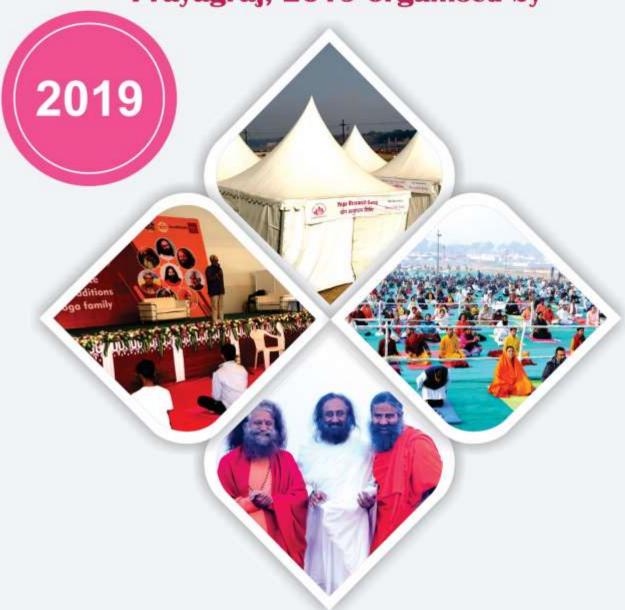


(A Self-regulatory body of Leading Yoga Institutes of India)

Report of Yoga Kumbh @ Kumbh Mela, Prayagraj, 2019 organised by



Submitted to Niche Tourism Division, Ministry of Tourism, Government of India

(A SELF-REGULATORY BODY OF LEADING YOGA INSTITUTES OF INDIA)

2ND FLOOR, PLOT NO.38, POCKET – B3, SECTOR – 17, DWARKA, NEW DELHI – 110078



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- 1. PROPOSAL
- 2. LETTERS FROM DEPARTMENT OF NICHE TOURISM
- 3. MEDIA COVERAGE OF YOGA KUMBH
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- 5. FEEDBACK FROM PARTICIPANTS
- 6. STATEMENT OF ACCOUNTS
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PROPOSAL



INDIAN YOGA ASSOCIATION

(A self-regulatory body of leading Yoga Institutions of India)

€ 68 Ashok Road, New Delhi - 110 001, India

+91 72890 89029, +91 7291972078 iyayog@gmail.com @www.yogaiya.in

Φ

No: IYA/MoT/YK/12-2018/03 December 3, 2018

Joint Secretary Niche Tourism, Ministry of Tourism, New Delhi

Sub: Yog Kumbh of IYA @ Kumbh Mela, Prayagraj, 2019

My dear Suman Billa ji,

We are looking to organize a Yog Kumbh @ Kumbh Mela, Prayagraj, 2019. The activities we planned include:

- 1. Satsang / Sessions with Yogacharyas / Gurus of IYA
- 2. Yoga Expo Institutional Stalls that will showcase various services / products offered
- 3. Exhibition to showcase different classical yoga traditions / contemporary yoga traditions
- 4. Workshops by different schools of yoga showcasing their tradition
- Screening of participants there and creating prevalence data and health profiles which can then be forwarded to nearest health centers
- Multimedia Light and Sound Laser Show
- 7. Conduct Yoga Therapy Consultations
- 8. Collect data on the rare yogis who come down only for the Kumbh
- 9. Provide stay arrangements for members of the IYA

As you may be aware, yoga institutions have now come together for the Indian Yoga Association, a self-regulatory body of all yoga organizations. Yog Rishi Swami Ramdev ji is the Chairman of the Governing Council that includes Sri. Sri. Ravishankar ji (Founder, Patanjali Yog Peeth, Haridwar), Sadhguru Jaggi Vasudev ji (Founder, Isha Foundation, Coimbatore), Dr Pranav Pandya ji (Chancellor, Dev Sanskriti Vishwavidyalaya, Haridwar), Swami Chidanand Saraswati (Muniji) (President, Parmarth Niketan, Rishikesh), OP Tiwari ji (Secretary General, Kaivalyadham, Lonavla) and Swami Bharat Bhushan ji (Founder, Mokshyatan, Saharanpur) (Sapta Rishis). As you are also aware, they have directed me to be the President of the General Body and the Executive Council.

