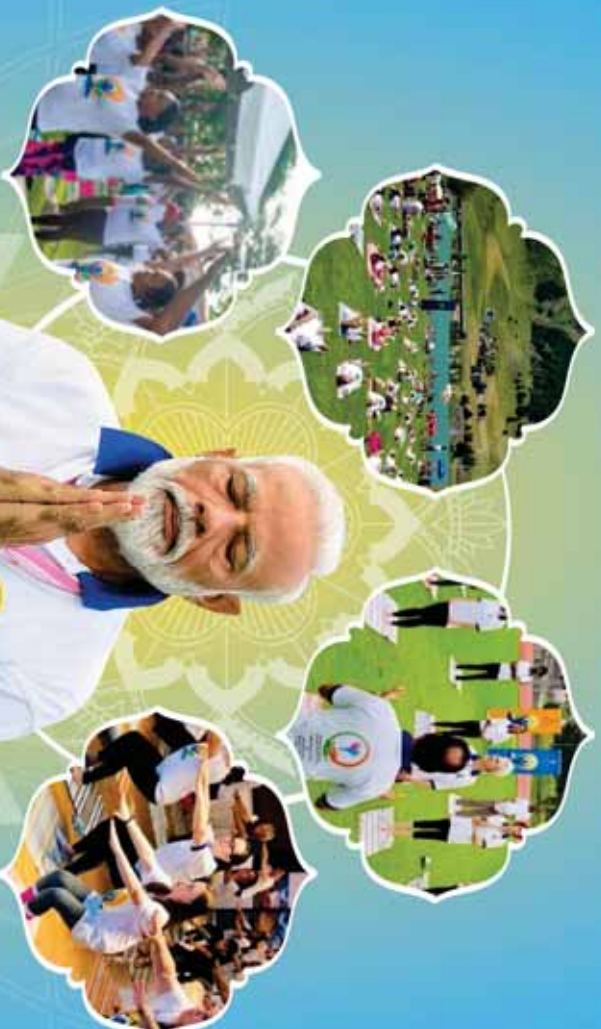
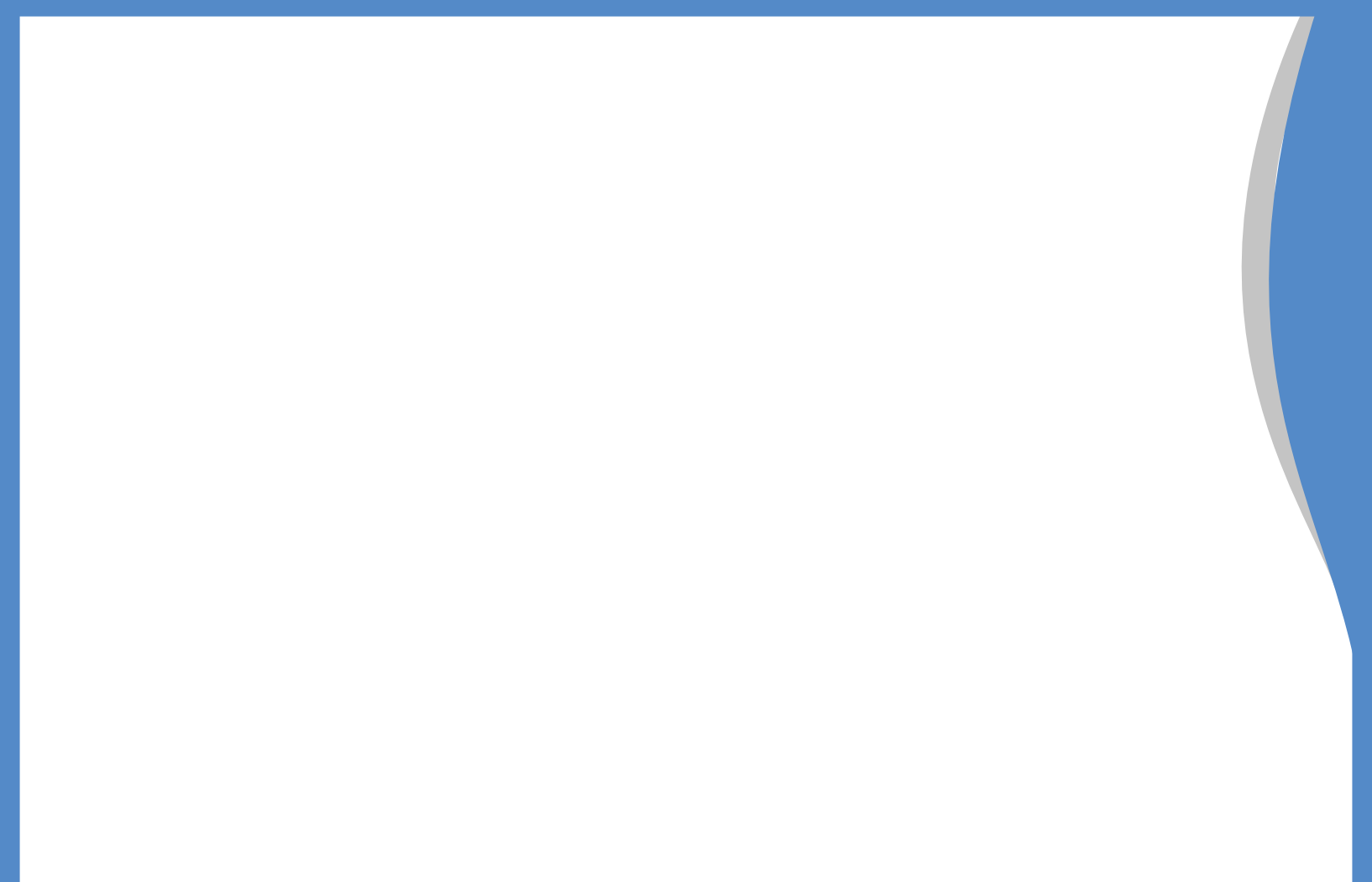


