

GOVERNMENT OF ANDHRA PRADESH**OFFICE OF THE
DIRECTOR OF TECHNICAL EDUCATION
ANDHRA PRADESH :: MANGALAGIRI****Cir. Memo. No:H/Circulars/2025****21-05-2025**

Sub: Technical Education – Academic-Proposed Initiatives for International Yoga Day Celebrations for Andhra Pradesh-certain Instructions issued – Reg.

Ref: Instructions received from the Government.

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It is to inform that, the International Yoga Day is celebrated every year on 21st June. In this regard, the Government of Andhra Pradesh has proposed Initiatives for International Yoga Day Celebrations in Andhra Pradesh and instructed to conduct month-long yoga Campaign across the state from 21st May to 21st June.

In compliance with these instructions, the Principals of all Government, Aided, and Private Polytechnics are directed to actively implement and promote the following activities among staff and students:

1. **Organize a Month-long Yoga Campaign from 21st May to 21st June**, involving daily and weekly programs.
2. **Conduct daily 45-minute yoga sessions** for students and staff to encourage routine wellness practices.
3. Ensure **student registration for State-wide Yoga Competitions** at both District/ Town Mandal/ ward/Panchayat levels.
4. Promote **yoga-themed awareness activities** on campus, such as murals, paintings, and posters.
5. Encourage participation in the **Yoga Song Competition** in **Telugu, Hindi, and English**.
6. Organize a **Grand Celebration on 21st June**, including **mass yoga sessions** at the institution level.
7. Conduct **special yoga events for senior citizens and Divyangjana** ensure inclusive participation.
8. Introduce **Family Yoga Days** to promote inter-generational involvement in yoga practice.

Furthermore, all Principals are instructed to take necessary steps to

ensure maximum participation in the events, maintain proper documentation of all activities, and submit a compliance report to this office regarding the aforementioned matters.

DIRECTOR

Digitally signed by
GUMMALA GANESH KUMAR
Date: 21-05-2025 10:11:48

To
The Principals of all the Government, Private and Aided Polytechnics
Copy to the Regional Joint Director (TE), Kakinada & Tirupati to oversee the implementation of above event.
Copy to the Secretary, SBTET
Copy to F- Section in the Directorate

Proposed Initiatives for International Yoga Day Celebrations for Andhra Pradesh

1. Month-long Yoga Campaign (e.g. 21st May – 21st June)

To generate widespread **awareness and momentum** leading up to International Yoga Day:

- **Daily 45-minute yoga sessions** to be conducted in all schools and other educational institutions across the state.
- Ensure uniform participation across districts to foster a unified and energetic lead-up to the celebrations.

2. Statewide Yoga Competitions

Organize competitions to enhance engagements of people and reward the winners with prizes :

- a) **District-wise competitions, Block wise competitions** open to the general public – some examples of such competitions could be as under :
 - We can keep separate categories for different groups and award the winners at Block Level or District Level for highest number of participants per Block and Highest number of participants per District
 - Can also organize **General Yoga Competition** – 1 day/district; winners to be awarded
 - Can organize **Women's Yoga Competition** – 1 dedicated day only for women yoga and distribute the prizes for best performance – this will help promote women's participation. The winners could be each per block or per district based on their performance.

3. Yoga-Themed Awareness Activities in different Assembly Segments :

Each legislative assembly segment to:

- Identify and utilize public walls (e.g. walls of gardens, parks, universities, colleges, etc) for **yoga awareness murals** and **Yoga theme-based paintings** and slogans
- Involve local artists, school children, and NSS/NCC volunteers for community participation.

4. Yoga Demonstrations at Key Tourist Destinations

Organize mass yoga sessions at **100 popular tourist destinations** across the state:

- Target **1000 participants per location**.
- Promote wellness tourism and cultural integration.