The Kumbh Mela Adhikaris have already agreed to give us sufficient land to house our Member Institutions. This would mean that yoga practitioners from all over the country and all over the world would participate in the Yog Kumbh.







(A self-regulatory body of leading Yoga Institutions of India)

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We would like Ministry of Tourism to sponsor the tentage at the Yog Kumbh. This would include the following facilities:

- Open-air auditorium for Satsanghs, discourses, sessions, etc = 800000 sft
- Residential Area (50 Swiss Tents Of 20'x30' + 10 Tents Of 20'x26' Family Tents + 2 Villa Tents (50'x60') + 60 Toilets Of Standard Size (Including Bath Area)) = 75000 sft
- Dining Area / Kitchen = 15000 sft
- Meetings Area / Office / Stores = 10000 sft
- Exhibition / Stalls (100 sft x 50 stalls) = 5000 sft
- Temple = 1000 sft
- Total Area = 186000 plus free area = 200000 sft

I look forward to your usually prompt action on this. I shall ask Ravi T, our Joint Secretary to followup with you for this.

With Love,

Dr HR Nagendra

President



(A self-regulatory body of leading Yoga Institutions of India)

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No: IYA/NT/MoT/YK/01-2019/04

January 4, 2019

A.S. Saxena

Assistant DG (NT)
Niche Tourism Division
Ministry of Tourism
Government of India
New Delhi

Sub: Your letter No. NT-705/17/2018-NT dt 03.01.2019

Dear AS Saxena ji,

Thank you for your letter to our President Dr HR Nagendra asking for details:

 Details of deliverables which would be extended to the Ministry of Tourism in lieu of financial support

As IYA is the only self-regulatory body of all organisations, the Yog Kumbh will including yoga sessions from all 32 Member Institutions, as per their availability. All our members are spread through the world and all their members are made aware of the Yog Kumbh! We are also putting up nearly 100 hoarding across the Kumbh Mela to attract the international audience!

- a. We shall provide you contact details of each of these organisations for future reference
- b. All sessions will carry creatives of the Niche Tourism, Ministry of Tourism logos
- c. All Tents, Stalls, Office spaces, Research labs will have the NT, MoT boards displayed
- d. Niche Tourism can be allotted TWO VIP tents and TWO Regular Tents for its use
- e. Niche Tourism may nominate 100 free screenings for HBA1c and other energy screenings
- 2. The actual tentage and the budget for the same will be:

Particulars	Details	Numbers	Total Amount in INR for installation and maintenance for FIFTY days	
Swiss VIP Tents, twin occupancy with attached toilet	One each for all IYA Members	32	Rs 8,00,000/-	
Swiss VIP Tents, twin occupancy with attached toilet	FIVE reserved for all IYA Secretariat	5	Rs 1,25,000/-	







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TWO each for all IYA Members	64	Rs 9,60,000/-
TEN reserved for all IYA Secretariat	10	Rs 1,50,000/-
For Members opting for the same	20	Rs 3,00,000/-
For IYA use	10	Rs 1,50,000/-
For Research and Data collection purposes	1	Rs 5,00,000/-
to the contraction of the contra	Total	Rs 29,85,000/-
	Members TEN reserved for all IYA Secretariat For Members opting for the same For IYA use For Research and Data collection	Members TEN reserved for all 10 IYA Secretariat For Members opting 20 for the same For IYA use 10 For Research and Data collection purposes

We are truly hoping that this exercise will give Niche Tourism and Yoga Tourism a big boost To give you a glimpse of the Yog Kumbh, we have the following activities:

Indian Yoga Association - Yog Kumbh, 2019

Location: Sector 18, near Triven Pushp Arail Area, Prayagraj

Location Coordinates:

