

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY,
UNANI, SIDDHA AND HOMOEOPATHY
(AYUSH)**

**LOK SABHA
UNSTARRED QUESTION NO. 674
TO BE ANSWERED ON 20TH JULY, 2018**

FUNDS FOR YOGA DAY

674. SHRI RABINDRA KUMAR JENA:

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

- (a) the details of funds allocated and utilized for the International Yoga Day on June 21st during each of the last four years;
- (b) the details of expenditure incurred under the funds utilized for International Yoga Day since 2014;
- (c) whether other Ministries are also mandated to organise activities on International Yoga Day; and
- (d) if so, the details thereof along with the expenditure incurred by other Ministries separately?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)**

(a) & (b): The funds allocated and utilized for the International Day of Yoga(IDY) on 21st June during each of the last four years from IEC Budget of Ministry of AYUSH is as under:

Year	Funds Earmarked	Utilized
2015	Rs. 16,39,69,337/-	Rs. 16,39,69,337/-
2016	Rs. 18,03,28,485/-	Rs. 18,03,28,485/-
2017	Rs. 26,42,12,470/-	Rs. 26,42,12,470/-
2018	Rs. 36,80,85,850/-	Rs. 15,59,74,960/-

The observation of IDY started in 2015. The details of expenditure incurred and earmarked for observation of the same since 2015 is given at **Annexure**.

(c): Ministry of AYUSH being the Nodal Ministry to organize different programmes related to International Yoga Day encourages other Ministries to observe International Yoga Day in a befitting manner. However, there is no mandate given to any other Ministry in this matter.

(d): Does not arise in view of (c) above.

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Annexure

IDY 2015 Expenditure Statement

1	Advertisement through electronic Media including TV/Radio/digital Cinema etc	Amount
i	Publicity through DAVP	48178852
ii	Publicity through AIR	6582117
iii	Publicity through DD	10077600
iv	Genesis Media for production of Films	961818
v	NFDC for production of spots	4601452
vi	DAVP for duplication of film	570000
		70971839
2	Outdoor Publicity	17400000
3	Newspaper advertisement & print activity	
4	Other activities like arrangement of event at Delhi through NDMC/UD/CPWD/Arch Concept and Ernst & Young/NSS/Guinness World Records etc.	
i	DTC for providing transportation	7495257
ii	ITPO for Bus Parking	50000
iii	NDMC for toilets and Water	1783482
iv	CPWD for Civil, Electrical & Horticulture Support	6848816
v	Event Management through M/s. Arch Concept Ltd.	36370997
vi	Guinness World Record	1249801
vii	Ernst & Young for Guinness World Record Consultant	13256250
viii	Ministry of HRD for mobilizing Children	964165
ix	NSS Volunteers	2250000
		70268768
5	NTC for providing T-Shirts	5301450
6	Miscellaneous	
i	MTNL for Telephone rent	2280
ii	Panchtatva for Logo Design	25000
		27280
	Total	163969337

IDY-2016 Expenditure earmarked		
Sl. No.	Subject	Amount
A	Main Event at Chandigarh	
	Main Event at Chandigarh	5,00,00,000
	Sub Total	5,00,00,000
B	Yoga Apparel	
	Procurement of T-shirts	53,34,500
	Additional T-shirts	22,473
	Procurement of Yoga Mats	4,57,700
	Design of Yoga Apparel	7,00,000
	Sub Total	65,14,673
C	Media Publicity	
	i) Telecast of IDY Spots through various TV Channels	4,47,89,638
	Telecast of 10 Yoga Aasana Clips	1,81,05,462
	Community Radio	24,28,065
	Digital Cinema theatres	23,09,339
	Pvt. FM Radio	99,99,954
	AIR Stations	52,20,075
	Outdoor Publicity of IDY 2016	1,37,31,597
	Additional Outdoor Publicity in Delhi at Public Utility Sites	25,76,250
	Telecast of 60 sec. Clip on declaration of International Day of Yoga (21st June)	32,90,388
	Broadcast of Yog Geet	24,46,550
	Broadcast of 10 sec. clip for Google Hangout on IDY (Baba Ramdev, B.K. Shivani, Hospitality at Vigyan Bhawan, Booking at Vigyan Bhawan	2,54,676
	Newspaper Advertisement	50,27,300
	Publicity through DTC Buses	28,92,900
	Development of IDY Posters	87,500
	AYUSH publicity through article in India Today Magazine	20,00,000
	Media Persons to Chandigarh	3,78,286
	Telecast of Video Spots on IDY during the Programme “Yoga for Good Health” by NE Region Doordarshan Guwahati.	46,575
	Sub Total	11,55,84,555/-

D	Yoga Olympiad by NCERT and other online contests	
	Yoga Olympiad by NCERT	25,00,000
	Online Yoga Selfie contest	15,000
	Online Caption Contest	15,000
	Online Yoga Quiz Contest	25,000
	Online Video contest	15,000
	Online Essay Contest	15,000
	Sub Total	25,85,000
E	Support to Yoga Events	
	IDY Event at Connaught Place by Rahgiri Foundation through NDMC	53,19,257
	Yoga on Wheels	3,25,000
	Sub Total	56,44,257
	Grand Total	18,03,28,485/-

Expenditure Statement on IDY 2017

S. No.	Activity	Funds Earmarked in Rs.
	(A) Publicity	
1	Publicity through TV	10,27,15,197
2	Publicity through All India Radio/Private FM	1,95,78,622
3	Outdoor Publicity	1,49,86,509
4	Newspaper Advertisement	1,78,91,493
5	Digital Cinema Campaign	70,00,000
	Sub Total	16,21,71,821
	(B) Financial Assistance to Organizations	
1	NDMC	50,00,000
2	Government of Uttar Pradesh	8,50,00,000
	Sub Total	9,00,00,000
	(C) Miscellaneous	
1	Procurement of T-Shirts	93,81,730
2	Procurement of Mats	5,40,000
3	MOS(IC) Letters to Gram Pradhans by Dept. of Post	21,18,919
	Sub Total	1,20,40,649
	Total funds earmarked	26,42,12,470

IDY-2018 Expenditure Statement

S.No	Activity	Funds Earmarked
1	Electronic publicity through DAVP, AIR, Doordarshan	Rs. 20,02,07,337/-
2	Print Publicity	Rs. 3,11,17,019/-
3	Outdoor Publicity	Rs. 1,49,88,167/-
4	Financial Assistance to Government of Uttarakhand for Mass Yoga Demonstration at Dehradun	Rs. 3,10,00,000/-
5	Hiring of event management agency for celebration of Mass Yoga Demonstration at Dehradun	Rs. 3,40,00,000/-
6	Financial Assistance to MDNIY, CCRYN & NDMC	Rs. 2,00,00,000/-
7	Procurement of T-Shirts	Rs. 1,21,81,447/-
8	Letters to Gram Pradhans through India Post	Rs. 18,06,812/-
9	World Yoga Ambassadors Tour through KATPS	Rs. 69,59,512/-
10	Yoga Awards	Rs. 50,00,000/-
11	Coffee Table Book on Yoga	Rs. 39,00,000/-
12	Miscellaneous	Rs. 69,25,556/-
	Total	Rs. 36,80,85,850/-