



# Uttarakhand Yoga Policy 2023



## 1. Introduction

Uttarakhand, often referred to as the 'Land of Gods,' boasts a rich history deeply intertwined with the ancient practice of Yoga & Meditation. Dating back centuries, the state has been a crucible of spiritual and yogic exploration. The sacred land has witnessed the footsteps of renowned yogis, sages, and spiritual leaders, making it a cradle of yogic wisdom.

The cultural significance of Yoga in Uttarakhand is unparalleled. The serene landscapes, nestled in the lap of the Himalayas, provide an ideal setting for seekers of peace, health, and salvation. Throughout history, Uttarakhand has been a preferred destination for those on a spiritual journey. Visionaries and leaders from various walks of life have sought the profound teachings of Yoga in this sacred land.

Swami Vivekananda found solace in the tranquil environs of Kausani, while the revered Maharishi Mahesh Yogi imparted transcendental Meditation techniques in Rishikesh. The iconic *Chaurasi Kutiya* witnessed the transformative journey of The Beatles, and the spiritual abode of *Kainchi Dham* left an indelible mark on the minds of Steve Jobs and Mark Zuckerberg. Our honourable Prime Minister, Shri Narendra Modi, has drawn inspiration from the spiritual aura of *Kedarnath*.

## 2. Yoga in Uttarakhand

### 2.1 Historical Context

Yoga, deeply embedded in the cultural fabric of Uttarakhand, extends its influence far beyond physical postures. The practice of Yoga in this divine land encompasses a holistic approach, fostering physical well-being, mental clarity, and spiritual enlightenment.

Visitors seeking peace, health, and salvation are drawn to Uttarakhand, recognizing it as a haven for spiritual rejuvenation. The profound teachings of Yoga resonate in every corner, attracting seekers from around the globe. The illustrious history of Yoga in Uttarakhand has shaped the destinies of individuals who sought enlightenment amidst its serene valleys.



## 2.2 Yoga Ashrams and Spiritual Centres

Uttarakhand is home to a plethora of Yoga ashrams and spiritual centres, each contributing to the propagation and preservation of yogic traditions. These centres play a pivotal role in promoting Yoga as a way of life, attracting seekers and enthusiasts from around the world.

*Patanjali Yogpeeth*, founded by Swami Ramdev, stands as a testament to the transformative power of Yoga. *Dev Sanskriti University, Omkarananda Yoga Kendra, Yoga Niketan, Gurukul Kangri Vishwavidyala, Shivananda Ashram, Parmarth Niketan, Kainchi Dham, Anasakti Ashram, Vedalife*, and many more contribute to the spiritual tapestry of Uttarakhand.

In essence, the significance of Yoga in Uttarakhand goes beyond the physical practice; it is a journey of self-discovery, healing, and connection with the divine

These centres serve as beacons of yogic wisdom, attracting seekers who wish to delve deep into the spiritual heritage of Uttarakhand.

## 2.3 Existing Initiatives and Practices:

Uttarakhand, with its ingrained yogic culture, has witnessed a multitude of initiatives and community practices that promote and sustain the essence of Yoga. Ongoing initiatives include:

**2.3.1 Yoga Festivals and Events:** Various festivals and events like *Yoga Mahotsava*, International Yoga Day, dedicated to Yoga are organized, bringing together practitioners, experts, and enthusiasts.

**2.3.2 Yoga in Schools and Educational Institutions:** Efforts are made to introduce Yoga into the education system, promoting its inclusion in the curriculum via *Ayurvedya* Program.

**2.3.3 Government Support:** The state government actively supports and promotes Yoga through policies, events, and collaborations with Yoga institutions. Regular camps are being organized by AYUSH HWCs in community to promote Yoga.



These initiatives contribute to the vibrant tapestry of Yoga in Uttarakhand, ensuring that the ancient practice continues to thrive and evolve in the modern era.

### **3. Vision**

Positioning Uttarakhand as the global centre for yogic practices.

### **4. Mission**

- 4.1. Promotion of comprehensive Yoga education curriculum in schools, colleges, and universities across Uttarakhand.
- 4.2. Foster international collaborations and promote research and innovations in the field of Yoga & Meditation.
- 4.3. Promotion of establishment of World class Yoga & Meditation Centres and training institutes.
- 4.4. Development of Yoga Tourism with worldwide marketing and branding.
- 4.5. Increasing awareness towards Yoga & Meditation in community.

### **5. Goals**

- 5.1. Introduction of Yoga Curriculum in every Secondary / Senior Secondary School.
- 5.2. Availability of Yoga & Meditation Services in every AYUSH Health & Wellness Centre in next 5 years.
- 5.3. Registration of Yoga Centres and Training Institutes operational in the state on online portal with star rating mechanism.
- 5.4. Tie-up with renowned global Yoga Institutions to facilitate knowledge exchange, collaborative research, and joint programs.



- 5.5. Participation and hosting global Yoga events, attracting practitioners, experts, and enthusiasts from around the world.
- 5.6. Launch targeted tourism promotion campaigns highlighting Uttarakhand as a premier Yoga tourism destination, leveraging its natural beauty and spiritual heritage.
- 5.7. Availability of Yoga infrastructure, including Yoga retreat centres, Meditation spaces in every key tourist destination of Uttarakhand.
- 5.8. Establishment of Premier Yoga & Naturopathy Institutes in Uttarakhand.
- 5.9. Long-term brand development action plan for promotion of Yoga & Meditation in Uttarakhand, in collaboration with leading branding agencies, industry experts and academicians.