On the Eastern Bank of Yamuna river

Distance from Triveni Sangam: 500 meters (about 2 minutes by foot)

From Naini Railway Station: 5 kms

From Allahabad Junction Railway Station: 7.5 kms

From VIP Ghat: 9 kms

From Prayag Junction: 11 kms

From Allahabad Aiport Bamrauli: 22 kms

Tentative Programme Schedule:

Yog Kumbh

Dates for main event: January 31 to February 8, 2018

6 am to 8 am: Morning Yoga with Yoga Masters & Yogacharyas

10 am to 4 pm: Yoga traditions - Sessions with different Yoga Masters from all Yoga Schools / Screening

for research data (with break for lunch between 1p.m. to 2 p.m.)

5:00 - 6:00 pm Sangam Aarti







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6:15 - 7:15 pm Satsang/Meditation/Kirtan

7:15 - 8:15 pm: Kalayog - Dance performances on Yoga, Swacch Bharat and Swacch Ganga

8:00 pm-9:00 pm: Dinner

Highlights:

Morning Yoga: Conducted by Swami Ramdev ji and other Yoga Masters

Yoga traditions - Experience different traditions of Yoga! The following traditions have confirmed participation:

- Kaivalyadham
- Krishnamacharya Yoga Mandiram
- Sahaj Marg
- The Yoga Institute, Mumbai
 - Swami Vivekananda Yoga Anusandhana Samsthana

Screening for Research:

- S-VYASA will conduct screening using instruments such as Random Event Generator, Gas Discharge Visualiser, Different Questionnaires to assess higher levels of human existence
- Blood Screening to be organized at highly subsidized rates
- Other schools may join for specific research activities

Satsang / Sessions — Spiritual discourses and question-answer sessions with seers and scientists Kalayog — Dance performances by world-renowned and highly-proclaimed artistes on themes including Yog, Swacch Ganga and Swacch Bharat

- Padma Vibhushan Awardee Dr Sonal Mansingh ji
- Dr Vasanth Kiran
- Yoga Masters

We look forward to your immediate support to implement this union of traditions!

Yours in service

(Smt. KAMLESH BARWAL) Secretary General, IYA.



LETTERS FROM DEPARTMENT OF NICHE TOURISM

Government of India Ministry of Tourism (Niche Tourism Division)

C-I Hutments Dara Shikoh Road New Delhi – 110 011

No. NT-705/17/2018-NT

03.01.2019

To

The President Indian Yoga Association 68, Ashok Road New Delhi – 110 001

Subject: Yog Kumbh of IYA @ Kumbh Mela, Prayagraj, 2019

Sir

I am directed to refer to your letter dated 3.12.2018 forwarding therewith a proposal seeking sponsorship of Ministry of Tourism for the tentage at the Yog Kumbh which is proposed to be organized at Kumbh Mela, Prayagraj, 2019.

- In this connection it is to inform that your proposal was examined in the Ministry and the Finance Division has requested to kindly furnish the following information to enable us process the case further:
- Details of deliverables which would be extended to the Ministry of Tourism in lieu of financial support.
- (ii) The estimated expenditure likely to be incurred on this event.

Yours faithfully,

(A.S. Saxena) Shifters Assistant DG (NT)

Government of India Ministry of Tourism (Niche Tourism Division)

C-I Hutments Dara Shikoh Road New Delhi – 110 011

No. NT-705/17/2018-NT

15.01.2019

To

The President Indian Yoga Association 68, Ashok Road New Delhi – 110 001

Subject: Yog Kumbh of IYA @ Kumbh Mela, Prayagraj, 2019

Sir

I am directed to refer to your letter dated 3.12.2018 on the above subject and to convey the approval of the Ministry of Tourism (MOT) for providing financial support as sponsorship of Ministry of Tourism for the tentage at the Yog Kumbh which is proposed to be organized at Kumbh Mela, Prayagraj, 2019.

