

Workshop Conducted to Equip Officials to Meet Surging Demand for IDY2025 Updates

Over 400 Participants from across Government Ministries and Institutions Join

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In a key step towards seamless coordination and amplified outreach for the 11th International Day of Yoga (IDY) 2025, the Ministry of Ayush, in collaboration with the Ministry of Information and Broadcasting, organised a high-level virtual workshop yesterday. With over 400 participants from various government departments, the session aimed to address the growing public demand for timely, authentic updates about the grand celebrations, especially as this year's IDY marks a historic ten-year journey since yoga's global recognition by the United Nations in 2014.

The workshop was chaired by Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, and drew participation of over 400 representatives from across ministries and departments. The event underscored the Government of India's unified commitment to the theme of this year's celebration: "Yoga for One Earth, One Health." Senior officials, including Shri C. Senthil Rajan, Joint Secretary, Ministry of Information & Broadcasting; and Ms. Monalisa Dash, Joint Secretary, Ministry of Ayush, addressed participants and steered the discussions, outlining collaborative media strategies.

In his opening remarks, Secretary Ayush, Vaidya Kotecha, emphasised the broader vision of the Prime Minister and the growing global and national relevance of the International Day of Yoga. He stated: "The International Day of Yoga is no longer just a date on the calendar—it is a decade-strong national movement for wellbeing, unity, and harmony. IDY 2025 is our opportunity to connect every citizen, in every corner of the country, to this shared celebration of wellness. With a whole-of-government approach and unified media outreach, we can ensure that no citizen of this country feels left out of this global moment." He further highlighted that yoga has become a vehicle for both public health transformation and cultural diplomacy, positioning India as a thought leader in preventive healthcare and holistic well-being.

Speaking during the session, Shri C. Senthil Rajan underlined the importance of cross-platform media convergence and the potential of storytelling, citizen engagement, and visual content to drive participation and awareness. Ms. Monalisa Dash highlighted the role of coordinated planning and creativity in amplifying the IDY message.

The workshop also served as a platform to review progress on inter-ministerial initiatives, brainstorm outreach strategies, and ensure a synchronised nationwide campaign in the run-up to June 21. Emphasis was laid on last-mile connectivity—ensuring that yoga messaging and activities reach tribal areas, urban neighbourhoods, rural belts, and marginalised communities through both digital and ground-level channels.

With just weeks to go for 21st June, the stage is set for a historic, inclusive, and impactful celebration of yoga—a gift from India to the world, and a practice that has united millions in the pursuit of health, peace, and harmony.

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