

Yoga 365: Integrating Wellness into Everyday Life

The initiative aims to establish yoga as a daily habit

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When the International Day of Yoga (IDY) was first celebrated globally in 2015, it quickly evolved into one of the world's largest wellness movements. Every year on June 21, millions across continents roll out their yoga mats in parks, institutions, and homes.

Shri Prataprao Jadhav, Hon'ble Union Minister of State (Independent Charge) for Ayush, informed, "The Ministry of Ayush aims to take the spirit of that one-day celebration further—transforming yoga into a daily practice. This vision has taken shape as *Yoga 365*, a nationwide campaign to make yoga an integral part of citizens' daily lives."



The initiative was formally unveiled during the launch of Yoga Mahotsav–2026, which marked the 100-day countdown to the 2026 edition of IDY. At the event, held at Vigyan Bhawan, New Delhi, the Morarji Desai National Institute of Yoga (MDNIY) signed a Memorandum of Understanding with the wellness platform Habuild to offer free daily online yoga sessions.

From Awareness to Action

The Hon'ble Minister further mentioned, "India already has one of the highest levels of awareness about traditional wellness systems, but the real challenge lies in translating that awareness into consistent practice. According to the National Sample Survey (NSS), awareness of traditional systems like yoga stands at 95 percent in rural India and 96 percent in urban India. The NSS also found that in around 1.1 crore households in rural India and around 1.4 crore households in urban India, at least one household member regularly practises yoga."

The Hon'ble Minister also stressed, "This gap between awareness and practice is precisely what the Yoga 365 campaign seeks to bridge. Yoga is a powerful discipline for mental clarity, physical health and emotional balance. Through Yoga 365, our effort is to encourage people to integrate yoga into their daily routines so that wellness becomes a way of life rather than an occasional activity."

The Minister underlined that while the global celebration of IDY has successfully created awareness, the next phase is about embedding yoga into everyday life across communities, institutions and workplaces.

A Habit for 365 Days

The concept behind Yoga 365 is simple but ambitious: move beyond a single-day celebration and encourage sustained engagement throughout the year.

The campaign aims to mobilise communities through mission-mode outreach, promote behaviour change, and integrate yoga into diverse spaces—from schools and offices to neighbourhood groups and digital platforms.

The partnership with Habuild represents the campaign's first large-scale digital outreach. The platform will conduct free daily online yoga sessions, making guided practice accessible to people across geographies and fitness levels.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, highlighted, "According to the NSS 79th Round, there is a massive untapped delta between the 96 percent of urban Indians who know our systems and the smaller fraction who practice them daily. Yoga 365, along with the newly launched yoga protocols for non-communicable diseases, is designed to bridge this gap by making yoga more accessible, practical and relevant for everyday health."

A Nationwide Wellness Movement

Beyond digital sessions, Yoga 365 will serve as an umbrella campaign that connects multiple yoga-related initiatives of the Ministry of Ayush. The strategy includes collaborations with institutions, corporate organisations, community groups and educational networks to expand daily practice opportunities.

Officials say the campaign will focus on large-scale citizen engagement, behaviour-change communication and institutional integration, ensuring yoga becomes a natural part of everyday routines.

Ms Monalisa Dash, Joint Secretary, Ministry of Ayush, emphasised, "Yoga 365 represents an effort to build a culture of daily wellness across the country. By combining community engagement, digital platforms and institutional participation, the campaign aims to ensure that yoga reaches every household and becomes a sustainable lifestyle practice."

Yoga 365: Bringing Wellness into Everyday Life

Yoga 365 is not only about practising yoga throughout the year but about integrating wellness into everyday living across different sections of society. Initiatives such as Y-Break for corporate employees, the Common Yoga Protocol (CYP) for the general public, and therapeutic yoga protocols for disease

management illustrate how yoga can support workplace well-being, daily fitness and preventive healthcare. Together, these efforts reflect the broader vision of making yoga a practical tool for improving health and balance in daily life.

Beyond June 21

As the countdown to IDY 2026 gathers momentum, Yoga 365 signals the next phase of India's yoga movement—one that extends beyond public events and mass gatherings.

Over the past decade, the International Day of Yoga has evolved from a symbolic observance into a powerful global wellness movement. What began in 2015 as a collective effort to promote holistic health has steadily grown into one of the world's largest public health and lifestyle initiatives. The participation of more than 26 crore people in IDY 2025 further illustrates the movement's expanding reach and momentum, highlighting how yoga has transformed into a global force for health, harmony and collective well-being.

The vision is straightforward yet transformative: if millions can celebrate yoga for one day, they can also practice it every day.

With strong awareness already present across the country, the success of Yoga 365 may well lie in its ability to convert that awareness into a simple daily habit—one that strengthens both individual health and collective well-being.

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