The financial support of the Ministry of Tourism shall not exceed Rs 5.00 Lakh (Rupees Five lakh only) or 50% of the cost of holding the event, whichever is less and is subject to realization of the following deliverables:

Signage and Branding: Display of Incredible India Logo at:

- All the hoardings set up by India Yoga Association across the Kumbh Mela to attract the international audience.
- (ii) All sessions will carry creatives of the Ministry of Tourism Logo.
- (iii) All tents. Stalls, office spaces, research labs will display Incredible India Logo.
- 3. The Incredible India logo files are attached. The India Tourism Office, New Delhi (Mr. Anil Oraw, Regional Director, Telephone: 011-23320342, 23320005, Email: goitodelhi@nic.in) will be the point of contact for realization of all deliverables except advertisement.

- The Invoice in prescribed format along with proof of deliverables may be submitted to this office after the event along with claim bill and mandate form etc. duly filled up for further processing of payment.
- This issues with the approval of the Competent Authority.

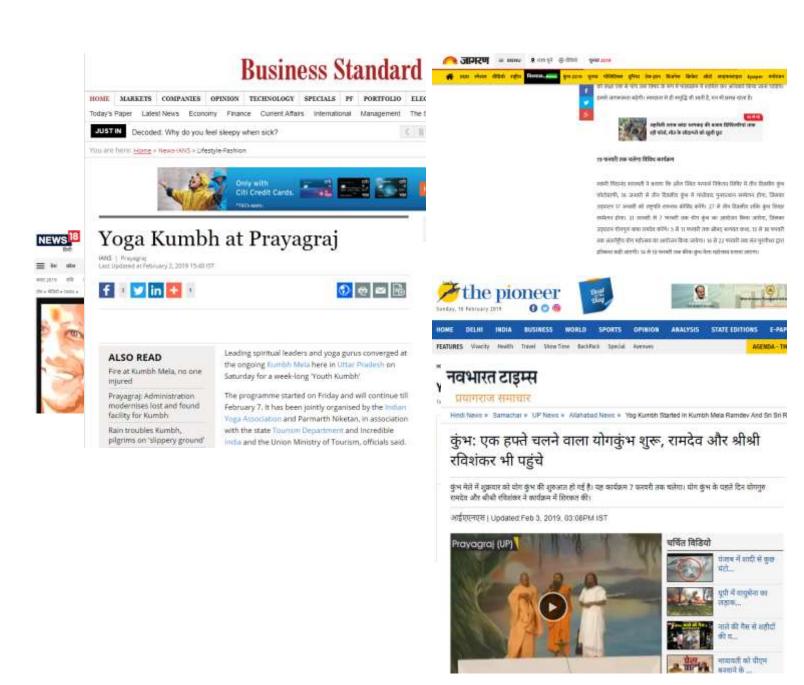
Yours sincerely

(A.S. Saxena) 15/12-17/ Assistant DG (NT)

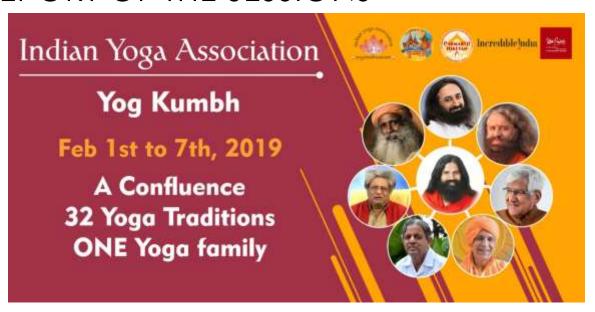
Copy to:

Shri Anil Oraw, Regional Director, India Tourism Office, 88, Janpath, New Delhi.