अंतर्राष्ट्रीय योग दिवस

गीडिया सम्मान





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ABOUT

The art of practicing yoga helps in controlling an individual's mind, body and soul. It brings together physical and mental disciplines to achieve a peaceful body and mind. It helps in managing stress and anxiety and keeps you relaxing. To promote practice of Yoga, the International Day of Yoga is celebrated annually on 21 June since 2015.

Media has played a crucial role in promoting Yoga. To appreciate the efforts of media in successfully spreading the awareness about Yoga to the hinterlands of India, the Ministry of Information and Broadcasting decided to acknowledge these efforts.

The Hon'ble Minister of Information & Broadcasting has announced Antarashtriya Yoga Diwas Media Samman (AYDMS) on 8th June, 2019. These AYDMS have been constituted to recognise the efforts of the Print, Radio and Television towards propagation of Yoga across the country.

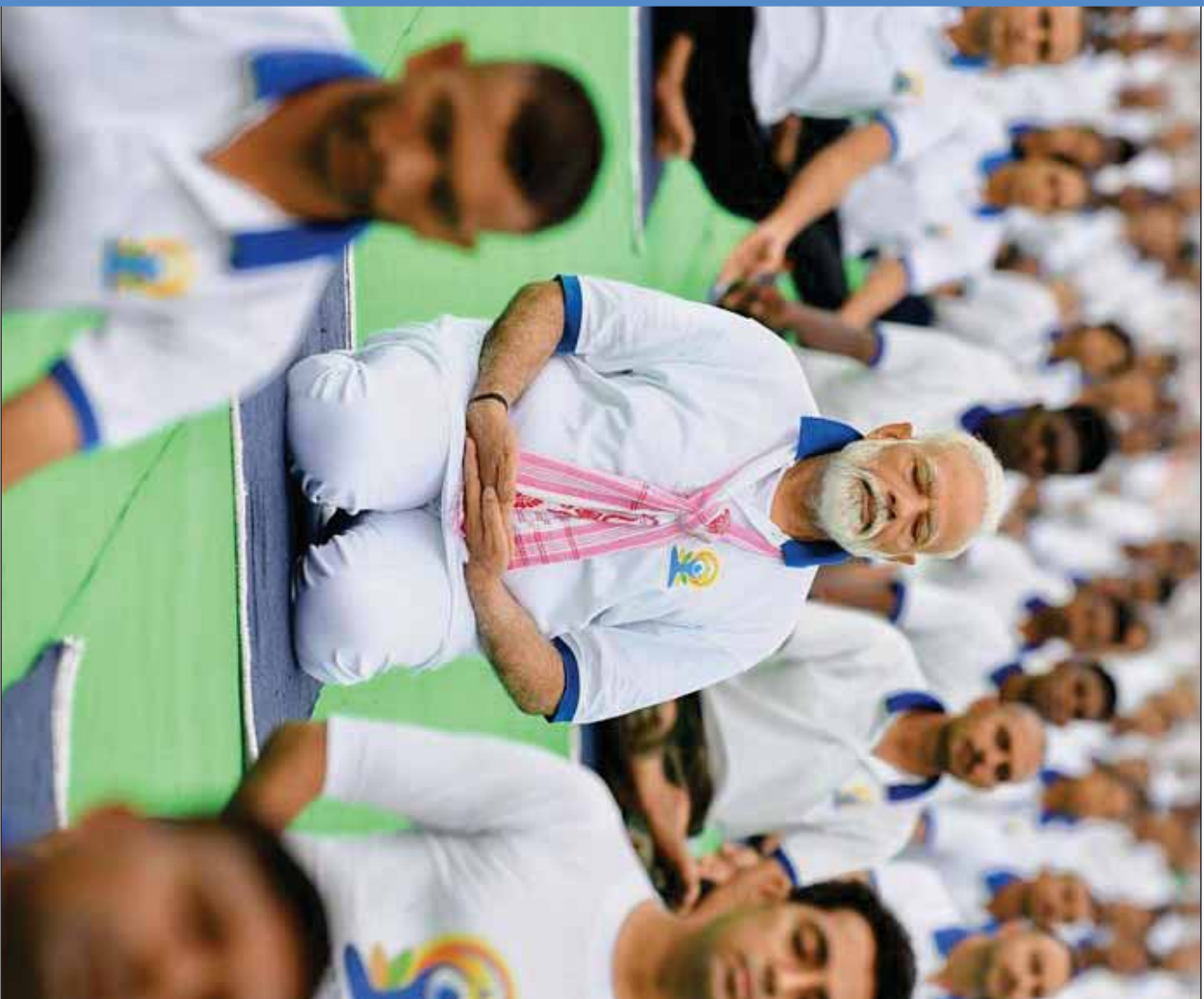
This year Thirty (30) Sammans under the three categories viz., Print, Television and Radio in 22 Indian languages and English are conferred as below:

