



## International Yoga Day campaign with Radio Bundelkhand #Kareyograhениrog

The meaning of Yoga is to unite or bind. The origin of the word Yoga is Yuj in Sanskrit word yuj, which means to join. Yoga is a practical way to balance and harmonise body, mind and emotions. The practise of asana, pranayama, mudra, bandha, shatkarma and meditation achieves this yoga or oneness.

In these unprecedented times, yoga has played a relevant contribution in enhancing the physical well-being of many lives. With the slogan #kareyograhениrog, **the Radio Bundelkhand, Apna Radio ApniBaatiem, 90.4FM**, celebrated the 7<sup>th</sup> International Yoga Day, 2021 in Orchha district, Madhya Pradesh.

A number of doctors and specialists have indicated that people with minor Covid-19 symptoms and recommended to isolate at home could albeit with caution, benefit from practising yoga asanas and breathing techniques. Therefore, Radio Bundelkhand spoke about the value of yoga and brought people together to practise yoga under the supervision of an expert amid this corona pandemic.

In conjunction with the Ministry of AYUSH and Commonwealth of Educational Media Centre for Asia, Radio Bundelkhand has been engaged in the mass movement of Yoga to mobilise and connect more people to achieve the motto of **“Connect with ourselves for better mind and soul”**. The programme was launched in the month of March 2021 and started campaigning for the next three months i.e., 01 April 2021 to 30 June 2021. In this regard, the radio programme and jingles were broadcasted everyday in the local language. The activity was also supported by social media channels such as facebook and what app group of listeners of Radio Bundelkhand for mass participation. As part of its advertising, it also promoted the enrollment in Yoga Volunteer Courses – Common Yoga Protocol which was intended to create general awareness among people and community to get harmony and peace through yoga. Thus, 113 people of the community members got registered themselves and have been issued certificates from the Ministry of Ayush.

## EVENT 2021

For the celebration of 7<sup>th</sup> International Yoga Day, Radio Bundelkhand also organised a quiz contest on “Yoga” from 16 June to 20 June 2021 in Bundelkhand, where, a question was asked everyday during the live broadcast at 11 am, also shared on the social media handles of community radio station. In total 25 people participated and 5 winners of the quiz competition were awarded with a sapling and gave an opportunity to become a RJ for one day on the event day. Alongwith, a live coverage was done by RJ Manish one of the Radio Bundelkhand Reporters from a yoga event where CMO Orchha MrPratap Singh Khengar and a Yog Guru Shivam Dubey participated. Yoga teacher Shivam Dubey spoke to the crowd about the significance of yoga, and then presented the names of the winners of the Radio Bundelkhand quiz competition, after which the CMO planted the trees.