MEDIA COVERAGE OF YOGA KUMBH



REPORT OF THE SESSIONS



It was truly a confluence, a Kumbh mela as all participants from different traditions actually participated in all sessions, respecting each other's tradition and performing the techniques and practices of other traditions

We are grateful to our Member Institutions that participated at the Yog Kumbh. The participation at the Morning Yoga Sessions was more than 1000 on normal days and on the 4th February, the day of Mauni Amavasya, the crowd gathered at the yoga open-air stage was about 50000 people! While all the Member Institutions were invited to take part at the Yog Kumbh, the following participated in person:

- 1. Parmarth Niketan Many
- 2. Krishnamacharya Yoga Mandiram 4
- 3. Sri Ram Chandra Mission (SRCM Sahaj Marg) 4
- 4. Morarji Desai National Institute Of Yoga 7
- 5. S-VYASA 8
- 6. Kaivilyadham 5
- 7. The Yoga Institute, Santacruz Mumbai 3
- 8. Yog Vidya Gurukul 5
- 9. Art Of Living 5
- 10. The Aurobindo Society 25
- 11. IYA Yoga Professionals 5

Total ~ 150 participants

THE FOLLOWING ACTIVITIES ACTUALISED:

- 1. SATSANG / SESSIONS WITH YOGACHARYAS / GURUS OF IYA
 - Morning yoga sessions by Yogrishi Swami Ramdev ji Maharaj
 - ❖ Morning yoga session by Gurudev Sri Sri Ravishankar
 - Satsang by Gurudev Sri Sri Ravishankar



2. YOGA EXPO - INSTITUTIONAL STALLS THAT WILL SHOWCASE VARIOUS SERVICES / PRODUCTS OFFERED

Since Institutions did not wish to man the stalls, it was decided to open a common IYA Facility Store managed by IYA

THE FOLLOWING SCHOOLS PARTICIPATED IN THE SAME:

- THE ART OF LIVING
- ISHA FOUNDATION
- THE YOGA INSTITUTE

Other than these, the Facility Store was also opened to non-IYA members

THREE COMPANIES PARTICIPATED IN THE SAME. DIFFERENT MODELS WERE USED FOR DIFFERENT COMPANIES INCLUDING:

- The Asana Shop
- Sri Agastya Sri Kousika Nadi Jothidam
- Pooja Mahila Griha Udyog









- 3. WORKSHOPS BY DIFFERENT SCHOOLS OF YOGA SHOWCASING THEIR TRADITION
- The following activities were organized:
- Panel Discussions on Yoga Therapy; presentation of REG / GDV / Biowell research by S-VYASA, presentation on 100 years of The Yoga Institute, Santa Cruz
- Yoga Nidra sessions by various schools including DRT, etc.
- Yoga sessions by all traditions including MSRT, Yog Sanjeevan, Sahaj Marg meditation, Pranayam, etc
- Yoga Relay by far the most interesting session where we had each school doing Warmup, Asanas, Pranayama and Meditation; we also had Prof K Subrahmanyam, give two discourses during this time
- Kalayog Fusion Music Yoga by MDNIY students, yoga demonstrations by Parmarth Niketan and Yoga Vidya Gurukul
- Krida Yoga Subramanian A, a Yoga Professional member of IYA, conducted a session on Krida Yoga which was appreciated by all participants
- Discourse on Peace and Health through Yama and Niyama by Swami Krishna Murari, Entitled Religious Leadership, Government of India
- 1. Conduct Yoga Therapy Consultations
 - S-VYASA team conducted consultations
- 2. Collect data on the rare yogis who come down only for the Kumbh
 - S-VYASA collected data on about 20 yogis





3. Provide stay arrangements for members of the IYA

This was provided for in partnership with Parmarth Niketan

We look forward to you continued support in all IYA activities and events. As a self-regulatory body, we shall strive to provide more opportunities and facilities to our member institutions!