5. Yoga Song Competition

To blend culture and creativity – especially to involve digital creativity of youth :

- Conduct a **multi-language yoga-themed song competition**
- Accept entries in all three languages viz. **Telugu, Hindi, and English**
- Prizes to be awarded for best songs in each of the languages based on **musical rhythm or lyrics or the visual representation of yoga through the songs**

6. Daily Yoga Coverage in Newspapers

Leverage print media (and also if possible electronic media) for sustained public outreach on Yoga:

- Publish **daily articles and expert columns** including OpEd on yoga in leading newspapers
- Topics to include:
 - **Health benefits of yoga**
 - **Explanations of different asanas and their benefits on physical and mental health**
 - **Tips by renowned yoga gurus including their write ups**

7. Grand Celebration on 21st June

The main event could be organized at a massive scale with different ideas such as :

- To organize yoga sessions in **maximum number of public spaces** across the state – e.g. to mobilize and participation of around 25 Lakh people at different locations. For this we need to have excellent records of the number of people participated at different locations, have them registered through online portals, take their visuals through drone photography, etc
- Mobilize **maximum public participation** across demographics

- Host the **main state-level celebration in Visakhapatnam** featuring:
 - Senior state and central dignitaries
 - Cultural performances and mass yoga demonstrations

8. **Special Yoga Events for Senior Citizens**

- To identify **75 locations** where only **senior citizens with aged 75+** will participate - Ensure medical support and appropriate arrangements at all locations and have the prize distributed for the best performances, etc
- To organize Divyangjana Yoga at specially identified locations and have the prize distributed for the best performances, etc

9. **Celebrity Yoga Day**

- Engage **prominent personalities** from sports, film, music, and public life to participate in and promote yoga – well before the main event. Can have two to three such events to create buzz..
- Broadcast their involvement through TV and digital platforms to inspire public engagement.

10. **Family Yoga**

- Promote **family yoga days** encouraging multi-generational participation e.g. 3 to 4 generations participating at a same venue for Yoga.
- To have maximum such multi-generational families doing yoga together and create records

Note :

For all these competitions, participations, etc, we should leverage technology for event registration, participation tracking, and documentation through **online portals, digital certification, and media-sharing platforms**

YOGANDHRA CAMPAIGN

2025



Andhra Pradesh



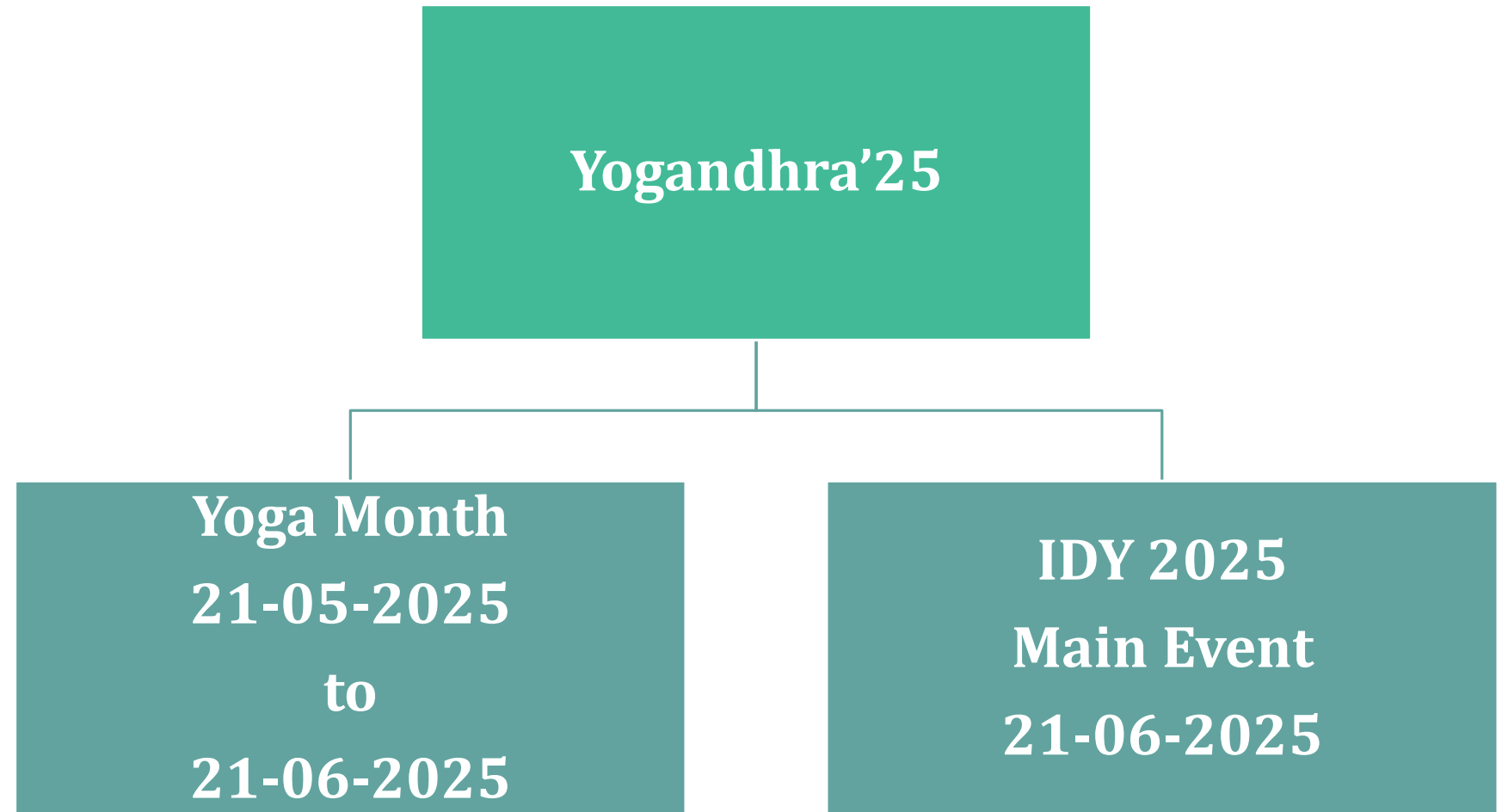
Review Meeting by
Chief Secretary with Collectors