1. Eleven Sammans in 22 Indian languages and to be conferred under category "Best Media Coverage in Yoga in Electronic Media (Radio)"
2. Eleven Sammans in 22 Indian languages and English - to be conferred under category "Best Media Coverage in Yoga in Newspaper"
3. Eight Sammans in 22 Indian languages and English - to be conferred under category "Best Media Coverage in Yoga in Electronic Media (TV)"

The Samman will comprise of a special medal/plaque/ trophy and a citation.

Aims and Objectives

- To promote, encourage and spread awareness regarding the practice of Yoga, an ancient practice of the country that combines physical, mental and spiritual pursuits to achieve harmony of the body and mind.
- To recognize the efforts of the print, Radio and Television towards propagation of Yoga.
- To motivate and encourage media to spread importance of Yoga to miles



International Day of Yoga, 21 June

Yoga is an ancient physical, mental and spiritual practice that originated in India. The word 'yoga' derives from Sanskrit and means to join or to unite, symbolizing the union of body and consciousness.

Today it is practiced in various forms around the world and continues to grow in popularity.

Recognizing its universal appeal, on 11 December 2014, the United Nations proclaimed 21 June as the International Day of Yoga by resolution 69/131.

The International Day of Yoga aims to raise awareness worldwide of the many benefits of practicing yoga.

The draft resolution establishing the International Day of Yoga was proposed by India and endorsed by a record 175 member states. The proposal was first introduced by Prime Minister Narendra Modi in his address during the opening of the 69th session of the General Assembly, in which he said: "Yoga is an invaluable gift from our ancient tradition. Yoga embodies unity of mind and body, thought and action ... a holistic approach [that] is valuable to our health and our well-being. Yoga is not just about exercise; it is a way to discover the sense of oneness with yourself, the world and the nature."

The resolution notes "the importance of individuals and populations making healthier choices and following lifestyle patterns that foster good health." In this regard, the World Health Organization has also urged its member states to help their citizens reduce physical inactivity, which is among the top ten leading causes of death worldwide, and a key risk factor for non-communicable diseases, such as cardiovascular diseases, cancer and diabetes.

But yoga is more than a physical activity. In the words of one of its most famous practitioners, the late B. K. S. Iyengar, "Yoga cultivates the ways of maintaining a balanced attitude in day-to-day life and endows skill in the performance of one's actions."

IDY logo

Folding of both hands in the logo Symbolise Yoga, the union, which reflects the union of individual Consciousness with that of universal Consciousness, a perfect harmony between mind & body, man & nature; a holistic approach to health & well being. The brown leaves symbolise the Earth element, the green leaves symbolise the Nature, blue symbolises the Water element, brightness symbolises the Fire element and the Sun symbolise the source of energy and inspiration. The logo reflects harmony and peace for humanity, which is the essence of Yoga.



Benefits of Yoga

Yoga is very necessary and beneficial for all human beings if it is practiced by all on daily basis in the early morning. The benefits of Yoga include :-

- Increased muscle strength and tone
- Increased flexibility
- Improved respiration, energy and vitality
- Maintaining a balanced metabolism
- Weight reduction
- Cardio and circulatory health
- Improved athletic performance



List of Jury

A Jury headed by Justice C. K. Prasad, Chairman, Press Council of India was constituted to analyse/scrutinize the entries received for AYDMS:

- I. Shri Kanchan Gupta, Renowned Journalist –Member
- II. Shri Shekhar Iyer, Senior Journalist – Member
- III. Dr. Sachchidanand Joshi, Member Secretary, IGNCA (IGNCA) – Member
- IV. Shri Ram Bahadur Rai, Editor-in-Chief, Hindustan Samachar News Agency – Member
- V. Dr. (Swami) Bharat Bhushan, Mokshayatan Yog Sansthan - Member
- VI. Dr. I. V. Basavaraddi, Director, MDNIY, CCRYN and CEO, YCB - Member
- VII. Ms. Nidhi Pandey, ADG, PIB – Secretary to the Jury

The Jury was mandated to devise their own procedure for giving its recommendations/ decisions with regard to the Samman as also the manner in which the entries including from various regional languages have to be considered and examined.