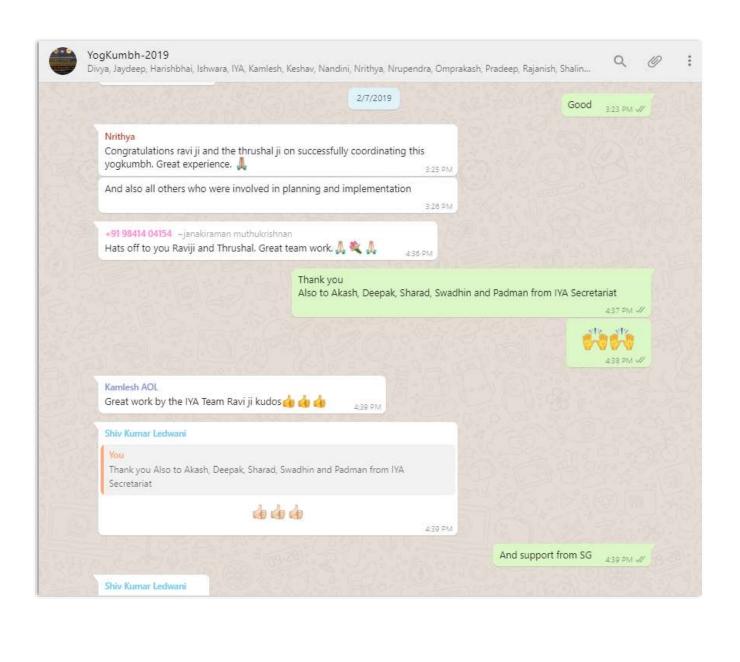






FEEDBACK FROM PARTICIPANTS

As rightly pointed out by Sri Muniji, Sri Sri Gurudev, Sri Ramdev Baba ji and other Gurus the real Sangam is the inner Sangama which happens through the Sadhana of Yoga in the presence of the Divine Master. YOGA KUMBH was the real Sangam in the true Yoaic sense bringing together all Yogic traditions and all All Yoga sadhakas under the guidance of great global Masters. The YOGA SAPTHAHA from 31st January to 7th February organised by the Indian Yoga Association-IYA was a maiden attempt to make the Yoga sadhakas experience the real Yogic Kumbh Sangam of inner experience. For any event the right bhumika or Vedika is important. Paramath Niketan was aptly the right Yajna Vedika for this Yoga Sangam. In all ways this was the best suited place for such an event. The beautiful ambience of ancient Yogic Gurukul with young and vibrant Rishikumaras all around the ahram with satsangha hall, Yajna Shala, Yoga shala, Arati Vedika, Pujya Muniji kutiya and all took us to the Yoga Gurukulas of ancient times. A big sashtanga pranams to Muniji, Sadvi Bhagavathi ji and others of Paramath Niketan for hosting the infrastructure for the Yoga Kumbh. The office bearers of IYA - though from various institutions and Various places had come together to make this Yoga Yajna happen. Smt Kamlesh, Sri Ravi Tumuluri, Smt Trushal, Sri Nandhini, Sri Akash and all others had spent sleepless nights and dareful days to make it happen. Our heartfelt congratulations and gratitude to the dynamic team who are carrying forward the mission of great Masters who are leading the IYA. It was an out of the world experience to see Sri Sri Ravi Shankar ji, Baba Ramdev ji and Muniji Chidananda Saraswathi ji together doing Yoga and leading the world. The Jnana Ganga of Sri Sri and Yoga Yamuna of Ramdev were confluenced with the antarvahini of Mouna Saraswati of Muniji. But for IYA - world would not have seen such legendary Masters together on same platform. The concept of Yogic relay was amazing. All institutions could present their best. I was also blessed with an opportunity to present a small bit of our Krida Yoga. If we started the day with Raja Yoga, it had led us to satsanghs of Jnana Yoga from Muniji, Aurobindo Society and of Prof Subramaniamji, and evening Arati and devotional session of Bhakti Yoga and the mutual seva Bhava that all sadhakas carried forward implying Karma Yoga made us to dip in the Yoga Sangama of all four streams of Yoga. We had Work, Workship, Philosophy and Psychic control as rightly emphasized by Swamy Vivekananda. The Kala Yoga fusion dance by MDNIY team was a treat to sarvendriyas. The Krida Yoga made us to bring out the child in all of us. In Kannada they say - "Swami Karya Swakarya" - being part of Yoga Kumbh we could also have Triveni Sangam Snanam and a glimpse of other Kumbh Mela activities and happenings. That was a bonus we got! Outside our Yoga Kumbh - the mega event of Kumbh Mela and it's massive arrangements by Yogi ji Government with zero wastage, 100% assured sanitation, cleanliness, helplines and all were unassuming. Again it's the victory of Yoga only there too! It was all possible only because of the reason that the CM is a Yogi!! Once again our gratitudes to IYA in anticipation of more such future Yogic events.- Yogi Subbu Bhaiya, IYA Professional Member



