

Government of West Bengal
Department of Higher Education
University Branch
Bikash Bhavan, 6th Floor, Bidhannagar, Kolkata – 700 091

No.765 (31)–Edn (U)/HED-12016(99)/30/2026-UNV SEC Dept. of HE Date: 09.06.2026

From: Assistant Secretary to the Government of West Bengal

To: The Registrar,University (All State- aided)

Subject: Observance of the International Day of Yoga (IDY) 2026 on 21st June, 2026

Madam/Sir,

Forwarding herewith a copy of Standard Operating Procedure (SOP) for state-wide Yoga Awareness & Outreach Activities in connection with International Day of Yoga (IDY), 2026 received from the Office of the Chief Secretary vide Memo.No. 177/CS/2026 dt. 05.06.2026 (copy enclosed), I am directed to request you to take necessary action on the following activities in your institution:

* Yoga Sessions;

* Essay,quiz,poster and drawing competitions on Yoga and wellness themes.

*Mobilization of NSS and NCC volunteers for yoga awareness activities.

I am further directed to forward herewith a copy of an Invitation to Organize a Free Yoga Camp on International Day of Yoga vide email dated 03.06.2026 received from B K Poonam of Prajapita Brahma Kumaris Ishwariya Viswa Vidyalaya for appropriate action.

Yours faithfully,

Encl: As stated

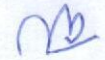


Assistant Secretary

No.765(31)/1(4)–Edn(U)/ HED-12016(99)/30/2026-UNV SEC Dept. of HE Date: 09.06.2026

Copy forwarded for information & necessary action to:

1. Sr. P.S. to the Addl. Chief Secretary, Higher Education Department.
2. Sr. P.A. to the Senior Special Secretary (University Branch), Higher Education Department.
3. B K Poonam, Prajapita, Brahma Kumaris Ishwariya Viswa Vidyalaya, Roy Bagan Branch, Kolkata (email: roybagan.kol@bkivv.org)



Assistant Secretary



Office of the Chief Secretary
Government of West Bengal

OSD(V)
Jap
09/06/2026
2026

Memo No. 177/CS/2026

Date: 05.06.2026

To
The ACS / Principal Secretary / Secretary (All)
Municipal Commissioner (KMC)
The District Magistrates (All)

Subject: Celebration of 12th International Day of Yoga (IDY) 2026 – reg.

Madam/Sir,

International Day of Yoga is celebrated annually on 21st June to raise global awareness regarding the physical, mental, and spiritual benefits of Yoga and to promote a holistic approach towards health and well-being. Yoga encourages a global movement towards preventive healthcare and serves as an effective tool in combating sedentary lifestyles and the growing burden of non-communicable diseases.

The concept of International Day of Yoga, proposed by Hon'ble Prime Minister of India during his address to the United Nations General Assembly, was adopted by the United Nations in 2014 with the unprecedented support of 175 Member States. Since then, the occasion has evolved into a global movement transcending geographical, cultural, and religious boundaries and promoting harmony between humanity and nature.

The 12th International Day of Yoga (IDY) 2026 will be observed on the theme "Yoga for Healthy Ageing". Kolkata, West Bengal has been selected as the venue for the National Celebration of IDY 2026, which will be graced by the Hon'ble Prime Minister of India along with Hon'ble Chief Minister of West Bengal and other distinguished dignitaries.

With a view of creating awareness regarding Yoga and increasing wider public participation, state-wide Yoga Awareness and Outreach Campaign will be celebrated. As a part of the campaign, thematic initiatives such as Himalaya to Sea Yoga, Ganga Yoga Corridor, Heritage Yoga Series, Occupational Yoga for Tea garden workers and Sunderban Yoga are proposed to be undertaken. You may also organize Yoga Awareness and Outreach Activities, including Healthy Ageing, Yoga Camps, Inter-generational Yoga Programmes, Yoga Sessions in Gram Panchayats, Urban Local Bodies and SHG led awareness programmes among others.

These activities will engage diverse sections of society through thematic events including Yoga for Government Employees, School Children, Women's Health, Tribal Communities, Senior Citizens, Tea Garden Workers, Youth and Sports Personnel, Healthcare Institutions, Correctional and other Social Welfare Homes, Corporate Sector Employees, Police and Uniformed Services, Panchayati Raj Institutions, Municipal Bodies, and various community groups across all districts of the State.