19-05-2025

YOGANDHRA BACKGROUND

- Andhra Pradesh is set to host a major celebration for the 11th International Day of Yoga on June 21, 2025, with Visakhapatnam being the primary venue.
- The theme for this year's International Yoga Day is "Yoga for One Earth, One Health."
- Hon'ble Prime Minister Narendra Modi is scheduled to participate in the event, making it a significant occasion.
- The State Government, under the leadership of Hon'ble Chief Minister Sri N. Chandrababu Naidu, is making extensive arrangements to ensure the event as global event.

YOGANDHRA CAMPAIGN



YOGANDHRA CAMPAIGN

- Yogandhra Campaign is having 02 verticals one is to motivate them to practice of Yoga and another is to promote them to participate for the main event i.e., 21-06-2025
- To prepare for the main event and encourage wider participation, the state government is launching a state-wide campaign under the theme 'Yogandhra-2025'.
- A 'Yoga Month' will be observed from May 21 to June 21, during which yoga practice sessions will be conducted across all levels of the state aims to reach at least two crore population.

YOGANDHRA CAMPAIGN GOAL

- The goal is to achieve a record-breaking participation, potentially surpassing the Guinness World Record of 1.53 lakh participants set in Surat in 2023.
- State wide approximately 2 Crores people to participate in mass yoga sessions along the RK Beach and Bheemili Beach stretch in Visakhapatnam as the main venue.
- The Chief Minister has also suggested expanding the event to include up to 5 lakh people by organizing sessions along the coastline from RK Beach to Srikakulam.

YOGANDHRA CAMPAIGN



19-05-2025 to 20-05-2025

Preparatory Phase



21-05-2025 to 15-06-2025

Execution Phase



16-06-2025 to 21-06-2025

Demonstration Phase

YOGANDHRA PREPARATORY PHASE

(19-05-2025 to 20-05-2025)

| General | Education | Human Resource | IT Segment |
|-------------------|--------------------------|----------------|------------|
| ✓ GAD (Political) | ✓ Higher Education | ✓ HM & WF | ✓ ITE & C |
| ✓ PR & RD | ✓ School Education | ✓ APMEPMA | |
| ✓ MA & UD | ✓ Technical Education | ✓ SAAP | |
| ✓ GSWS | ✓ Intermediate Education | | |
| ✓ Tourism | ✓ APSCHE | | |
| ✓ I & PR | | | |