List of Awardees

Radio

Name of Media House	Language	Media
1 Jnan Taranga, 90.4	Assamese	Live Media-Radio
2 FMFM Rainbow, Kolkata	Bangla	Live Media-Radio
3 All India Radio Madikeri, Karnataka	Kannada	Live Media-Radio
4 All India Radio, Thiruvananthapuram	Malayalam	Live Media-Radio
5 All India Radio, Aurangabad	Marathi	Live Media-Radio
6 Radio Mistry 94.3 FM	Nepali	Live Media-Radio
7 Hello FM	Tamil	Live Media-Radio
8 All India Radio, Hyderabad	Telugu	Live Media-Radio
9 All India Radio, Rampur (UP)	Hindi	Live Media-Radio
10 Fever 104 FM	Hindi	Live Media-Radio
11 All India Radio, New Delhi	Hindi	Live Media-Radio

TV

Name of Media House	Language	Media
12 Sandesh News, Ahmedabad	Gujarati	Live Media-TV
13 Amrita Television Malayalam	Live Media-TV	
14 Odisha TV Ltd.	Odia	Live Media-TV
15 Doordarshan Kendra, Chennai	Tamil	Live Media-TV
16 DD Kendra, Srinagar	Urdu	Live Media-TV
17 Sanskar TV, Noida, UP	Hindi	Live Media-TV
18 DD News, New Delhia	Hindi	Live Media-TV
19 Central Production Centre, Doordarshan, New Delhi	Hindi	Live Media-TV

Print Media

Name of Media House	Language	Media
20 Dainik Agradoot, Dispur	Assamese	Print Media
21 Mid Day, Mumbai Gujarati	Print Media	
22 Uadyavani, Bengaluru	Kannada	Print Media
23 Daily Navprabha, Goa	Marathi	Print Media
24 Odisha Express Odia	Print Media	
25 Sanchalana Vartha Patrika Leader, Andhra Pradesh	Telugu	Print Media
26 Roznama Rashtriya Sahara, Noida, U.P.	Urdu	Print Media
27 Naidunia, Indore Hindi	Print Media	
28 Prabhat Khabar, Ranchi Hindi	Hindi	Print Media
29 Desh Pran, Ranchi Hindi	Print Media	
30 Daily Nawai Duggar, Jammu	English	Print Media

Awardees



LIVE MEDIA

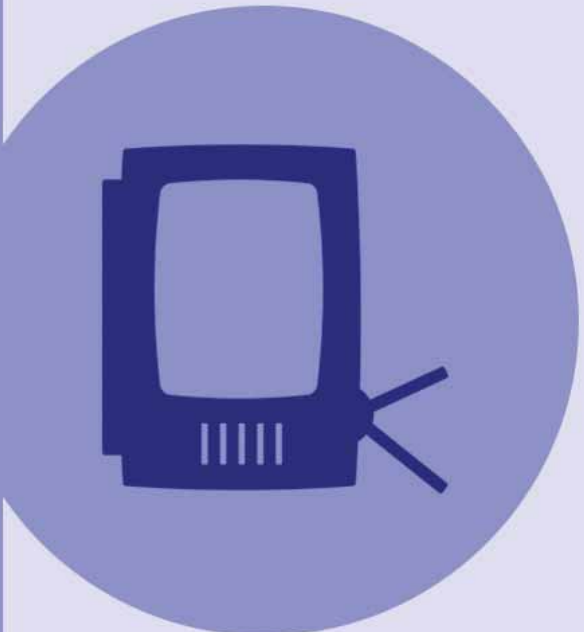
RADIO



Live Media-Radio

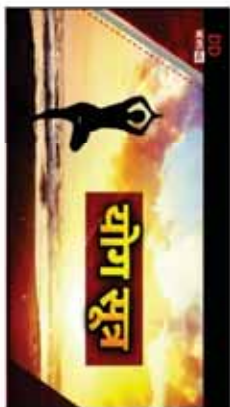


Awardees



**LIVE MEDIA
TV**

Live Media-TV



Awardees



MEDIA

PRINT



MINISTRY OF INFORMATION
AND BROADCASTING

International day of yoga
21st June



Yoga for Harmony & Peace