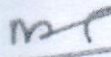
The countdown activities will culminate in the grand celebration of the **12th International Day of Yoga on 21st June 2026 at Kolkata**, (at Brigade Parade Ground) showcasing West Bengal's commitment to health promotion, wellness, healthy ageing, and community participation.

Department wise responsibilities may be identified for coordinated implementation of the campaign across the State. A Standard Operating Procedure (SOP) for state-wide Yoga Awareness & Outreach Activities in connection with International Day of Yoga (IDY) 2026 is enclosed herewith. Department wise action plan and name of nodal person not below Joint Secretary may be communicated to tidywb2026@gmail.com

We look forward to your kind presence and active participation.

Thanking you,

Enclosure - As stated


5/6/26
Chief Secretary,
Government of West Bengal

SOP FOR STATEWIDE YOGA AWARENESS AND WELLNESS ACTIVITIES IN CONNECTION WITH INTERNATIONAL DAY OF YOGA (IDY), 2026

In order to create awareness regarding yoga, promote healthy lifestyles, encourage regular practice of yoga and facilitate wider public participation in wellness-related activities, all District Magistrates and concerned Departments shall undertake the following activities during the period leading up to INTERNATIONAL DAY OF YOGA (IDY), 2026 to be celebrated on 21st June, 2026.

The campaign shall focus on the theme "Yoga for Healthy Ageing" and shall be implemented through District Administrations, Urban Local Bodies, Panchayati Raj Institutions, educational institutions, Self-Help Groups, Government Departments and community organizations.

1. STATEWIDE SIGNATURE CAMPAIGNS

The following thematic campaigns may be undertaken across the State and suitably documented for dissemination through print, electronic and social media platforms.

Sl. No.	Signature Theme	Nodal Department	Supporting Departments	Suggested Activities
1	Himalaya to Sea Yoga	Tourism Department	Information & Cultural Affairs Department, Forest Department, District Administrations	<ol style="list-style-type: none"> Coordinated yoga sessions across Darjeeling, Kalimpong, Dooars, Kolkata, Sundarbans and Digha Sunrise yoga sessions with focus on sustainable tourism and wellness linked awareness campaigns.
2	Ganga Yoga Corridor	Urban Development & Municipal Affairs Department	Information & Cultural Affairs Department, Tourism Department, Irrigation & Waterways	<ol style="list-style-type: none"> Community led Yoga sessions at riverfront locations Awareness activities on healthy lifestyles and river conservation.

Sl. No.	Signature Theme	Nodal Department	Supporting Departments	Suggested Activities
			Department, District Administrations	
3	Heritage Yoga Series	Tourism Department	Information & Cultural Affairs Department, District Administrations	1. Yoga demonstrations at or in the vicinity of heritage sites and cultural landmarks, coupled with awareness activities promoting yoga, wellness and healthy lifestyles
4	Tea Garden Yoga	North Bengal Development Department	Labour Department, Tourism Department, District Administrations	1. Yoga demonstrations and wellness sessions in tea garden areas involving workers, families and local communities. 2. Awareness activities promoting yoga, healthy lifestyles, stress management and preventive healthcare among tea garden communities.
5	Sundarban Yoga	Forest Department	Sundarban Affairs Department, Tourism Department, South 24	1. Community yoga sessions in Sundarbans involving local communities, students and community-based organizations.

Sl. No.	Signature Theme	Nodal Department	Supporting Departments	Suggested Activities
			Parganas District Administration	2. Awareness campaigns highlighting the importance of yoga, healthy living, wellness and harmony with nature

The Nodal Departments shall prepare brief action plans and coordinate implementation of the above thematic campaigns in coordination the supporting departments and concerned District Magistrates.

