharata Abhiyan (National Diabetes Control Programme) was launched after the second IDY, demonstrating yoga's efficacy in reducing diabetes risk by 64% among pre-diabetics through a large-scale clinical trial[55]. 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-being[56].

The 2023 theme, "Yoga for Vasudhaiva Kutumbakam," aligned with India's G20 presidency, featuring mass yoga sessions in

54 Press Information Bureau (PIB). (2018).International Day of Yoga– History and Relevance. Government of India. https://archive.pib.gov.in/yogaday2018/backge.htm

55 Ministry of AYUSH. (2021). Niyantrita Madhumeha Bharata Abhiyan: Yoga for Diabetes Control. Government of India. https://yoga.ayush.gov.in

56 Ministry of Housing and Urban Affairs. (2023). Smart Cities Mission and AMRUT Guidelines. Government of India. https://smartcities.gov.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[57] [58].

Complementary initiatives like Yoga Samavesh and Harit Yoga focus on marginalized communities and environmental stewardship through yoga-integrated tree plantation and eco-awareness drives[59]. 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 diplomacy[60].

57 Press Information Bureau (PIB). (2023). International Day of Yoga 2023 Highlights. Government of India. https://pib.gov.in

58 India Today. (2025, June 18). International Yoga Day 2025: Theme, events, and all you need to know. https://www.indiatoday.in/information/story/international-day-of-yoga-2025-yoga-for-one-earth-one-health-2742476-2025-06-18

59 HCINicosia. (2025, April 4). International Day of Yoga 2025: Celebrating a Decade of Global Yogic Harmony. https://www.hcinicosia.gov.in/section/speeches-and-interviews/international-day-of-yoga-2025-celebrating-a-decade-of-global-yogic-harmony/

60 Ministry of External Affairs. (2025). India's G20 Vision and Yoga Initiatives. Government of India. https://mea.gov.in

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% to 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. At the same time, the findings highlight that habitual practice remains nascent and two-thirds of adults did not participate in IDY events, pointing to continued opportunities to deepen engagement and translate awareness into enduring lifestyle change.

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.

Annexure A

Proportionate Allocation Table

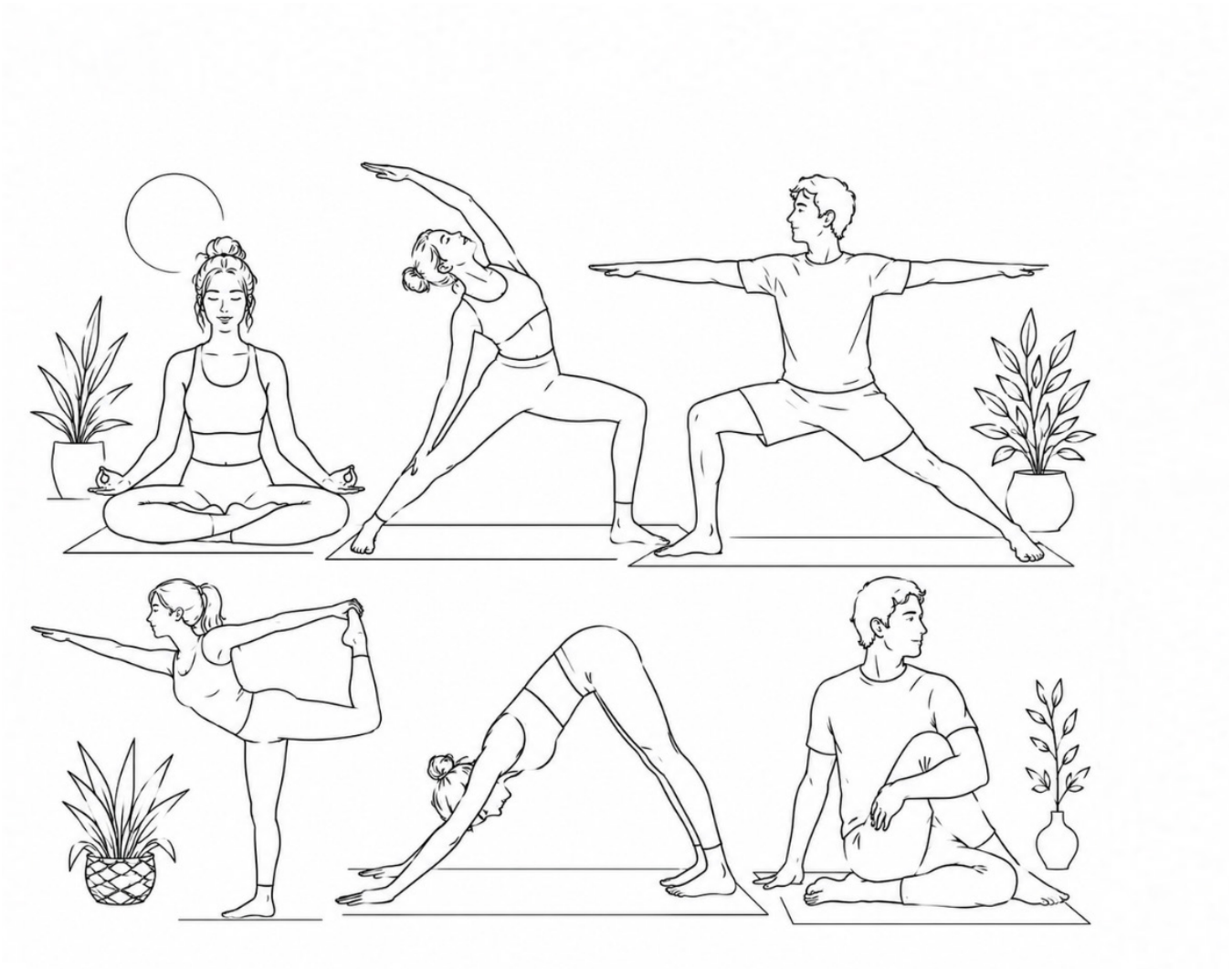
Table 35: *Proportionate Allocation Table*