YOGANDHRA PREPARATORY PHASE

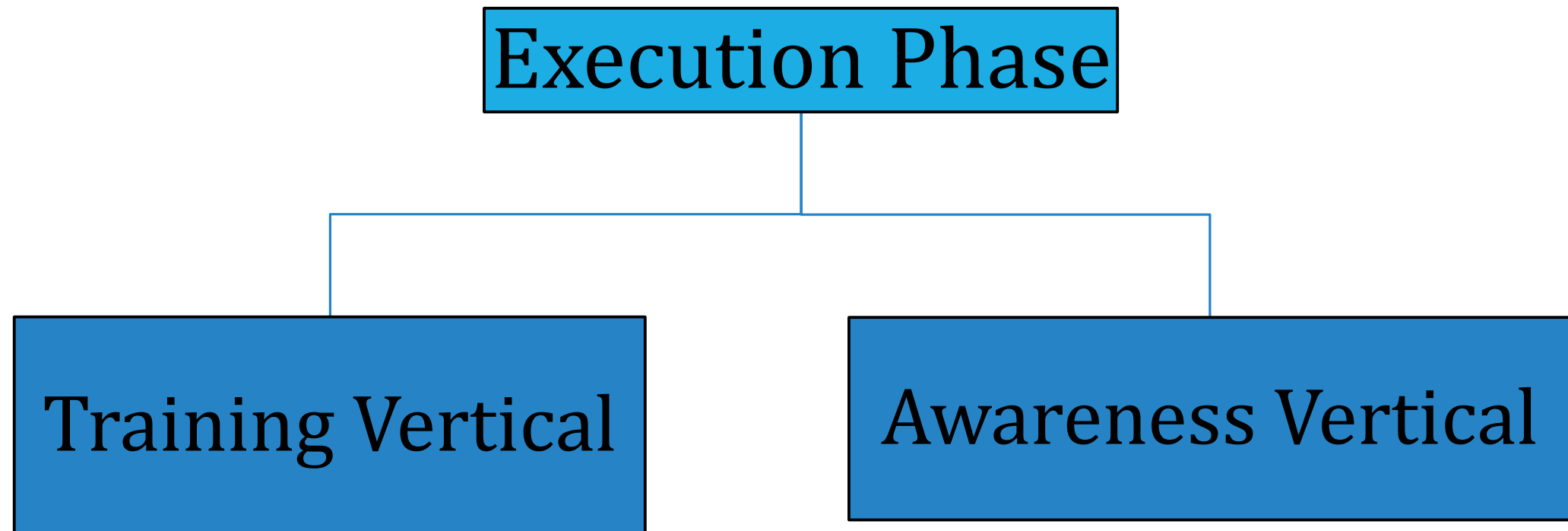
(19-05-2025 to 20-05-2025)

SPECIFIC INSTRUCTIONS TO DISTRICT COLLECTORS

- ✓ Identify Trainer of Trainers (ToT) at the rate of 1 for each mandal and 1 for 4-5 wards in Urban Areas.
- ✓ To identify location for the curtain raiser event in district Head Quarters on 21st May, 2025.
- ✓ Coordination with Yoga Organisations/Associations
- ✓ Mapping of Human Resources
- ✓ Necessary instructions to field level officers/staff
- ✓ Identification of suitable places for conducting Yoga
- ✓ IT App, Registration Portal & AI Based Application

YOGANDHRA EXECUTION PHASE

(21-05-2025 to 16-06-2025)



YOGANDHRA EXECUTION PHASE

(21-05-2025 to 16-06-2025)



- Yoga Promotion and Awareness Activities at District Level
- **TOT** (Trainer of Trainers) at District Level @ 1 For each Mandal and 1 for 4-5 Wards in Urban Areas

- Yoga Promotion and Awareness Activities at Mandal Level
- **MT** (Master Trainers) at Mandal Level.

- Yoga Promotion and Awareness Activities at Village Level
- Training of citizens in all Villages and Urban Areas

YOGANDHRA EXECUTION PHASE

(21-05-2025 TO 16-06-2025)

TRAINING VERTICAL

✓ Trainer of Trainers (TOT) at District Levels

✓ (Preliminary Phase)

21-5-2025 to 27-05-2025

✓ Master Trainers (MT) at Mandal Level
(Intermediate Phase)

28-5-2025 to 03-06-2025

✓ Training at Village/Ward Level

✓ (Implementation Phase)

04-06-2025 to 16-06-2025

YOGA PROTOCOL

5 Days Yoga Protocol for ToT & MT
3 Days Yoga Protocol for Common Public
(MDNIY)

- ✓ Develops by Morarji Desai National Institute of Yoga (MDNIY), New Delhi
- ✓ The yoga certification course can be a great way to introduce yourself to the world of yoga, get a basic understanding of yoga principles, and potentially start a yoga journey

YOGANDHRA EXECUTION PHASE

AWARENESS VERTICAL

Week One - (21st May to 27th May)

