

Media Voices Join Hands with Ministry of Ayush to Inspire Adoption of "Yoga for Healthy Ageing"

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As part of the nationwide outreach campaign for the International Day of Yoga (IDY) 2026, the Ministry of Ayush today organized an engaging **RJ & Influencer Meet** at Ayush Bhawan, New Delhi, bringing together leading radio personalities, digital influencers, content creators, and media professionals to strengthen public participation in this year's celebrations under the theme **"Yoga for Healthy Ageing."**



Addressing the gathering, Ms. Alarmelmangai D, Joint Secretary, Ministry of Ayush highlighted the remarkable journey of the International Day of Yoga since its inception in 2015 and emphasized its evolution into one of the world's largest public health movements, observed across more than 180 countries. She noted that the theme "Yoga for Healthy Ageing" reflects the growing global need to promote healthy, active, and dignified ageing through accessible and holistic wellness practices.

The Joint Secretary underlined that yoga offers a time-tested pathway to maintaining physical mobility, mental well-being, emotional resilience, and overall quality of life throughout the ageing process. She reiterated the Ministry's vision of promoting yoga as a daily lifestyle practice through its year-round initiative, **Yoga 365**, which continues to expand its reach through community engagement, institutional partnerships, and public participation.

Highlighting the Ministry's ongoing efforts to make yoga more inclusive and evidence-based, she referred to several recent initiatives, including the development of ten yoga protocols for non-communicable diseases and specific target groups, the Yoga for Air Travel Protocol, and specialized yoga modules

designed for different age groups and health requirements. These initiatives are aimed at integrating yoga with preventive healthcare and wellness promotion across the country.



Recognizing the growing influence of digital and community media, the Joint Secretary emphasized the important role of radio and social media creators in shaping public conversations and inspiring positive behavioural change. She encouraged participants to actively support the IDY 2026 campaign by sharing personal yoga experiences, creating content around healthy ageing and preventive wellness, highlighting inspiring yoga stories, participating in Yoga 365 activities, and amplifying key campaign messages.

The interactive session witnessed enthusiastic participation from radio jockeys and digital creators, who shared valuable suggestions on expanding outreach, enhancing audience engagement, and making yoga-related content more relatable for younger generations and diverse communities. Participants expressed their commitment to supporting the Ministry's efforts and contributing creatively to the nationwide campaign leading up to 21 June.

The Ministry of Ayush reaffirmed its commitment to collaborating with media professionals, influencers, and content creators to ensure that the message of "Yoga for Healthy Ageing" reaches every household and inspires people of all age groups to embrace yoga as a way of life.

The event concluded with a collective resolve to make International Day of Yoga 2026 a vibrant people's movement promoting healthier, happier, and more active lives across the nation.

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