S. NO	State/ Category	Proportion number	Rural %	Urban %	Rural sample household	Urban sample household	Rural male	Rural female	Urban male	Urban female
1	Jammu And Kashmir	294	69	31	203	91	104	99	49	42
2	Himachal Pradesh	161	90	10	144	17	73	72	9	8
3	Punjab	664	57	43	381	282	198	184	151	132
4	Haryana	660	57	43	374	285	196	178	152	133
5	Nct Of Delhi	472	0	100	0	471	0	0	252	219
6	Uttar Pradesh	5,127	76	24	3,880	1,247	2,010	1,871	658	588
7	Uttarakhand	253	63	37	160	93	80	80	49	44
8	Chandigarh	27	0	100	0	27	0	0	15	12
9	Ladakh	22	68	32	15	7	8	7	5	2
10	Rajasthan	1,765	73	27	1,290	475	656	634	248	227
11	Gujarat	1,561	50	50	785	776	407	378	413	363
12	Maharashtra	2,736	51	49	1,393	1,343	718	675	706	637
13	Goa	34	22	78	8	26	4	4	13	13
14	Dadra & Nagar Haveli	25	28	72	7	18	5	2	11	7
15	Madhya Pradesh	1,890	71	29	1,338	552	685	652	288	264
16	Chhattisgarh	658	72	28	475	183	237	239	93	89
17	Bihar	2,781	88	12	2,435	346	1,261	1,174	183	163
18	Sikkim	15	47	53	7	8	4	3	4	4
19	West Bengal	2,133	62	38	1,330	803	674	657	413	390
20	Jharkhand	863	73	27	634	229	321	313	120	109
21	Odisha	950	81	19	767	183	358	409	95	88
22	Assam	776	84	16	653	123	331	322	63	60
23	Arunachal Pradesh	34	74	26	25	9	13	12	5	4
24	Nagaland	48	51	49	25	24	13	12	12	11
25	Manipur	70	67	33	47	23	24	23	11	12
26	Mizoram	27	44	56	12	15	6	6	7	7
27	Tripura	90	59	41	53	37	27	26	19	18
28	Meghalaya	73	79	21	58	15	29	29	8	8

Table 35: *(Continued)*

S. NO	State/ Category	Proportion number	Rural %	Urban %	Rural sample household	Urban sample household	Rural male	Rural female	Urban male	Urban female
29	Andhra Pradesh	1,141	62	38	711	430	354	357	216	214
30	Karnataka	1,461	55	45	798	663	404	395	338	325
31	Kerala	769	21	79	158	611	77	81	292	319
32	Tamil Nadu	1,648	45	55	749	900	372	377	450	450
33	Telangana	820	51	49	415	405	208	207	204	201
34	Puducherry	37	30	70	11	26	5	6	13	13







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