- ✓ Curtain Raiser event on 21st May for the launch of Yogandhra Campaign
- ✓ Launch of Web portal/App to kick off
- ✓ Inauguration of Training program of Trainer of Trainees (ToTs) – a 5 Day Course (22nd May to 27th May)
- ✓ Announcement of various competitions across the District with respect to – Best Yoga Song, Best Yoga Painting, Best Yoga Essay 17th and 18th of June.
- ✓ Identification of all arenas
- ✓ Social Media Influencers meet at the District Level on 27th May
- ✓ Mass Rally by all the officials, Public Representatives and citizens on 27th May to promote awareness on Yoga and to start the countdown of 25 days to International Day of Yoga, 2025.

YOGANDHRA EXECUTION PHASE

AWARENESS VERTICAL

Week Two - (28th May to 03rd June)

- ✓ Mandal Level Event on 28th May with participation of MLAs/MLCs, Tahsildar and Public Representatives.
- ✓ Inauguration of Master Trainere program a 5 Day Course (22nd May to 27th May)
- ✓ Rangoli Competitions on 2nd June
- ✓ Outreach program to distribute Pamphlets.

YOGANDHRA EXECUTION PHASE

AWARENESS VERTICAL

Week Three - (28st May to 03rd June)

- ✓ Village and Municipality Level Event on 4th June with participation of all Government Officials Public Representatives.
- ✓ Inauguration of Training Program
 - ✓ Phase I – 5th June to 7th June – SHG Women
 - ✓ Phase II - 9th June to 11th June – Farmers and other professionals
 - ✓ Phase III – 12th June to 14th June – Youth Groups and Students
 - ✓ Outreach program to distribute Pamphlets.

DEMONSTRATION PHASE FOR INTERNATIONAL DAY OF YOGA – 2025

(16-06-2025 to 21-06-2025)

| S. No. | Date | Activity |
|--------|--|--|
| 1 | 16 th June | Family Yoga encouraging multi-generational participation (3-4 generations) at same venue for Yoga on 16 th June. |
| 2 | 17 th June | Special Yoga Events for Senior citizens at 75 locations across the state (3 Per each District) where only Senior Citizens with aged 75+ will participate. |
| 3 | 18 th and 19 th June | Yoga Competitions across all levels from Village to District on 18 th June and 19 th June with best Yoga performers awarded at every level. |

DEMONSTRATION PHASE FOR IDY'25

(17-06-2025 to 20-06-2025)

❖ **Monitoring Progress and Addressing Challenges**

- ✓ Collecting data on participation numbers through registration portals and on-ground feedback.
- ✓ Identifying and addressing any logistical challenges or bottlenecks for 21-06-2025 main event.

❖ **Intensifying Yoga Day Registration and Awareness**

- ✓ Final push for registrations for the mass yoga event on June 21st for 2 Crores and above.
- ✓ Publicizing the event details (location in Visakhapatnam and potentially other regional centres)
- ✓ Reinforcing the call for participation through all media channels.

DEMONSTRATION PHASE FOR IDY'25

(17-06-2025 to 20-06-2025)

❖ International Yoga Day Preparations:

- ✓ Final logistical arrangements for the Yoga Day events across the State (venue setup, volunteer mobilization, safety measures).
- ✓ Issuing guidelines for participants.
- ✓ Planning for post-event follow-up and encouragement of continued practice.

❖ June 21st: International Yoga Day Mass Participation Events:

- ✓ Organize large-scale yoga sessions across Andhra Pradesh, with the main event in Visakhapatnam (as planned).
- ✓ Aim for maximum participation to create a significant impact and potentially a record with 2 Crore participation across the State of Andhra Pradesh.
- ✓ Recognize and appreciate the efforts of instructors and volunteers.

PROPOSED DESTINATION TOURIST SPOTS IN AP FOR IDY 2025 EVENT (21-06-2025)

| S. No. | Place | Venue |
|--------|-------------|---|
| 1 | Amaravati | Dhyan Buddha Statue |
| 2 | Annavamam | Sri Veera Venkata Sathyanarayana Swamy Vari Devasthanam |
| 3 | Vijayawada | Punnami Ghat, Berm park |
| 4 | Lepakshi | Veerabhadra Temple |
| 5 | Rajahmundry | Gowthami Ghat |
| 6 | Srisailam | Open space near Mallikarjuna Swamy Temple |
| 7 | Gandikota | Gandikota fort |
| 8 | Tirupati | Shilparamam, Tirupati |

POST YOGA DAY IDY'25

- ✓ Continue to provide access to online resources and encourage the formation of local yoga groups for sustained practice.
- ✓ Develop a long-term strategy for integrating yoga into daily life across the state, potentially through educational institutions and community health programs.