## **6. Key Actions**

- 6.1. The state will promote Yoga as an integral component of physical education, emphasizing its role in enhancing flexibility, strength, and mental well-being.
- 6.2. The state, through Uttarakhand Ayurveda University, shall develop and integrate a comprehensive Yoga education curriculum for Colleges and Universities. This will include theoretical knowledge, practical sessions, and certifications for students.
- 6.3. Uttarakhand Ayurveda University shall launch specialized training protocols for Yoga teachers, ensuring a high standard of instruction in both traditional and contemporary Yoga practices.
- 6.4. The state shall launch awareness campaigns through mass media promotion including videos in regional languages for



communities to promote the benefits of Yoga and encourage participation in Yoga Classes at HWCs as well as in Yoga Camps.

- 6.5. The state shall endorse online platforms for Yoga education, facilitating remote learning and increasing accessibility. Uttarakhand Ayurved University State shall also develop online platform for Yoga education.
- 6.6. Research grants shall also be provided to both private as well as government researchers, through Uttarakhand Ayurved University to support scholars and scientists engaged in innovative research projects related to Yoga and Meditation.
- 6.7. The State shall promote internationally recognized certification program for Yoga instructors, through Uttarakhand Ayurved University, attracting students and practitioners from around the world.
- 6.8. State shall formulate a Yoga Board to promote Yoga Practices and education, comprising Yoga Experts from renowned Universities / Institutions, as nominated members and patrons.
- 6.9. The state shall formulate guidelines for establishment of Wellness Centric Yoga Centres and Training Institutes.
- 6.10. The State Shall introduce star rating based accreditation system for promoting quality facilities and services in Yoga centres / Training Institutes, which will be reflected on State Government's Wellness Portal / website.
- 6.11. AYUSH Department shall provide technical support and input for targeted campaigns conducted by Tourism Department for promoting Uttarakhand as a Yoga tourism destination.
- 6.12. Uttarakhand Ayurved University shall formulate advisory / protocols for offices and corporations to promote Yoga /



Meditation practices wellness programs for employees, addressing stress management and promoting a healthy work-life balance. University shall also formulate specialized programs for specific demographics, such as Yoga for seniors, prenatal Yoga, and therapeutic Yoga for various health conditions.

- 6.13. Uttarakhand Ayurved University shall actively seek collaborations with renowned international institutions to exchange knowledge, joint research initiatives, organize joint events, and enhance the global recognition of Uttarakhand as a Yoga hub.
- 6.14. State shall host international Yoga conclaves, expand the reach of International Yoga Events, already being organized in state, bringing together experts, practitioners, and enthusiasts from around the world to share insights and experiences.
- 6.15. State shall promote formulation of internationally recognized Yoga / Meditation Courses as per demand of the industry.
- 6.16. State shall establish an incubation centre in Uttarakhand Ayurved University to encourage the development of AI based innovative tools, apps and devices that eases the practice and understanding of Yoga.

## **7. Incentives**

- 7.1. The State shall promote private investment in the development of infrastructure, including Meditation spaces, Yoga retreat centres, Yoga Grams in key tourist destinations.
- 7.2. Startups working in the field of Yoga & Meditation shall be promoted as guidelines of startup policy.
- 7.3. The State shall offer an additional top up of 5% capital subsidy of eligible capital assets for Yoga and Naturopathy



Centres in category B and category C regions as defined in Tourism Policy, 2023 of the Government of Uttarakhand. The pay out of this capital subsidy will be as per the schedule and guidelines prescribed in Tourism Policy, 2023 of the Government of Uttarakhand.

- 7.4. The state shall also offer an incentive of 10% of capital subsidy to 5 star rated Yoga centres, while 5% of capital subsidy to 4 star rated Yoga centres over and above other subsidies, for all projects with capital incentives more than 10 lakhs.

## 8. Governance and Institutional Mechanism

### 8.1. Role of Department of AYUSH:

8.1.1. **Nodal Authority:** Directorate of Ayurvedic & Unani Services, Uttarakhand shall be the nodal authority responsible for the implementation and administration of the Yoga Policy.

8.1.2. **Coordination:** Directorate of Ayurvedic & Unani Services, Uttarakhand shall coordinate with other relevant state departments, including Industries, Tourism, Health, Education, Higher Education and Forest for implementation of Yoga policy.

8.1.3. **Investment Facilitation:** Investments in Yoga and Meditation sector shall be facilitated through online 'Single Window Clearance' system, promoting ease of business.

### 8.2. Monitoring and Evaluation:





- 8.2.1.**Nodal Officer:** Nodal officer shall be nominated from Directorate of Ayurvedic & Unani Services, Uttarakhand as well as other key departments to monitor and inspect Yoga related projects in their respective areas, ensuring effective implementation and management.
- 8.2.2.**Reporting:** Reports on the status of the implementation of targets and actions under the Yoga Policy shall be submitted to the Principal Secretary/Secretary, AYUSH & AYUSH Education.
- 8.2.3.**Grievance Redressal Mechanism:** An AYUSH Hotline/Help Desk will be established for grievance redressal and queries resolution across the entire Yoga ecosystem.
- 8.2.4.**Policy Appraisal :-** Policy appraisal term shall be 1 year from the date of issuance. All suggestions regarding policy shall be discussed upon.