2.SUGGESTIVE ACTIVITIES TO BE UNDERTAKEN BY ALL DISTRICT MAGISTRATES

1. District-level launch of Yoga Awareness Campaigns involving public representatives, educational institutions, Self-Help Groups and community organizations.
2. Healthy Ageing Yoga Camps for senior citizens at District, Sub-Division and Block levels.
3. Inter-generational Yoga Programmes involving grandparents, parents and children to promote family participation and awareness.
4. Yoga sessions in Gram Panchayats, Municipalities and Municipal Wards through local institutions and community organizations.
5. SHG-led Yoga Awareness Programmes through Self-Help Groups and women-led community networks.
6. Yoga demonstrations at iconic district landmarks, tourist destinations and public spaces to promote wider public engagement and awareness.
7. Public awareness campaigns on healthy lifestyles, stress management, preventive healthcare and the benefits of yoga.
8. Essay, quiz, poster, photography, reel-making and drawing competitions on yoga, wellness and healthy living themes.

9. Common Yoga Protocol rehearsals at District, Sub-Division and Block levels.
10. District-specific yoga and wellness initiatives reflecting local culture, geography, heritage and community participation.

3. DEPARTMENT-WISE RESPONSIBILITIES

Department	Activities
Health & Family Welfare Department	<ol style="list-style-type: none"> 1. Healthy Ageing Yoga Camps at District, Sub-Division and Block levels. 2. NCD screening, wellness and preventive healthcare camps linked with yoga awareness. 3. Yoga sessions in hospitals, wellness centres, medical colleges and health institutions.
✓ School Education Department/ ✓ Higher Education Department	<ol style="list-style-type: none"> 1. Yoga sessions in schools/colleges to increase awareness. 2. Essay, quiz, poster and drawing competitions on yoga and wellness themes. 3. Mobilization of NSS and NCC volunteers for yoga awareness activities.
Panchayat & Rural Development Department	<ol style="list-style-type: none"> 1. Yoga sessions in Gram Panchayats and rural community spaces. 2. Mobilization of Self-Help Groups for Yoga Awareness Programmes. 3. Village-level yoga and wellness camps.
Urban Development & Municipal Affairs Department	<ol style="list-style-type: none"> 1. Ward-level yoga programmes in Urban Local Bodies. 2. Yoga sessions in parks, riverfronts and public spaces. 3. Coordination of Ganga Yoga Corridor activities.

Department	Activities
Youth Services & Sports Department	<ol style="list-style-type: none"> 1. Yoga Run / Wellness Run activities. 2. Mobilization of youth clubs and sports organizations for youth-focused yoga and fitness programmes.
Tourism Department	<ol style="list-style-type: none"> 1. Yoga events at tourist destinations and heritage sites with focus on sustainable tourism and healthy living.
Information & Cultural Affairs Department	<ol style="list-style-type: none"> 1. Awareness campaigns on the benefits of yoga, healthy living and wellness. 2. Documentation and dissemination of best practices and success stories.
Women & Child Development & Social Welfare Department	<ol style="list-style-type: none"> 1. Yoga sessions through Anganwadi Centres. 2. Women-led community yoga programmes. 3. Yoga sessions in old-age homes and social welfare institutions.
Home & Hill Affairs Department / Police	<ol style="list-style-type: none"> 1. Organization of yoga sessions in police lines, battalions, training establishments and other police units across the State. 2. Facilitation of participation of police personnel and their families in yoga awareness and wellness activities.
North Bengal Development Department	<ol style="list-style-type: none"> 1. Coordination of Tea Garden Yoga activities in North Bengal districts. 2. Mobilization of tea garden communities and local institutions. 3. Documentation and dissemination of best practices from Tea Garden Yoga initiatives.
Forest Department	<ol style="list-style-type: none"> 1. Coordination of Sundarban Yoga and eco-wellness activities.

Department	Activities
	2. Yoga sessions in eco-tourism and nature-based locations, wherever feasible. 3. Awareness regarding healthy lifestyles and environmental well-being.

4. Monitoring

1. District Magistrates shall prepare a District Yoga Action Plan and designate a suitable Nodal Officer for coordination and monitoring of activities.
2. All concerned Departments shall designate a Nodal Officer not below the rank of Joint Secretary and prepare a brief Departmental Action Plan for implementation of the activities assigned to them.
3. Nodal Departments shall monitor implementation of activities under their respective thematic campaigns and provide necessary support to District Administrations.
4. The Participant Mobilization & Outreach Group shall periodically review progress with the concerned Departments and District Administrations.
5. The State Steering Committee shall review the implementation of activities from time to time and issue such directions as may be considered necessary.