VARIOUS COMMITTEES FOR IDY 2025

- ✓ **District Level Committee**
- ✓ **Mandal Level Committee**
- ✓ **Village/Ward Level Committee**

DISTRICT LEVEL COMMITTEE (1/2)

COMPOSITION

1. District Collector - Chairman.
2. Superintendent of police -Vice Chairman
3. Joint Collector – Nodal Officer (AAT).
4. CEO STEP
5. District Education Officer
6. CEO, ZP
7. Regional Joint Director - Higher Education
8. Regional Joint Director - Technical Education
9. DD Social Welfare
10. DD Tribal Welfare
11. DD BC Welfare
12. DCO APSWREIS
13. PD DRDA/PD MEPMA
14. District Supply Officer
15. Any other Officer desired by the chairman

DISTRICT LEVEL COMMITTEE (2/2)

ROLES & RESPONSIBILITIES

- ✓ The District Level Organizing Committee will be overall responsible for conducting yoga under Yogandhra 2025 at District Level.
- ✓ The District Level Organizing Committee is also responsible to look after various activities taken up at all levels in the District.
- ✓ The committee shall ensure that maximum number of people are getting registered and getting trained.

MANDAL LEVEL COMMITTEE (1/2)

COMPOSITION

1. MPDO/MC – Chairman
2. Mandal Revenue Officer
3. Mandal Education Officer
4. EO PRRD
5. Sub Inspector
6. MO or Representative of Health Department
7. Any other mandal level officer as decided by the chairman

MANDAL LEVEL COMMITTEE (2/2)

ROLES & RESPONSIBILITIES

- ✓ The Mandal Level organizing committee is overall in-charge for venue, conduct of event, yoga arrangements, arranging of logistics i.e., accommodation, transportation, and food to all the participants.
- ✓ The mandal level organizing committee is also responsible to look after the VS/WS level activities with the coordination of VS/WS committee.
- ✓ The organizing committee should look after the protocol arrangements for inaugural and closing events.
- ✓ The organizing committee should look after the facilities of shamiyana (Tent), tables, and mike set along with a speaker, chairs and drinking water facility etc., as per the requirement

VILLAGE/WARD LEVEL COMMITTEE (1/2)

COMPOSITION

1. Panchayat Secretary/Ward Admin Secretary - Chairman
2. Village Revenue Officer/ Ward Revenue Secretary
3. Headmaster/ Principal or senior teacher of Education Department
4. Head Constable/ASI or any senior officer of the Police Department.
5. ANMs or any representative of the Health Department.
6. Any other Sachivalayam functionaries as decided by the Chairman.

VILLAGE/WARD LEVEL COMMITTEE (2/2)

ROLES & RESPONSIBILITIES

- ✓ The organizing committee will be the overall responsible for venues preparation, smooth conduct of event, distribution of arrangements for yoga, logistics arrangements etc.,
- ✓ Panchayat Secretary is kept In-charge for coordinating the Data Entry works of IDY APP Registration.
- ✓ The organizing committee should look after the protocol arrangements.
- ✓ The organizing committee should look after the facilities of shamiyana (Tent), tables, and mike set along with a speaker, chairs and drinking water facility etc.
- ✓ Arrange medical teams, toilets and drinking water at tournament venues.

ANNEXURES

- Common Yoga Protocol by the Ministry of AYUSH
- Telugu : <https://www.youtube.com/watch?v=Gz45rZmaPdk>
- English : <https://www.youtube.com/watch?v=TQ0e1cX0a9E&t=2s>
- Hindi : <https://www.youtube.com/watch?v=gFU4oBGKq3Q>
- Detailed Guidelines on Common Yoga Protocol - <https://yoga.ayush.gov.in/api/uploads/assets/cyp/Common%20Yoga%20Protocol%20Book-English.pdf>
- Various IT Assets of Yoga - <https://yoga.ayush.gov.in/IDY/IT-assets>

THANK
YOU

