

Ayush Minister Hosts High-Level Interaction with Industry Leaders to Drive “Yoga Park” Campaign

Posted On: 29 MAY 2025 11:00PM by PIB Delhi

In a high-powered meeting chaired by Shri Prataprao Jadhav, the Union Minister of State (Independent Charge), Ministry of Ayush, leading voices from the Ayush industry and corporate partners were brought together to explore active participation and CSR collaboration for the flagship initiative of International Day of Yoga (IDY) 2025 – *Yoga Park*.

With IDY marking its 11th edition on 21st June 2025, the event also celebrates a milestone — a decade of global recognition of Yoga, a movement led by Prime Minister Shri Narendra Modi since its adoption by the United Nations in 2014.

Addressing the gathering, Shri Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry of Ayush, emphasised the vital role of industry in mainstreaming holistic wellness. Shri Prataprao Jadhav stated that “Let us build a healthier nation, one Yoga Park at a time. Through collaboration, we can create spaces that not only celebrate our heritage but also serve our communities with purpose and permanence.” He called upon Ayush industries, corporates, and public sector enterprises to leverage their CSR mandates to support the development of Yoga Parks as community wellness assets. These parks will offer open-air spaces for daily yoga sessions, guided practices, meditation zones, and health education, promoting a sustainable preventive healthcare culture.

Expanding on this year’s IDY theme — “Yoga for One Earth, One Health”, which echoes India’s G20 vision — Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, said: “We are not only organising a celebration, we are laying down infrastructure for a movement. Yoga Park is about legacy — a tangible, lasting impact in our communities.” He detailed the Ministry’s plans to conduct yoga sessions across 1 lakh locations, expecting participation from over 5 lakh people in Visakhapatnam, where the Prime Minister will lead the national event.

As one of the 10 Signature Events under International Day of Yoga (IDY) 2025, the Yoga Park initiative seeks to transform existing public spaces into dedicated wellness zones, fostering community health and mindful living. Spearheaded by the Ministry of Ayush, this initiative is being implemented in collaboration with Urban Local Bodies, Panchayats, and Yoga Institutions, with strong support from corporate partners through CSR, public sector units, Resident Welfare Associations (RWAs), and social organisations. These Yoga Parks will be equipped with essential wellness infrastructure — including yoga platforms, meditation zones, walking paths, rest areas, and sanitation facilities — creating inclusive spaces that promote daily yoga practice and preventive health. The parks will be sustainably maintained through landscaping, lighting, safety, and regular upkeep of amenities, ensuring they remain vibrant hubs of holistic wellbeing for communities across the country. This is worth noting that this initiative is starting with activities leading up to IDY 2025, however it is envisaged to continue for one year.

The Ministry of Ayush has strongly encouraged industry participation through Corporate Social Responsibility (CSR) to support the Yoga Park initiative under IDY 2025. Companies can contribute meaningfully by organizing regular yoga sessions, conducting wellness camps for underserved and rural communities, and running awareness campaigns that promote preventive health and sustainable living. In addition, CSR partners will have co-branding opportunities across park infrastructure, allowing them to align their brand with a national wellness movement while enhancing community engagement. This collaborative approach offers a powerful platform for the industry to demonstrate its commitment to holistic health, social impact, and nation-building.

India’s yoga ecosystem is already a billion-dollar industry, with over 5 crore households practicing yoga daily, according to the latest NSSO survey. The Yoga Park initiative not only strengthens public health but also offers the industry brand visibility, community engagement, and social impact.

MV/AKS

(Release ID: 2132557)