UTILIZATION CERTIFICATE

Form of Utilization Certificate

S.	Sanction letter	Amount
No.	no, and date	Rs.
1	NT-705/17/2018- NT 15,01.2019	Rs5,00,000 or 50% of the cost of holding the event, whichever is less.

- 1. Certified that a sum of Rs 9,60,349.00 has been utilized for the purpose of Yog Kumbh @ Kumbh Mela 2019.
- 2. This utilization certificate has been issued as per the information & documents provided to us subject to complete audit.
- 3. Certified that conditions on which the amount was sanctioned have been duly fulfilled except few unavoidable incidental expenditure mentioned in the statement and that I have exercised the following checks to see that the namey was actually utilized for the purpose for which it was sanctioned.

Kinds of checks exercised

- 1. Checked India
- vioya 2,6845 AA Checked sanction letter & guidelines.
- 3. Checked ledger account of expenses.
- 4. Checked statement of expense attached.
- 5. Checked documents and photos supporting programs held,

Name of Chartered Accountant:-

F.No. 026514b

Parbhat Jain

M. No. 526845

Sign & Seal

Date : 22nd March 2019

(P C Kapoor)

Treasurer IYA

Sign & Seal

For INDIAN YOGA ASSOCIATION

Statement of Expenditure done for Yog Kumbh @ Kumbh Mela during 2019.

Particulars	Amount (in Rs)
	4,72,000.00
Tent (Pagoda) Expenses	1,62,231.00
Printing Expenses	1,71,720.00
Advertising Expenses Stationery Expenses	4,597.00 1,43,536.00
Other Expenses	1. 4.
	9,60,349.00

Amount in words; Nine Lakh Sixty Thousand Three Hundred Forty Nine Rupees only.

1) Above statement as per the information & documents provided to us.

F.No. 026514M

2) It has been found that some amount has been utilised for this purpose. There is not any define head these type of expenditures. But it has been informed to us that these are incidental expenditures without which work can't be complete.

(P C Kapoor)

Treasurer, IYA Sign & Seal

For INDIAN YOGA ASSOCIATION (*

ANNEXURES

Literature Created for the Event:

Brochure:





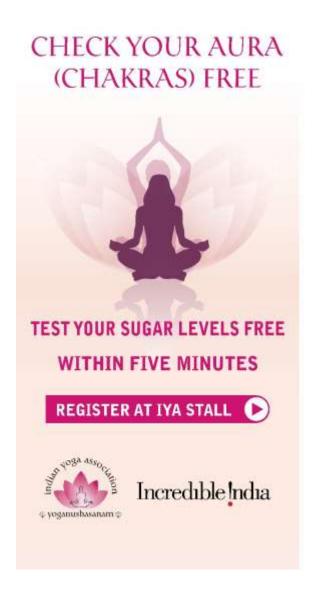


Pamphlets:





Standees for the Event:





Become a member of Indian Yoga Association!



And get blood screening done freely!



Incredible India

इंडियन योग एसोसिएशन के सदस्य बनें



Start Yoga Stop Diabetes

मुफ्त में रक्त जांच करवाएं!



Incredible India

Hoarding created for the Event:





Blood Screening Camp ब्लड स्क्रीनिंग कैंप

Stall Supported by Incredible India



Yoga Research Camp योग अनुसंधान शिविर Stall Supported by Incredible India





Stall Supported by Incredible India





Blood Screening Camp
Stall Supported by Incredible India



Ministry of Tourism, Government of India